



## 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 | <a href="mailto:lorna@tennessee.edu">lorna@tennessee.edu</a> |
| 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<br>(Names of people assigned to item) | Key Contact<br>(Person who will serve as a key contact for item) | Goal Date<br>(Anticipated completion date) | Completion Date<br>(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                                | See Updates in Plan of Work for 2013-14             |
| 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                                    | See Updates in Plan of Work for 2013-14             |

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|---|--|--|---|---|
| Convene quarterly Communications Committee conference calls. 3:00 Eastern; 2:00 Central         | All Committee Members                                | Ayanna McPhail   | October 10<br>February 20<br>April 17<br>June 19<br>July 17 | July 17   |
| Develop a communications Facebook closed group page   | Matt Browning, Ayanna McPhail, Maria Bowie           | Matt Browning  | Sept. 2012  | 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   | August 2012   |

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