



Minutes
Communications Committee Conference Call
Wednesday, February 18, 2015 – 2:00 p.m. CST/3:00 p.m. EST

Roll call: Debbie Archer; Ruth Borger, Vice-Chair; ChaNae Bradley; Deborah Dalhouse; Suzanne Deatherage; Frances Gould; Lori Greiner; Ed Jones; Courtney Jordan; Justin Moore; Michelle Olgers; Faith Peppers; Hayley Pierce; Angela Rowell; Lyndall Stout; & Wendi Williams, Secretary

I. Minutes

The PLN COM Meeting Minutes of October 15, 2014, were approved with the following correction: Lori Greiner's last name should be spelled with an "ei" and not "ie." - Motion to approve minutes were made by Lori Greiner and seconded by Angela Rowell.

II. 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

(<http://srpln.msstate.edu/com/Social%20Media%20Guidelines%208-2014.pdf>.)

(Key Contact: Matt Browning / Deadline: August 26, 2014)

White Paper on Value and Impact of Integrated Strategic Communications: This document has been completed. Elizabeth asked for final comments in February 2015. Final draft will be distributed when completed. (Key Contact: Elizabeth Gregory North / Deadline: February 2015)

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 subcommittee will draft a white paper to share with the full communications committee, with the goal of ultimately posting to the PLN website and submitting to the *Journal of Extension (JOE)* and *Journal of Advanced Composition (JAC)* for consideration. (Key Contact: Ruth Borger, Suzanne Deatherage and Maria Bowie / New Deadline: December 2015)

- **Committee Professional Development Session – August 2015** Ruth reported on possible professional development opportunities at the August 2015 meeting in Orlando, FL. She is still trying to contact Disney about use of infographics. Other suggestions included developing customer relations or contact management initiatives; reaching English proficiency audiences. Along those lines, Lyndall suggested having a session on developing consumer relations via mobile technology. Members are asked to continue thinking of professional development ideas. This topic will be added to the agenda for the next teleconference call.
- **100th Anniversary of Cooperative Extension System:** Information will continue to be posted to site. (Key Contact: Frankie Gould/Deadline: December 2014)

III. New Business:

- **125th Anniversary of the Second Morrill Act:** "1890 Day" set for April 23, 2015. "1890s on the Hill" in July. ChaNae, Michelle, Courtney, Debbie A., and Wendi reported on 125th Anniversary activities at 1890 institutions: Alabama Agricultural & Mechanical University, Langston University, Delaware State, Fort Valley, and University of Arkansas at Pine Bluff. (Key Contact: Matt Browning & 1890 Staff)

- **Extension Committee on Organization and Policy:** Update on social media effort. Key Contact: Frankie Gould. It was noted that Pew Research Center has viable information on social media usage.
- **National LGU Impact Site:** Will launch site on February 23. Participants can upload information to the database. (Key Contact: Faith Peppers)
- Lori Greiner asked COM Committee members to share information on the use of e-mail marketing tools. She sent an e-mail asking for specific information from members.

Next Meeting: Wednesday, April 15 at 2:00 p.m. Central; 3:00 p.m. Eastern