



New Committee Officers and Key Contacts September 1, 2012 – August 31, 2013

Committee Name	Communications	Submission Contact Name:	Lorna Norwood
Chair	Ayanna McPhail	Submission Contact E-mail	lorna@tennessee.edu
Vice-Chair	Maria Bowie	Submission Contact Phone	865-974-7141
Secretary	Matt Browning	Date of Submission	8.22.12
PLC Representative 1862	Frankie Gould	PLC Representative 1890	Ayanna McPhail
1862 Advisor	Dr. Edwin Jones	1890 Advisor	Dr. L. Washington Lyons

Annual Plan of Work September 1, 2012 – August 31, 2013

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)
Assess, support, develop and implement Social Media Best Management Practices and success stories for the Southern Region in collaboration with the IT and PSD committees. Post guidelines on PLN website and explore other methods of distribution. This website will be hosted at MSU.	Frankie Gould, Matt Browning and Dee Shore	Frankie Gould	August 2013	
Review and finalize a position paper on the value and impact of integrated strategic communications. Submit for publishing and explore other methods of distribution.	Bob Reynolds, Frankie Gould, Ruth Borger	Bob Reynolds	Feb. 20	

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)
Convene quarterly Communications Committee conference calls. 3:00 Eastern; 2:00 Central	All Committee Members	Ayanna McPhail	October 10 February 20 April 17 June 19 July 17	
Develop a communications Facebook closed group page	Matt Browning, Ayanna McPhail, Maria Bowie	Matt Browning	Sept. 2012	
Initiate research for a white paper on the strategic communications role of extension educators	Ruth Borger, Maria Bowie, Suzanne Deatherage	Ruth Borger	August 2013	

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

3:00 Eastern/2:00 Central

October 10
February 20
April 17
June 19
July 17