

I. **Roll call:** Michelle Olgers, Chair; Lori Greiner, Vice Chair; Stacy Herrick, Secretary; ChaNae Bradley; Richard Campbell; Suzanne Deatherage; Frankie Gould; Faith Peppers; Maurice Perkins; Angela Rowell; LaRachelle Smith; Lisa Stearns; Suzanne Street; Wendi Williams

II. **Approval of last meeting's minutes**

- Suzanne asked for one change, under the bullet of "Writing Basics," "Suzanne Steel" should be changed to "Suzanne Street."
- All approved, pending Suzanne's requested change. Stacy will amend and send for posting to PLN website.

III. **Old Business (Plan of Work):**

- **Develop BMPs**

- Has a draft to send out before August meeting.
- A short document for the publications reviewers has also been created.
- Lori, Michelle, and Angela would like feedback on these drafts to be discussed at the August meeting.

(**Key Contacts:** Lori Greiner / **Deadline:** August 2017)

- **Marketing & Communications Curriculum**

Angela suggested that we focus more on coming up with a clear curriculum with clear objectives before worrying about how we are going to publish our findings. We, as a group, discussed ideas on the "how to" process of the overall training and what that may look like as we introduce it to users. This idea will become more thoroughly discussed at our August meeting.

- **Media Relations**
  - No update (Not on call)
- **Writing Basics**
  - ChaNae has some information she has compiled; Suzanne Street is also assigned to this section, and they have had one meeting. Still compiling information into a consistent format and reviewing existing materials. Work in progress.
- **Branding Ambassador**
  - Maurice Perkins has collected information and is in the process of compiling it.
  - Elizabeth Gregory North has shared Mississippi State's resources with the sub-committee, which they found to be very thorough and helpful.
  - Suzanne Street is currently working to finish an "Anatomy of a Press Release" handout. The group is certain that they will have their content together for the August meeting.
  - Angela sent out samples of an outline that she had shared during the last meeting to use as a guideline for the format.
- **Social Media**
  - Matt has developed an outline for the topic.
  - Lori will look at Angela's supplied outline and will adjust their current outline to follow the same format.
  - They feel they have a good start on this topic.
- **Marketing Local Programs**
  - This group is at the same place they were for the May meeting. (They have completed their work on this topic.)
- **Hosting Options**
  - Stacy felt that we, as a group, need to decide how we are wanting to distribute the information and who will have access to our final content before we move forward on deciding on hosting options.

(**Key Contacts:** Angela Rowell, Stacy Herrick / **Deadline:** August 2017)

- **Development of criteria for an awards program**
  - Discussed current states that have “Communicator of the Year”-type awards.
  - Discussed how developing criteria for our own (state-wide and regionally through PLN) awards program may work.
    - We would develop a list of criteria that states use to develop their own program (ie. “Communicator of the Year for a Non-Communicator”)
    - Do this on a state-by-state basis
    - Depending on size, give agent-level and specialist-level awards
    - Have the state winners compete on a regional level through PLN?
  - Lori volunteered to help Frankie come up with ideas on logistics and they will present to us at the August meeting.

**(Key Contact:** Frankie Gould / **New Deadline:** August 2017)

- **Complete position paper on the value and impact of integrated strategic communications**

- Michelle will reach out to Elizabeth to get further clarification on this item.
- Elizabeth was not on the call.

**(Key Contact:** Elizabeth Gregory North / **New Deadline:** Nov 2016)

- **Collaborate with FCS to help with their message**

- Suzanne shared some former FCS video PSAs to the committee members working on this item.
- Elizabeth Gregory North (not on call) was/is to make contact with FCS.
- Suzanne Street suggested to make the clarification that our group is willing to be editors of content, not originators.
- Group feels that this request should be “closed.”

#### **IV. New Business**

- **PLN State Report Template**

- Michelle sent a list via email of possible questions for PLN State Reports.
- A deadline will be set to submit responses to questions via email, prior to August meeting.
- The Executive Committee will read submissions and address any common themes at our meeting.

- **PLN Meeting Planning**

- Suzanne and Lara sent recommendations for three restaurants and also made reservations. Group decided to remove steak house from the list due to cost. We will decide on which restaurant we will eat at during our Tuesday meeting.
- We will need someone from an 1862 institution to step in as secretary for 2017-2018. Angela volunteered. If anyone else is interested, please contact Michelle.
- We will need a projector for our August meeting. Lori can bring hers, but has asked to see if anyone who is driving would be able to bring theirs. Maurice will check with his IT department.
- Impact Reports Professional Development presentation by Frankie Gould and Faith Peppers, and an eXtension presentation by Terry Meisenbach were approved to be included in the Wednesday, August 23<sup>rd</sup> meeting agenda.

**V. Next Meeting:** Tuesday, August 22, 2017 in Ft. Worth, TX