



**New Committee Officers and Key Contacts**  
**September 1, 2017 – August 31, 2018**  
*(See submission instructions at end of document)*

Committee Name	Communications	Submission Contact Name:	Lori Greiner
Chair	Lori Greiner <a href="mailto:Lgreiner@vt.edu">Lgreiner@vt.edu</a>	Submission Contact E-mail	lgreiner@vt.edu
Vice-Chair	Stacy Herrick sherrick1@wvstateu.edu	Submission Contact Phone	540-231-5863
Secretary	Angela Rowell arowell@uga.edu	Date of Submission	August 24, 2017
PLC Representative 1862	Elizabeth Gregory North	PLC Representative 1890	ChaNae Bradley
1862 Adviser	Dr. Tom Dobbins, Clemson	1890 Adviser	Mark Latimore, Fort Valley State

**Annual Plan of Work**  
**September 1, 2017 – August 31, 2018**

Item to Accomplish	Responsibility (Names of people assigned to item)	Key Contact (Person who will serve as a key contact for item)	Goal Date (Anticipated completion date)	Completion Date (to be filled in when completed)
1) We will create core curriculum for five key competency areas for communications and marketing for Extension educators and professionals. 2) Present the curriculum and implementation proposal to AEA and ASRED.	-- Media Relations – Jonathon Veit, and Ruth Borger -- Writing Basics – Suzanne Street and ChaNae Bradley -- Branding Ambassador – Elizabeth Gregory-North, Richard Campbell, Maurice Perkins and Frankie Gould -- Social Media – Matt	Angela Rowell, Stacy Herrick	Outlines due Oct 2, 2017  Final drafts due July 2018	Communications Competencies and Objectives were completed. They were shared with the PSD committee for further direction.  August 21, 2018

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	Browning, LaRachelle Smith and Lori Greiner -- Marketing Local Programs – Wendi Williams and Angela Rowell			
<ol style="list-style-type: none"> <li>1) Create a model communication award program that could be implemented by each institution to recognize non-communications professionals.</li> <li>2) Determine how this award would be implemented on a state, region, and possibly national level.</li> </ol>	Frankie Gould and Lori Greiner	Frankie Gould	Draft due Nov. 1, 2017	<p>A model communicator of the year award template was completed.</p> <p>August 21, 2018</p>
Collaborate with the FCS Committee to help refine key messages to promote the value of Extension FCS programming.	Everyone	Elizabeth Gregory North	On going	Initial work was completed. Waiting for further direction from FCS committee.
Develop a set of best practices for communicating Extension’s relevance and credibility.	Everyone	Michelle Olgers	Submit suggestions by Nov. 1, 2017. Finalize document by Feb. 1, 2018.	Best practices were completed September 2017. The document was reviewed and approved by the committee on August 21, 2018.
Update social media guidelines and policies document.	Everyone	Lori Greiner	Submit changes by Nov. 1, 2017	On going
Develop a set of common measures for evaluating communications work with possible assistance from the PSD committee.	Michelle Olgers, Elizabeth Gregory North, Mary Hightower	Michelle Olgers	July 2018	We conducted an inventory from the Southern Region institutions on

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				common methods for evaluating communications as a foundation to develop common measures. August 21, 2018

Quarterly Conference Call Schedule: (Dates/Times – Please indicate time zone

November 9, 2017 at 3:00 EST / 2:00 CST

February 8, 2018 at 3:00 EST / 2:00 CST

May 10, 2018 at 3:00 EST / 2:00 CST

July 12, 2018 at 3:00 EST / 2:00 CST