

ESCOP/ECOP Communications and Marketing Committee
January 23 CMC Conference Call
(Nancy Cox, Co-Chair, facilitating)

NOTES

Participants:

Hunt Shipman	Robin Reck
Nancy Cox	Tony Windham
Ronald Pardini	Daniel Rossi
Jenny Nuber	Richard Rhodes
Robin Shepard	Scott Reed
Jane Schuchardt	Faith Peppers
Carolyn Brooks	Sarah Lupis
Darren Katz	Sara Delheimer
Tony Nguyen	

- **Update from Cornerstone Government Affairs (Hunt Shipman)**

FY14 appropriations via omnibus bill—all 7 BAC priority lines received increases above the FY12 levels. This is significant growth, especially for AFRI (now above \$300 million) and is a testament to the great work of this committee.

Farm Bill nears completion—maybe next week? This will bring mandatory dollars to key research areas.

FY14: CARET/AHS meeting coming up at the end of February/beginning of March. President's budget will be released during that meeting (Tuesday, March 4th). BAC has already decided that the 7 priorities will continue for FY15. Other ideas will be forthcoming. Little insight into that at this time (this is typical); but expect some austerity. Appropriations likely to move at a more normal pace in FY14.

- **Update from kglobal (Darren Katz)**

- Darren introduced two new members of the kglobal team: Tony Nguyen (social media) and Robin Reck
- Website and social media numbers look good, considering the holidays. Continuing to do SEO work on the website (tags, back-end tweaks, etc.). Working with Sara Lupis and Sara Delheimer to develop strategy to use Impact Statements in innovative ways. Also some focus on national impacts database—helping with marketing for that project, giving strategic advice and helping to tie into AgIsAmerica.
- Weekly newsletter will turn into an external-facing newsletter. Launch planned for February. Sign-up on website.
- Social media advertising to drive engagement, get new followers.
- YouTube—new content and trying to reach out to new people.
- Earned media—switching to local earned media.
- Did not attend any events—discussing events for 2014 with Hunt Shipman and Ian Maw.
- Also working on Cooperative Extension Centennial, especially social media.

- **ESCOPE-ECOP Impacts Training Update (Scott Reed)**

Online and on a subscription-fee basis. Designed to build capacity of system. 3-unit asynchronous effort. Target audience is both educators (research and extension staff) and communicators. You can choose “communicators: train the trainers” or education for communicators who are submitting the impact statements. The goal is to have consistent, quality submissions. A third component is geared toward administrators—how to pull up information and use it wisely.

Under consideration is an enrollment fee on a sliding scale: Single person (more) vs. 10+ people (less) so that more people will sign up for the training.

Launch is likely later in the spring. Likely to be showcased at the NEEDA and CARET/AHS meetings.

- **March 2nd CMC Meeting Agenda (Nancy Cox)**

Nancy reviewed the agenda for the upcoming meeting. A call-in number will be made available as the meeting date gets closer.

Proposed March 2 CMC Meeting Agenda (4:00 pm – 6:00 pm):

- Review/reflection on the past year’s activities
 - Summary of CMC activities over the past year
 - Cornerstone (Hunt Shipman)
 - kglobal (Darren Katz)
 - ECOP/ESCOPE (Scott Reed/Nancy Cox)
- Current issues
 - Update from Cornerstone (Hunt Shipman)
 - Update from kglobal (Darren Katz)
 - Is the system both supporting and using kglobal in an optimum way?
- Going forward
 - Handling of kglobal reports
 - Future scale and partners in the Communications and Marketing Program
 - Themes for the coming year
- Other Business

There were no suggestions for improvement for the agenda.

- **Other Business**

Members are asked NOT to forward kglobal written reports or these meeting minutes to ANYONE. Reports will still be made available to the CMC prior to meetings. Even mentioning “targets” is concerning. Reports were put together to help people understand what was going on; however, problems are created with the dissemination of some of this information. Options: oral only reports, a more sanitized report. Still want to disseminate information, but want to be careful.

Dan Rossi brought up the issue of future meetings. After March 2nd, the full committee will meet quarterly on the same time slot—4th Thursday at 4:00 Eastern. Calls will be on the normal quarter schedule: March, May, and so on (avoiding August). The Executive Committee will finalize day/call times and send a notice to the group.

Dan Rossi recognized Ron Pardini, Interim Dean and Director from Nevada, for his tremendous efforts and actions to champion communications efforts and impact reporting. A new dean/director was brought on in Nevada and this may be Ron's last call. Ron plans to be at the CARET/AHS meeting in March.

ESCOP/ECOP Communications and Marketing Committee
Quarterly Conference Call
(Scott Reed, facilitating)
September 25, 2016
MINUTES

Summary of Actions:

- Sarah Lupis will provide a copy of the Water Working Group White Paper to kglobal.
- Committee Members will share the revised Operating Guidelines within their regions; send comments to Dan Rossi (rossi@AESOP.Rutgers.edu) by November 1, 2014.
- CMC Co-Chairs will nominate an ad-hoc Plan of Work Development Committee.
- Sarah Lupis will coordinate the collection of information on contacts and will deliver this information to kglobal.
- Ron Pardini will draft a letter for Jerry Arkin's retirement; comments will be solicited from the membership; Sarah Lupis will send a final version to UGA for inclusion in the formal retirement celebration.

Participants:

Hunt Shipman
Nancy Cox
Mary Duryea
Ron Pardini
Joe Malunda
Ashley Hawn
Tony Winn
Steve Wald
Jane Schuchardt
Carolyn Brooks
Kirk Pomper

Tony Windham
Dan Rossi
Sarah Lupis
Scott Reed
Faith Peppers
Linda Martin
Daniel Scholl
Nancy Bull
Robin Shepard
Ron Brown

1. Agenda Review

Scott Reed reviewed the agenda. Added "Contacts survey" to the agenda.

2. Report from Cornerstone (Hunt Shipman)

Congress is on a recess and likely will not return until after the November election. Government is currently operating under a continuing resolution. BAA priority lines are all at the requested appropriation level (FY2014 levels and a modest increase in AFRI). Hopefully the House and Senate Farm Bills will be resolved in December, but could last until January. If there is a year-long continuing resolution, would lose the \$8.5 increase in AFRI and continue at the FY2014 levels.

3. Report from kglobal (Joe Malunda, project manager at kglobal)

The quarterly report can be viewed on the ECOP/ESCOP CMC Secure Server.

<https://uwmadison.box.com/s/2jpvfusi0clns1o93nfb> (look under kglobal reports folder)

Password: ECOPESCOP2014!

Third quarter focused on earned, traditional, and social media. See the report for details. Social media refocused on engagement—taking the networks built over previous quarters and looked to improve content and high-yielding engagement. Issued one press release per month and placed them on the AgIsAmerica.org which helped to reach new outlets and contacts. Covered 284 news stories, many of them focused on nutrition and health. Worked with the National Impact Database committee to execute the marketing plan and provided feedback on the website itself.

4. Update from the PBD meeting re expansion proposal (Jane Schuchardt)

Over the last several months, there have been several “what if” discussions around expanding the CMC effort. kglobal presented three potential expansion options. During the July meeting, these options were discussed and the vote was not to do any expansion at this time. Rather, Ian Maw was charged with discussing the potential for “message testing” with kglobal and Cornerstone. At this time, there is a vote taking place by the PBD (due Sept. 30th) regarding funding a one-time “message testing” effort. The Administrative Heads Section will have on their November agenda to look at this expansion proposal and consider joining the ECOP/ESCOP partnership.

Although efforts to ramp-up engagement with university communicators is not being directly funded, the National Impact project will be a way to leverage expertise of university communications specialists. Will also look to have kglobal participate in the annual ACE meeting to promote connections and interactions.

5. Next theme – water security

Because of activities at the national level, the CMC Executive Committee recommends advancing the theme of “water security” as a high-profile theme for the CMC efforts. Robin Shepard noted that the Water Working Group White Paper has a 1-page matrix of resonant issues that could be points to test messaging on. Sarah Lupis will forward a copy of the White Paper to kglobal.

Food security was briefly discussed as another potential theme as a natural extension of the Nutrition and Health topic. Also discussed the idea of broadening the notion of Nutrition and Health to “Healthy Food, Healthy People.”

6. Updating CMC operational protocols and guidelines (Dan Rossi; see attached)

After 2 years of joint operation, it was an appropriate time to review the terms of membership and operational guidelines. The version presented has been reviewed by the CMC Executive Committee. “Membership” was defined by the existing membership list, but the Executive

Directors, kglobal and Cornerstone staff were re-classified as non-voting members. Members shall serve 2-year terms but can be reappointed for multiple terms. The change to quarterly meetings was also reflected in the new document. The officers are better defined and delineated and the Executive Committee's roles and responsibilities are better defined. In order to address the Plan of Work, a Plan of Work Development Committee is described in the new guidelines and would be charged with developing a draft document in advance of the in-person Spring Meeting.

There was some discussion of sharing this with regional associations prior to any CMC action. There was some discussion of having this go out to regions and then to ECOP and ESCOP for formal approval. Changes should be suggested prior to the next quarterly call. Comments should be sent to Dan Rossi by November 1, 2014. CMC will approve a final document that will then be sent to ESCOP and ECOP for formal approval.

7. Annual plan of work

An ad-hoc committee will be nominated by CMC Co-Chairs to work on the Annual Plan of Work in anticipation of the March in-person meeting. Interested members are welcome to volunteer.

kglobal and Cornerstone "statements of work" should be aligned with the overall CMC Plan of Work. Given the timing this year, the alignment may not be optimum but we can revise the schedule of the Plan of Work next year to accommodate it.

8. CMC Contacts Survey

At kglobal's request, a brief questionnaire will soon go out to all Directors and Administrators to ensure that kglobal has accurate contact information as they reach out to states. Sarah Lupis will coordinate the collection of data and delivery to kglobal.

9. Other business

Tuesday is Jerry Arkin's last day—he is retiring. Jerry was a long-time member of this committee and was pivotal in establishing the effort as we know it, including establishing funding and engaging with professionals in DC. Ron Pardini will draft a letter and circulate it to the CMC committee; Sarah Lupis will pass on to be included in a formal retirement acknowledgement.

Training on impact writing was discussed. UGA and Oregon State University have been working on an on-line training program and the National Impact Writing program has also been conducting training, but not through this committee.

Next Quarterly Conference Call: November 20, 2014; 4:00 PM Eastern Time. Call in number: 641-715-3340; passcode: 388936#