

Communication and Marketing Committee (CMC)
Operating Guidelines
April 17, 2012
Amended and Approved: December 19, 2016

Purpose

The Communication and Marketing Committee (CMC) oversees and guides the Communications and Marketing Project (CMP). The CMP is a coordinated and targeted educational effort to increase awareness of the Land-grant University agricultural and related programs, Agricultural Experiment Stations and Cooperative Extension Services. The CMP is supported by three sections of the APLU Board on Agriculture – Administrative Heads (AHS), Cooperative Extension (CES) and Experiment Station (ESS).

The CMC is the policy making body that oversees the development, implementation and effectiveness of this targeted educational effort, including coordination with APLU and consulting firms hired to advance this initiative. The CMC is the responsible entity specified in the contract between APLU and kglobal and in the contract between APLU and Cornerstone Government Affairs for oversight of the work as it relates to the CMP.

Membership

The membership of the CMC is as follows:

- Chair (1)
- Incoming Chair (1)
- Past Chair (1)
- AHS, ECOP and ESCOP Chairs (3)
- One AHS, one CES and one ESS Representative (3)
- One APS representative (1)
- One ACE representative (1)
- One CARET representative (1)
- One APLU CGA representative (1)
- One National Impacts Database Committee Representative (1)

Members serve two year terms and may be reappointed indefinitely. The term of Chair, Incoming Chair and Past Chair are one year. The chair of the CMC will be a representative from one of the three Board on Agriculture Assembly sections providing financial support for the program. The position will rotate among the sections. At any given time, the three sections will be represented by the chair, incoming chair or past chair. The incoming chair will be appointed by the section of the past chair at the completion of the past chair's term. Terms begin in March and coincide with the annual face-to-face meeting of the CMC (at the Annual AHS/CAAPLU meeting).

The representative positions (AHS, CES, ESS, APS, ACE, CARET, APLU CGA and National Impacts Database Committee) are appointed by their respective organizations. The sections are encouraged to consider rotating their representatives among the five regions. Non-voting members include one point person from kglobal and one from Cornerstone, serving as liaisons to the CMC. In addition, AHS, CES, and ESS will each name one representative (e.g. Executive Director/Administrator) as appropriate to work with the committee.

Organization and Function

The CMC will meet in person at the annual Joint CARET/AHS Meeting in March. Other in-person meetings can be scheduled by the chair as necessary.

The CMC will meet by telephone conference quarterly for CMP plan of work updates, coordination, issue or problem solving, contract oversight, and policy decision approval.

It is expected that programmatic and policy decisions are to be made by consensus. If necessary, formal decisions are to be determined by simple majority of a quorum of CMC members.

The CMC may create work groups that assist in development and implementation of the CMP communication protocols, including data mining, lay audience reports, and other efforts that leverage the work of kglobal. The work groups will be responsible to the CMC.

The kglobal and Cornerstone point people will attend annual meetings of the sections to provide updates.

Working closely together and with input from the CMC, Cornerstone and kglobal strategically identify key targets to focus communication and education efforts. This includes earned media including op-eds, the use of grassroots and grasstops connections (as defined by kglobal), and digital and social media approaches. Communicating the value of Land-grant agricultural and related program impacts through Cooperative Extension, Agricultural Experiment Stations, and academic programs to key decision makers is a primary goal of the CMP. Every effort will be made to take maximum use of the National Impacts database at www.landgrantimpacts.org.

The CMC will assist kglobal in developing the proper communication contacts for each state. Each state may have unique external communication protocols that must be followed for success. Points of contact for Cooperative Extension, Experiment Station and academic programs will be identified for each institution. It is expected that these points of contact would include the deans of agriculture, directors/administrators of Cooperative Extension and the Experiment Station or their designees, and institutional communications specialists to assure appropriate communication protocols internal to a specific university are followed.

A list of committee member responsibilities and the calendar of CMC events are attached in Appendix I.

Officers

The chair organizes and facilitates the meetings of the CMC. The chair provides updates at the BAA Policy Board of Directors meeting, reports to BAA sections, and meets with kglobal and Cornerstone on annual performance reviews. The chair will work with APLU in the development of contracts with kglobal and Cornerstone for the CMP.

The incoming chair will discharge the duties of the chair such as presiding over meetings when the chair is not available and guide the work of the Plan of Work Development Committee.

A list of officer responsibilities is attached in Appendix I.

Committees

- **Executive Committee** – The Executive Committee (EC) includes the Chair, Incoming Chair, and Past Chair and will be supported by the non-voting AHS, ECOP, and ESCOP representatives. The kglobal and Cornerstone representatives will participate in EC meetings as appropriate. The EC will meet quarterly at least one week prior to the meetings of the CMC and develop the agenda for those meetings. It is also empowered to handle the immediate affairs of the CMC between meetings.
- **Plan of Work Development Committee** – The Plan of Work Development Committee will prepare an annual CMC plan of work including goals and strategies. The Committee will seek input on the plan from CMC members and present a draft plan for approval at the annual meeting. The committee membership will include the AHS, CES and ESS representatives of the CMC and appointed by the CMC chair. The Plan of Work Development Committee will be chaired by the CMC incoming chair.

A list of committee responsibilities and a calendar of events are attached in Appendix I.

Quorum

For purposes of doing business, a quorum shall consist of a simple majority of the duly constituted members at any officially called meeting for which written notice is sent in advance of the meeting. A simple majority of the quorum resolves all issues.

Parliamentary Authority

The emphasis in all CMC meetings shall be on orderly process to achieve an objective decision by those present and voting. Should there be a parliamentary challenge, it shall be answered by referring to the most current edition of Robert's Rules of Order.

Funding

AHS, CES and ESS will share equally in financing the Communication and Marketing Program.

Amendments

These operating guidelines may be amended at any business meeting of the CMC provided the proposed amendment has been sent to all members in advance of the meeting, and the question is passed by a simple majority of a quorum of the voting members present at that meeting.

Appendix I

CMC Member responsibilities:

Participate in quarterly CMC calls

Participate in face-to-face meeting during annual AHS-CARET meeting

Contribute to calls and meetings

Provide feedback and suggestions on program activities to kglobal

Contribute to the implementation of the Communications and Marketing Project as guided by the Plan of Work

Serve on standing and ad hoc committees as necessary

CMC Executive Committee responsibilities:

Participate in quarterly CMC and Executive Committee calls

Participate in face-to-face meeting during annual AHS-CARET meeting

Contribute to calls and meetings

Plan call and face to face meeting agendas

Implement the Communications and Marketing Project as guided by the Plan of Work

Support the Chair and conduct short-term activities between meetings

CMC Chair responsibilities:

Organize and facilitate the meetings of the CMC

Participate in quarterly calls

Participate in face-to-face meeting during annual AHS-CARET meeting

Contribute to calls and meetings

Plan conference call and face-to-face meeting agendas

Preside over all meetings

Contribute to the implementation of the Communications and Marketing Project as guided by the Plan of Work

Serve on ESCOP Chair's Advisory Committee (CAC) and ESCOP Executive Committee

Provide verbal reports on monthly ESCOP CAC calls and written reports for ESCOP meetings

Provide updates to the BAA Policy Board of Directors

Work with APLU in the development of contracts with kglobal and Cornerstone

CMC Incoming Chair responsibilities:

Chair and convene Plan of Work Development Committee

Serve on Executive Committee

Represent the Chair as needed

Plan of Work Development Committee responsibilities:

Composed of incoming chair and AHS, CES and ESS representatives

Chaired by incoming Chair of the CMC

Draft the next Plan of Work for the Communications and Marketing Project

Seek input from the CMC

CMC Past Chair responsibilities:

Serve on Executive Committee

Calendar of CMC events:

March

Face to face meeting at Annual AHS-CARET meeting

New Chair leads takes over leadership of CMC at the conclusion of the meeting

Membership of CMC starts and finishes during the meeting

Presentation of the Plan of Work for the Communications and Marketing Project

Adoption of Plan of Work

Implementation of the Plan of Work

June

Executive Committee quarterly conference call

Full committee quarterly conference call

September

Plan of Work preparation by Plan of Work Committee

Executive Committee quarterly conference call

Full committee quarterly conference call

December

Executive Committee quarterly conference call

Full committee quarterly conference call