



New Committee Officers and Key Contacts September 1, 2011 – August 31, 2012

Committee Name	Communications	Submission Contact Name:	Lorna Norwood
Chair	Lorna Norwood	Submission Contact E-mail	Lnorwoo1@utk.edu
Vice-Chair	Ayanna McPhail	Submission Contact Phone	865-974-7141
Secretary	Sharon Dowdy	Date of Submission	8/22/12
PLC Representative 1862	Bob Reynolds	PLC Representative 1890	Ayanna McPhail
1862 Advisor	Dr. Ed Jones	1890 Advisor	Dr. L. Washington Lyons

Annual Plan of Work September 1, 2011 – August 31, 2012

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)
Support and Endorse the Development and Implementation of Social Media Best Management Practices and Success Stories for the Southern Region.	All committee members	Frankie Gould and Robin Adams	August 2012 for completion of the first phase.	ongoing
Complete a position paper on the value and impact of integrated strategic communications.	Bob Reynolds, Frankie Gould, Robin Adams	Bob Reynolds	August 2012	Draft complete June 2012
Convene quarterly Communications Committee conference calls. 3:00 Eastern; 2:00 Central	All committee members	Lorna Norwood	October 19 February 15 April 18 June 20 July 18	October 19 February 15 April 18 June 20 July 18