



Minutes Communications Committee Meeting August 25, 2015 – August 27, 2015

I. Members Present: Lori Greiner, Elizabeth Gregory North, Angela Rowell, Hayley Pierce, Suzanne Deatherage Ruth Borger, Dr. Edwin J. Jones, Mary Hightower, Dr. Mark Lattimore, Dr. L. Washington Lyons, Ashley Hawn, Frances Gould, Matt Browning, Stacy Herrick, Courtney Jordan Lyndall Stout, Will Hehemann, Debbie Archer, Michelle Olgers, Lisa Sterns, Suzanne Street, ChaNae Bradley

II. Introductions & Overview of Agenda

III. New Officers/Reps: Lori Greiner, Secretary; Michelle Olgers, Vice Chair (Replacing Wendi Williams); Ruth Border, Chair; Lisa Sterns, 1862 PLC Representative; ChaNae Bradley, 1890 PLC Representative

IV. Old Business: Plan of Work

- Discussed “Communication Skills and Implications of the Study, ‘The Skills and Attributes of 21st Century Extension Professionals’” August 2015 white paper draft. Committee discussed the value of pre-assessment testing for new hires and how or if to move forward as a committee with testing in each of our states. Outcome: added to plan of action “identifying existing communications and marketing training for Extension educators and professionals with the goal of developing a core curriculum for communications skills. Investigate offering certificates at various levels: basic, intermediate and advanced. Angela Rowell will spearhead this initiative. She will email the committee to get feedback on what training each state is doing and what they feel is needed.
(Key contact—Angela Rowell)
- Explore the development of criteria for an awards program to recognize communications excellence among non communications.
(Key contact—Frankie Gould)
- Matt introduced an email that ASRED sent him that asked the committee to consider adding to our plan of work a review of best practices and processes at our respective institutions to ensure peer review of published Extension material. The committee agreed to add this to next year’s plan of work.
(Key contacts—Lori Greiner and Matt Browning)

V. Guest Speakers: Chris Geith, new CEO of eXtension, and Anne Adrian also with eXtension, reviewed eXtension's new direction to help making measurable impacts. Artis Stevens, Chief Marketing Officer at their national branch, discussed national 4-H initiatives. The group asked him to develop a listserv for better dissemination of information to our group.

VI. Accomplishment Report

- Created social media guidelines and best practices depository and posted to PLN Website
- Completed southern Region communications training survey
- Completed a digital communications literature review

VII. New Business

- Communications and marketing training for Extension Professionals
Background: Several studies have identified the importance of effective communications skills for Extension professionals. Trainings targeting these skills vary from institution to institution. There is an opportunity to collaborate to identify a set of core communications competencies and to share and or develop training to address those competencies.

Committee: Communications

Timeline: August 2016

VIII. Next PLN Annual Meeting: August 22-26, Sheraton Music City Hotel, Nashville