

Roll call: Stacy Herrick, Chair; Angela Rowell, Vice-Chair; Suzanne Street, Secretary; Frankie Gould; Elizabeth Gregory North; Matt Browning; Zeke Barlow; Hayley Pierce; Tucker Wilson; Dawn White; Latasha Ford; ChaNae Bradley

I. Committee Meeting (w/Administrative Advisor)

- **Review and Approval of Agenda**
 - August meeting agenda approved.
- **Election of Secretary for 2019-20 (1862 member)**
 - Dawn White (Clemson) was voted in as Secretary.
- **2018-19 Plan of Work Review & Discussion**
 - Quick overview of all items in our current Plan of Work
 - Compiled core competencies in five major training areas and created objectives for each area.
 - Provided core competencies to the PSD Committee for review. They will provide feedback Tuesday morning.
 - Discussed the potential for placing the curriculum materials for use across the nation, supplemental materials, and other topic areas.
 - The PSD will review the competencies for validity and curriculum design. Elizabeth North will represent the committee there.
 - Competencies & objectives curriculum (Angela Rowell Hurt)
 - The five major training areas include: Branding, Marketing Local Programs, Social Media, Media Relations, Writing
 - Stacy Herrick will share the Google Drive with new members.
 - Implementation of Communicator of the Year Award – update/next steps
 - Lori Greiner (Virginia Tech) and the communicators at LSU have talked about implementing the award. Mississippi State did implement the award.
 - While agents should be good communicators for their programs, they are not required to do all communication functions themselves.
 - Mississippi State is looking to encourage faculty to work more with Ag Communications personnel.
 - Faculty are eligible who are exceptional at sharing their information with Ag Communications.
 - Clemson is looking to build the award into their program, where the winner is selected by a committee and given the “Great Communicators Award.”
 - Clemson will implement a best new writer award. The award can be extend into different categories (innovation, branding, etc.
 - A document for a starting point is in the Google drive in the Awards Folder.
 - The current document is open enough to allow creativity.
 - It will be recorded as an accomplishment. Will report back on next year how everyone has used it.

II. Committee Meeting (no Administrative Advisor)

- **2018-19 Plan of Work Review & Discussion continued**
 - Response template for crisis communication – update/next steps (Faith Peppers & Elizabeth Gregory North)
 - Response Template has been uploaded to Google Drive.
 - There is one that is actually filled in as well to guide in creating one for your individual institutions.
 - There has been no review at this point.

- Section 508 Survey – update/next steps (Michelle Olgers and Lori Greiner)
 - The goal is to learn to what extent our institutions are compliant in providing web and email accessibility to people with disabilities.
 - We are responsible for protecting our universities. The penalty is a \$75,000 lawsuit
 - It was suggested that this committee should compile resources and offer training.
 - Survey results are out.
 - Train the trainer workshops are coming up.
 - The committee discussed providing PLN webinars quarterly or having a 2-day special meeting (Frankie Gould).
 - Elizabeth North discussed making a plan to train different audiences (administrators, communicators, faculty, etc).
 - **Action Item (for support and funding):** Background – 508 and ADA compliance in digital communications continues to be a growing issue; land grants need training to bring communication efforts into compliance. Based on the survey, there’s a great need in the southern region and nationally for compliance training.
Committees Involved: Communications, IT. **Action Requested:** Approval and financial support from leadership to conduct series of webinars and/or face-to-face training customized for audience to provide appropriate training for Extension professionals to deliver accessible communications amid rapidly changing demands. Universities are currently facing litigation concerns over lack of accessibility.
Timeline: 6-12 months to hold trainings.
 - A subscription to Rev to transcribe or read transcripts that are put online Annual budget is \$25,000 for closed captioning. E. North

III. PSD Committee to present ideas for next steps on Competencies Curriculum

- **Todd Hurt and Meredith Weinstein reported**

- PSD Committee was very impressed.
- PSD Committee was glad we incorporated evaluation and impact.
- Wordsmithing – Main competency should be called domain. First column, competencies.
- Learning objectives should be clearer.
- The committee questioned how did we plan on evaluating the effectiveness of our training.
- They suggested adding a column on priority level. Critical, elective or nice to have so everyone can identify the must haves.
- Asked if any of the skills are needed as part of the hiring process.
- Asked who’s expected to give the training? Stated it may fall to communications to teach.
- Suggested a Section on ADA compliance.
- Suggested another training on how to use graphics that are inclusive.
- Suggested a piece on social media in the writing section.
- Suggested how to write for peer reviewed scientific articles.
- PSD committee goal is to have a database where the competencies can be housed in the future Is down the road. Otherwise if they are on the website they will be forgotten. Scott Cummings is looking for other options.
- We have to wait on them to get a database. Suggested reaching out to PLN to see if we can store the information on our committee webpage.
- Stated that we need PSD’s help concerning how to evaluate. Will make an action step for the PSD committee.

IV. 2018-19 Plan of Work Review & Discussion continued

- **Competencies curriculum – next steps (Angela Rowell Hurt)**

- **Best practices for communication Extension’s relevance – update/next steps**

- Ruth is willing to pursue the information and organize a webinar, to include case studies of what has been successful. Can be done this fall. Can do an ACE session where participants can leave with a plan about how to communicated their relevance. Suggested a panel for the webinar and the ACE conference.

- First audience is communicators.
 - Ruth will be asked to lead the charge. Others will be added as needed.
 - Onboarding for new agents – communicating Extension’s relevance-face to face training with a handout. A slide deck will be helpful. To be written for communicators, can be adapted to agents. Michelle Olgers will create slide deck and handout based on original white paper.
 - Hashtag campaign to our plan of work. Elizabeth North suggested three hashtags: Extension leads. Extension cares. Extension grows. Need to create an online piece to explain/support the campaign. Suggested an Infographic; a short video; a way to revive the national anniversary pieces. Elizabeth will lead the project.
 - Next conference; communicators need time reserved to present the relevance piece to the whole conference along with the hashtag campaign (the launch).
- **Further develop the common measures for evaluation with assistance from the PSD committee – update/next steps (Elizabeth Gregory North, Frankie Gould and Latasha Ford)**
 - The PSD Committee will provide a standard evaluation piece.
 - There may be a set of national competencies with which our curriculum can be aligned.
 - Elizabeth North suggested envisioning a learning management system and possibly partnering with the states.
 - Possibly a moodle campus offering . . . free of charge.
- **Wrap-up Plan of Work for 2018-19**
 - Accomplishment Slide
 - 5 areas of training with competencies
 - Implementation of Communicator of the Year Award
 - Action Slides
 - Action Items Guidance. Advisor will have someone from this committee on the agenda to explain the ask for approval and financial support. Will need the directors to support the communicator’s travel 1 to 2 days and funds to provide resources and materials (not to exceed \$2,000).
 - Conduct survey to determine compliance with EU privacy standards in partnership with the IT committee. For plan of work next year.
 - Dr. Latimore – led discussion related to communications marketing committee. ECOP Strategic Plan. May call for advice. Communicating information to our representatives and congressmen. Want to be able to successfully engage universities when the opportunities arise. Kglobal’s contract has not been renewed. Gould suggested this committee acts as a consultant to Brian, the communications person to ECOP.
 - The committee suggested a discussion about what to call publications (across the board) so that what they offer resonates with the public. Next plan of work.
 - ADA training for communicators – face to face – the committee would travel to LSU. One full day of training. ASRED can cost share with our institutions to cover training. Formulated as an action item.
- **2019-20 Plan of Work Ideas**
 - To refine our objectives and make the changes. It will be up to the PSD committee them be put upon the site.
 - Writing for Social media will need to be added.
 - Elizabeth will contribute to social media writing.
 - Dawn White can contribute to a scientific writing piece.
 - Writing social media content can be added to Social Media and Writing.
 - We will add another domain for ADA compliance. Can develop as we are learning.
 - Common measures for evaluation with assistance from the PSD Committee. Do Zoom conference to study and research. Has raw materials. Will continue that item. Goal date: Come up with list of common measures by Nov. 30.

- Administrators, program leaders, field agents and educators, communicators – key audiences for 508 ADA compliance. Frankie Gould (and communications team). Modules will be given quarterly through August 2020.
- Tobie is creating a video concerning ADA compliance that we can all use at our institutions. Answers who needs to watch and why. Create a one-pager to raise awareness among our colleagues about the need to train. Will include a link to resources. Michelle will do the one-pager. Michele and Lisa will ask for support from the program leaders.
- Angela will type up and share feedback from PSD Committee and share it.
- Tobie will lead the ADA compliance and diversity inclusion piece for the curriculum.
- Dawn White will develop domain, competency descriptions and learning objectives for scientific writing.

V. PLC Meeting Update

- Michelle, ChaNae and Lisa attended.
 - No questions about our accomplishments
 - ASRED will need to approve
 - The Best Practices for Hiring and Interviewing document from the middle managers is on the PLN site

VI. Other Business

- **Committee Leadership September 1, 2019 – August 31, 2020**
 - Chair – Angela Hurt, University of Georgia
 - Vice-Chair – Suzanne Street, University of Maryland Eastern Shore
 - Secretary – Dawn White, Clemson
 - PLC Representative 1862 – Lisa Stearns, Tennessee
 - 1862 Advisor – Laura Stephenson, University of Kentucky
 - PLC Representative 1890 – Michelle Olgers, Virginia State University
 - 1890 Advisor – Mark Latimore, Fort Valley State
- APLU has summer strategic communications meeting – marketing, branding, some Extension. Usually in July (2 days). One of the better meetings for what we do. Jeff or ChaNae will send the information to our listserv.
- The PSD Committee does a virtual summer school available to everyone. Perhaps we can share our resources during that time. Katherine will bring it to her team and then to the chairs.

VII. Call schedule for next year.

- Wednesdays at 2 p.m. EST. Committee prefers Zoom call. Angela will send out a meeting invite with the Zoom link included.