

- I. **Roll call: Debbie Archer; Ruth Borger, Vice-Chair; Matt Browning, Chair; ChaNae Bradley; Frances Gould; Lori Greiner; Will Hehemann; Courtney Jordan; Elena Kostyleva; Michelle Olgers; Faith Peppers; Hayley Pierce; Angela Rowell; Chrystal Checketts; & Wendi Williams, Secretary**
- II. **Minutes of February 18, 2015, were approved. Motion to approve minutes was made by Lori Greiner and seconded by Chrystal Checketts.**
- III. **Old Business (Plan of Work):**
  - **Social Media Guidelines:** Matt compiled social media guidelines from institutions and sent them to Rachel Wellborn (SRPLN Executive Committee ex-officio member) and Communications (COM) Committee members on September 9, 2014. A request was made to Rachel to post to PLN website. The Social Media Guidelines have been posted on the Communications Committee page under COM Links at <http://srpln.msstate.edu/com/Social%20Media%20Guidelines%208-2014.pdf>.  
(**Key Contact:** Matt Browning / **Deadline:** August 26, 2014)
  - **White Paper on Communication Skills in Extension Education:** For this three-part effort, Ruth has completed a literature review. Suzanne did a follow-up with PSD Chair Laura Downey to explore the group's interest in collaborating to assess and develop Extension professionals' communications skills. Maria oversaw a survey to identify current communications training for Extension educators at land-grant universities in the Southern region. The document was e-mailed to COM Committee members on April 15, 2015 for comments. Final revisions are being made and the white paper will be posted to the PLN website and submitted to *Journal of Extension* and *Journal of Advanced Composition* for consideration. (**Key Contacts:** Ruth Borger, Suzanne Deatherage, and Maria Bowie / **New Deadline:** December 2015)
- IV. **New Business:**
  - **125<sup>th</sup> Anniversary of the Second Morrill Act:** "1890 Day" set for April 23, 2015. 1890s on the Hill will be held on July 15-16, 2015. ChaNae, Michelle, Courtney, Debbie A., Matt, and Wendi reported on 125<sup>th</sup> Anniversary activities at 1890 institutions: Alabama Agricultural & Mechanical University, Langston University, Delaware State, Fort Valley, West Virginia State, and University of Arkansas at Pine Bluff. (**Key Contacts:** Matt Browning & 1890 COM Committee Members)
  - **Extension Committee on Organization and Policy:** A plea was made to Extension directors in October to continue supporting the "Extension100Years" social media effort. Plans are underway to possibly hire a social media associate that will continue marketing Extension nationally using the slogan "Extending Knowledge, Changing Lives." The focus will be on a "new century of engagement."  
(**Key Contact:** Frankie Gould)
  - **National LGU Impact Site:** The site is up and can be accessed at <http://landgrantimpacts.tamu.edu/>. A pre-conference workshop may be offered at the PLN Meeting in August to discuss the database and how to write effective impact stories. (**Key Contact:** Faith Peppers)
  - **Communications Committee Professional Development Session:** Topics were briefly discussed on professional development opportunities at the August 2015 meeting in Orlando, FL. It was decided that this discussion will be benched until after the PLN Planning Committee in April 2015.  
(**Key Contact:** Ruth Borger)
- V. **Next Meeting: Wednesday, June 17, at 2 p.m. Central; 3 p.m. Eastern**