



**New Committee Officers and Key Contacts
September 1, 2019 – August 31, 2020**

Committee Name	Communications	Submission Contact Name:	Suzanne Street
Chair	Suzanne Street, sstreet@umes.edu	Submission Contact E-mail	sstreet@umes.edu
Vice-Chair	Dawn White, dawnw@clermson.edu	Submission Contact Phone	410-651-6084
Secretary	Daniel Nonte, dmnonte@ncat.edu	Date of Submission	August 21, 2019
PLC Representative 1862	Lisa Stearns, lstearns@tennessee.edu	PLC Representative 1890	Michelle Olgers, molgers@vsu.edu
1862 Advisor	Gina Eubanks, LSU AgCenter	1890 Advisor	Mark Latimore, Fort Valley State

**Annual Plan of Work
September 1, 2019 – August 31, 2020**

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)
Develop series of webinars and/or face-to-face trainings customized for targeted Extension employment groups. Identify key audiences: administrators, program leaders, communicators, field agents and educators. The intention of the training is to improve employees' understanding of ADA and 508 compliance and to provide tools for producing digital content to meet compliance standards.	Frankie Gould, Tobie Blanchard, PLN COM team	Tobie Blanchard	Modules given quarterly through August 2020	Not completed
Develop 1-pager to raise awareness for necessity for being federally compliant to encourage Extension professionals to utilize compliance training (above mentioned).	Michelle Olgers	Michelle Olgers	September 30, 2019	Not completed
Develop promotional video to raise awareness for necessity for being	Tobie Blanchard	Tobie	September	August 2019

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federally compliant to encourage Extension professionals to utilize compliance training (above mentioned).		Blanchard	4, 2019	
Refine communications curricula based on recommendations from PSD committee. Add to communications page on SR-PLN website as a resource for region when complete.	Branding – Elizabeth North Marketing Local Programs – Angela Hurt Social Media – Suzanne Street, Tucker Wilson Writing – Suzanne Street Media Relations – Blair Fannin, Hayley Pierce, Tucker Wilson (reviewer)	Angela Hurt	November 30, 2019	On-going
Develop domain, competency descriptions and learning objectives for ADA and diversity inclusion communications (including graphics).	Frankie Gould, Tobie Blanchard, ChaNae Bradley, Angela Hurt	Tobie Blanchard	January 31, 2020	Not completed
Develop domain, competency descriptions and learning objectives for scientific writing.	Dawn White, Denise Attaway, Angela Hurt	Dawn White	January 31, 2020	January 2020
Develop and conduct webinar (intended for communicators) at ACE 2020 to present best practices for communicating Extension’s value and relevance.	Ruth Borger	Ruth Borger	June 2020	Not completed
Develop slide deck and guiding document (intended for training Extension specialists, educators, agents, etc.) to present best practices for communicating Extension’s value and relevance.	Michelle Olgers	Michelle Olgers	June 2020	Not completed
Further develop common measures for evaluation with assistance from the PSD committee.	Elizabeth North, Frankie Gould, Latasha Ford	Elizabeth North	November 30, 2019	Not completed
Develop and launch #hashtag campaign for Extension regionally/nationally.	Elizabeth North, Frankie Gould, Matt Browning, Tucker Wilson, Stacy Herrick, Latasha Ford, PLN COM team	Elizabeth North	August 2020	August 2020

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

Nov. 13, 2019, 2:00 p.m. EST

Feb. 5, 2020, 2:00 p.m. EST

May 6, 2020, 2:00 p.m. EST

July 8, 2020, 2:00 p.m. EST

Meetings to be held via Zoom.

<https://zoom.us/j/7012268752>

August 2020 (Ft. Worth)