

ESCOP/ECOP Communications and Marketing Committee
Executive Committee Call
(Scott Reed, facilitating)
November 10, 2014, 3:00-3:34 PM Eastern

In Attendance: Nancy Cox, Scott Reed, Jane Schuchardt, Ian Maw, Hunt Shipman, Darren Katz, Dan Rossi and Rubie Mize [Recorder]

Call Notes:

After some discussion (see notes below), the draft agenda for the Nov. 20 CMC Call was rearranged and finalized as follows:

- Review of minutes from 9/25/14 CMC Conference Call (see attached)
- Update on AHS participation and impact on ECOP and ESCOP
- Revisiting CMC operational guidelines (we will be forwarding a revised version prior to the call)
- Report from Cornerstone
- Report from kglobal
- Message testing update
- Implementing the next theme – water security
- Ad-hoc Plan of Work Development Committee
- Update on CMC Contacts Survey
- Other business
- Next meeting: in-person meeting at the AHS-CARET Meeting, March 2-4, 2015 at the Omni Shoreham Hotel, Washington, DC (exact date and time not yet determined)

Ian confirmed that AHS will join CMC in 2015. The members welcomed this new development. This will entail another revision of the Operational Guidelines.

Nancy noted that she had requested to be replaced as the ESCOP representative, and is willing to represent AHS. Ian will inform the AHS Executive Committee, and expects AHS' response to be very positive.

Dan stated that the \$400K assessment will therefore be divided equally among the three – AHS, ECOP and ESCOP. Ian confirmed that the PBD had validated this and will be reflected in the new assessments that will be sent out in January. He also affirmed that AHS is committed for the long haul, but will review the activity every year.

ESCOP's current assessment is at \$300K. This will be discussed at the ESCOP-CAC call next week which incidentally falls on the same day and time as the CMC Call, 4-5PM Eastern on Nov. 20. Dan will participate and represent CMC at the ESCOP-CAC Call. Nancy will facilitate the CMC Call next week.

Jane noted that an analysis of the ECOP assessments is underway and will be considered by the section in July. For now, ECOP's share in 2015 will come from their reserve. Scott stated the need for ECOP to have a sustainable plan.

The revision of the CMC Operational Guidelines will include:

1. Membership – How many representatives from each section? Do we still need regional representation? A suggestion is to have two representatives from each section, to be appointed by AHS, ECOP and ESCOP. Assignments will rotate among the regions. Scott noted that a streamlined CMC may be more nimble.
2. Leadership – There are currently two-co chairs from ECOP and ESCOP. A suggestion is to have a Chair, Incoming Chair and Past Chair as the executive structure, one from each of the sections.
3. Assessments – equal distribution among the three sections.
4. Plan of Work Development Subcommittee – see notes below

On the Report from Cornerstone – Hunt will give a more detailed report next week. He will give a brief situational report on the results of election, committee chairmanship changes and what they know about Appropriations Committee and Omnibus Bill.

On the k-global Report -- Darren will give an update on accomplishments through traditional media, social media, NIT, and the research project.

On the CMC Contacts Survey – Sarah sent a brief update that will be shared with the members. The task is still underway and making good progress. Dan suggested encouraging people to complete the survey.

On the Water Security theme – According to Jane, the purpose is for BAC to align this priority with the budget request, but have missed the window for FY16, so will likely be included in FY16.

Dan inquired if this is something that Darren needs to implement. Darren replied that they are using message testing. It's useful to get a sense from CMC and Hunt on how to prioritize this with our other messages. A suggestion is to continue with the current message on Health and Nutrition, and add Water Security as a second, but not sure if this is the priority over the other.

Darren added that on a monthly basis, they put out 50-60 different stories. The question is – “Is this (Water) the first message or second message”. Members answered that this is second message.

Hunt deduced, from the BAC meeting, that the area of emphasis they are looking at into the future is almost in reverse with CMC. The water initiative is now on top of BAC's list. He's not

sure if either really resonates with the public, and hopes we can have better alignment going forward.

Jane asked if the message testing project will provide that insight. Darren said he is testing efficacy but also specific elements of messaging. We will certainly know by the first part of next year. They are doing a series of focus groups and the last one will be on the first week of January and the national survey on the second week of January. k-global will find out which of these categories is most effective. He suggested to continue to push it now, and will use the survey results to tweak the message.

Jane suggested and members agreed to pull out ‘message testing’ as a separate topic for next week’s call.

On the Plan of Work – With AHS participation, the process for developing the plan has to be redefined. It is too late to include an action plan, so for now, the 2015 contract will drive the Plan of Work. A sub-committee of CMC will work on a draft to be discussed at the face-to-face meeting in March. The group will then continue to work on the Plan with the objective of having the final version approved later in the year to be incorporated in the 2016 contract.

The Plan of Work subcommittee will be composed of a few CMC members/volunteers, but will rotate as this task has to be done every year. Membership will be discussed at the next call and the sub-committee formed.

Dan suggested picking a time/date at the CARET meeting on March 2-5, 2015, so we can put it in everyone’s calendar. There will be an Executive Committee meeting in Jan.-Feb. to develop the agenda. Rubie will check Exec. Comm. members’ availability. There is also a need to schedule the quarterly calls. Since there may not be enough time to discuss this at next week’s call, Rubie will send out a separate email.

In response to Scott, Darren said that there will be quarterly composite reports from k-global. A report will be ready prior to and will be given at the March meeting.

Call ended at 3:34PM.