



Minutes
Communications Committee Conference Call
Wednesday, October 15, 2014 – 2:00 p.m. CST/3:00 p.m. EST

- **Roll call:** Matt Browning, Chair; Ruth Borger, Vice-Chair; Suzanne Deatherage; Lori Griener; Michelle Olgers; Lyndall Stout; & Wendi Williams, Secretary
- **Minutes**

Fort Worth Conference minutes will be completed and distributed by Ruth during the week of October 20. Approval of minutes will be done via e-mail.
- **Old Business (Plan of Work)**

Social Media Guidelines: Matt compiled social media guidelines from institutions and sent them to Rachel Wellborn (SRPLN Executive Committee ex-officio member) and Communications (COM) Committee members on September 9, 2014. A request was made to Rachel to post to PLN website; however, this task has not been completed. Matt will resend guidelines and revisions to Rachel this week.
(Key Contact: Matt Browning / Deadline: August 26, 2014)

White Paper on Value and Impact of Integrated Strategic Communications: Matt will get an update from Elizabeth and resend her August draft to COM Committee members.
(Key Contact: Elizabeth Gregory North / Deadline: February 2015)

White Paper on Communication Skills of Extension Educators: Lori will send Ruth her review of the white paper, and Ruth will send Wendi a copy of white paper to review as well. All reviews are to be finalized by Thanksgiving, November 27. Once completed, the paper will be posted to PLN website and submitted to *Journal of Extension (JOE)* and *Journal of Advanced Composition (JAC)* for consideration.
(Key Contact: Ruth Borger / New Deadline: December 2015)

Assessment of Extension Professionals' Communications Skillset: The COM Committee is collaborating with the Program and Staff Development (PSD) Committee to develop a list of recommendations for assessing Extension professionals' communications skills. Will also determine when this should take place - pre-employment and/or as part of onboarding process. Suzanne will follow up with current PSD Chair Laura Downey and Vice Chair Celeste Allgood. (Key Contact: Suzanne Deatherage / Deadline: March 2015)

Communications Training Survey: A survey was administered to assess current communications training for Extension educators at land-grant universities in the Southern region and nationwide. Findings will be used to develop best management practices and will be submitted to *JOE* and *JAC*. Maria has distributed the survey and will analyze the results soon. (Key Contact: Maria Bowie / Deadline: December 2014)

100th Anniversary of Cooperative Extension System: Lori and Ruth shared recent celebratory events from the Virginia State Fair and the Sunbelt Expo. Institutions will continue to plan events and messaging of Extension centennial. (Key Contact: Frankie Gould / Deadline: December 2014)
- **New Business**

Ruth suggested that the Committee begin thinking about possible professional development opportunities at the August 2015 meeting in Orlando, FL. (She plans to contact Disney). Suzanne mentioned having a session on how to develop customer relations or contact management initiatives. Along those lines, Lyndall suggested having a session on developing consumer relations via mobile technology. Members are asked to continue thinking of professional development ideas. This topic will be added to the agenda for the next teleconference call.
- **Next Meeting:** Wednesday, February 18, 2015 – 2:00 p.m. CST & 3:00 p.m. EST