

- I. **Roll call:** Lori Greiner (Chair), Stacy Herrick (Vice Chair), Angela Rowell (Secretary), Elizabeth Gregory-North, Frankie Gould, Lara Burhenn, ChaNae Bradley, Lisa Stearns, Mary Hightower, Christianah Ogunade
- II. **Approval of last meeting's minutes:**
  - Did not have last meeting's minutes ready for this meeting. Lori will send out when ready.
- III. **Old Business (Plan of Work):**
  - **Marketing & Communications Curriculum**

Marketing and communications curriculum: Lori created folders for these on the Google drive for everyone to add their outlines ([https://drive.google.com/open?id=0BzS\\_t1Ex3bgIWWx4c05qaEV2NXc](https://drive.google.com/open?id=0BzS_t1Ex3bgIWWx4c05qaEV2NXc)). Set deadline for remaining groups to get their outlines turned in by January 12, 2018 so that we have time to review before our February call.

    - Media relations: no one present to report
    - Writing basics: ChaNae updated us that they started their outline but Suzanne Street has been on leave, no additional progress on the outline. Adding Christianah Ogunade to this group
    - Branding ambassador: Elizabeth to add current eXtension outline to Google Drive
    - Social media: Lori reported they have a rough draft
    - Marketing local programs: Angela to upload outline to Google Drive folder
  - **Model communication award program proposal and implementation plan**
    - Frankie and Lori are working on a proposal directed towards Extension faculty and staff. State awards would be forwarded to executive director of PLN to be considered for a regional nomination. Can be adapted for research and teaching potentially, not just Extension. Lori to send to group for input on criteria for evaluation (results of communication efforts, quality, etc.). Feedback requested before February meeting. Goal is to present to SR-PLN to create regional recognition award.
  - **Collaboration with FCS committee to help refine key messages to promote the value of Extension FCS programming**
    - Elizabeth met with FCS group in Fort Worth to discuss messaging concepts and strategies for reaching multiple audiences. They discussed desire to get corporate sponsorships, compiled a list of potential sponsors. Jorge Atilas did a survey of program leaders in FCS nationally and did national presentation at NAFCS meeting to share this work. Survey included different messaging concepts for ranking according to preference. Elizabeth will share his presentation with the group with his results. Jorge and Elizabeth were also on an ECOP conference call to discuss fundraising strategies outside of traditional funding streams. Private resource mobilization committee is working on this for Extension as a whole.
  - **Develop best practices for communicating Extension's relevance and credibility**
    - Michelle was not present on call to report
  - **Update to social media guidelines and policies document**
    - Lori would like everyone to update their links or documents in the Google Drive ([https://docs.google.com/document/d/12XymYxoE9MZT6YNfgSmZ-t6M6J\\_rw3U6yToMSzn2dTc/edit#heading=h.gjdgxs](https://docs.google.com/document/d/12XymYxoE9MZT6YNfgSmZ-t6M6J_rw3U6yToMSzn2dTc/edit#heading=h.gjdgxs)), or email to her. To be posted on public committee page.

- **Development of common set of measures for evaluating communications work with possible assistance from PSD committee**
  - No progress so far.

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

- Elizabeth shared that program leadership committee meets at the end of November in Atlanta. Please send ideas to her or ChaNae for next year's meeting. Next regional meeting will be August 20-23, 2018.
- Lori is on planning committee for ACE. Will be in conjunction with Ag Media Summit August 4-8, 2018 in Arizona.
- Frankie discussed annual national impact database writing team meeting at end of January 2018 in Baton Rouge, LA. Please submit impact statements to national impact database for review.

**IV. Next Meeting:** February 8, 2018, 3 pm EST/2 pm CST  
Please call 605-468-8025 and enter participant code 237957#