

- I. **Roll call:** Angela Rowell Hurt, Tom Dobbins, Stacy Herrick, Elizabeth Gregory North, Michelle Olgers, Frankie Gould, ChaNae Bradley, Lara Burhenn, Lyndall Stout, Mary Hightower, Suzanne Street, Hayley Cook, Lisa Stearns, Ruth Borger
- II. **Approval of last meeting's minutes:** Michelle Olgers moved, Frankie Gould seconded
- III. **Old Business (Plan of Work):**
 - **Marketing & Communications Curriculum**

Update from PSD Committee: they plan to have a call between committee subgroup meetings to discuss what types of materials needs to be stored in this database.

 - **Media Relations**
 - Faith Peppers, Hayley Pierce, Joy Cook, Latasha Ford, Mary Hightower
 - No update
 - **Writing Basics**
 - ChaNae Bradley, Suzanne Street, Christianah Ogunade
 - No update
 - **Branding Curriculum**
 - Elizabeth Gregory North, Richard Campbell, Frankie Gould
 - No update
 - **Social Media**
 - Lori Greiner, Matt Browning
 - No update
 - **Marketing Local Programs**
 - Angela Rowell Hurt, Ruth Borger
 - No update
 - Plan to review materials in folders for these topics areas and consolidate materials to correlate with objectives identified in competencies **by February meeting.**
 - **Identify potential peer-reviewers for curriculum and send for review**
 - Lori Greiner: Not on call, no update
 - **Gather feedback on implementation of Communicator of the Year Award**
 - No one present on call has implemented this program yet.
 - **Adapt best practices for communicating Extension's relevance for implementation by Extension specialists, agents, and educators**
 - Ruth Borger: Ruth and Michelle to pursue ACE webinar possibility with ACE leadership and management learning community. Ruth taking lead.
 - **Further develop common set of measures for evaluating communications work with assistance from PSD committee**
 - Elizabeth Gregory North, Frankie Gould, and Latasha Ford: Elizabeth reached out to Laura Downey and Donna Peterson but no meeting set yet.
 - **Conduct survey of Southern Region on compliance with Section 508 accessibility and EU privacy standards in partnership with the IT Committee**
 - Michelle Olgers and Lori Greiner: no activity yet.
 - **Develop a response template for crisis communication**
 - Faith Peppers and Elizabeth Gregory North: no activity yet.

- **Discussion of planning a field trip/professional development component for PLN annual meeting in New Orleans (Aug. 19–22, 2019)**
 - Frankie Gould and Angela Rowell Hurt
 - Potentials: Insectarium, billboard company, Deveney, childrens' museum, plan for a couple hour tour and dinner out

IV. New Business

- **PLC Reps – Anything to report?**
 - 1862 Representative: Lisa Stearns: no report
 - 1890 Representative: ChaNae' Bradley: committee seeking suggestions for keynote for next year's meeting. Suggestions from group included Walter Isaacson, Elizabeth Charles.

V. Next Meeting: February 7, 2019 at 3 p.m. EST/2 p.m. CST

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/7065426190>

Or iPhone one-tap :

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Meeting ID: 706 542 6190