



PLN Communications Committee State Reports 2018

1. Institution Name/Department Name (Ex. Virginia State University College of Agriculture Department of Marketing and Communications):

UMES Agricultural Communications Office

2. Department Head: Suzanne Waters Street

3. PLN Representative Delivering Report, If Different Than Above:

4. Number of:

Full time employees in department: 1

Part time employees in department: 0

Staff/faculty department supports: _____

5. Department Supports (check all that apply):

Extension and Research Only _____

Extension, Research and Related Academic Programs X

General University Initiatives (non College of Agriculture or Extension) _____

6. Department Annual Operating Budget: \$ Projects funded on an individual basis from the Dean's or the Extension Administrator's operating budget

7. Outline your top three most significant communications and marketing achievements/projects since last August: Last year, I was out on medical leave October, November and part of December. I returned to work and was then out most of March. No significant achievements other than catching up in most areas. My research magazine has not yet gone to press.

- I. Project Name: Restructuring Document
Opportunity: The dean requested a proposal that outlines how communications should be structured as opposed to how it is currently structured.
Action: Completed SWOT Analysis. It informed the restructuring document.
Impact/Result: The dean is seriously considering a significant restructure.

- II. Project Name:
Opportunity:
Action:
Impact/Result:

- III. Project Name:
Opportunity:
Action:
Impact/Result:

8. Outline the three most significant challenges you foresee for your department in the next 12 months:

- I. Problem: A Restructuring of Communications
Cause: Restructuring of 1890 Extension in Maryland. The 1890 is now operating independent of the 1862, effective July 1, 2018.
Anticipated Affects: Fearful that shortcuts will need to be taken in restructuring communications to serve the increased needs of Extension and of the School of Agricultural and Natural Sciences.
Expected Action/Result: Increased human resources to include at least 1 full-time and 1 part-time employee.
- II. Problem: Disjointed Communications Efforts
Cause: No school wide policies.
Anticipated Affects: The brand will suffer.
Expected Action/Result: Communications is tasked with establishing policies, gaining buy-in from the administration and instituting it among the faculty and staff of the school.
- III. Problem:
Cause:
Anticipated Affects:
Expected Action/Result:

9. List 1-3 opportunities you see for SR-PLN communicators in the coming years.

- I. Cohesiveness among communications offices.
- II. Collaboration among communications officers.
- III.

10. List 1-3 threats you see for SR-PLN communicators in the coming years.

- I. Lack of travel funds.
- II.
- III.