

ESCOP/ECOP Communications and Marketing Committee
Executive Committee Call
(Scott Reed, facilitating)
February 4, 2015, 10:30AM Eastern

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

Call Notes:

This call is in preparation for the full CMC meeting to be held on Monday, March 2, 2015 at 4:00-6:00PM at the Omni Shoreham Hotel, Washington, DC, in conjunction with the AHS-CARET Meeting.

The Executive Committee reviewed the following draft agenda:

1. Review of minutes from 11/20/14 CMC conference call
2. Report from Cornerstone
3. Report from kglobal
4. Update on CMC Contacts Survey
5. Implementing CMC operational guidelines
6. Plan of Work - goals, expected outcomes, strategies
7. Other business

• **Review of minutes from 11/20/14 CMC conference call - Scott Reed**

Looks good, no changes suggested. Minutes will be included in Agenda for approval at the March meeting.

• **Report from Cornerstone - Vernie Hubert**

President's Budget released on Monday, Feb. 2. Good news in general with regards to our priorities. For example, AFRI increased from \$325M to \$450M.

Some increases controversial and may need more discussion, like some competitive capacity funds that are included in the President's budget. Language used may violate legislation so committees have to discuss.

Cornerstone is still working and analyzing odds and ends.

Scott noted that we will have better understanding of the budget when we get together in DC.

• **Report from kglobal - Darren Katz**

Very impressive 4th quarter report, noted Scott. He thanked Darren and his group for a very comprehensive report.

Darren highlighted 4 areas they are working on:

- a. **Traditional media** - newspaper, press releases and articles, working with members of the media and university communicators. Efforts resulted in over 500 media hits and engagement with nearly 100 members of the media and influencers. Potential number will be a little over 140M people reached. Ability to reach out to national

media will continue to be used and enhanced. Traction pattern (media leads to other stories) is good and k-global is getting right amount of traction on areas being targeted.

- b. **Digital**- increased website traffic by 52%, Twitter engagement by 102%, Facebook reach by 7% and overall social media engagement by 81%.
- c. **National Impact Database** – worked with committee to finalize national and university press releases for the **launch date of the National Impacts website on February 23, 2015**.
- d. **Message testing** – Five focus groups completed and now compiling survey results and analyzing raw data. Raw data appears better than anticipated, for example on support for research and extension at national level. Results will be available in next few weeks.

- **Update on CMC Contacts Survey**

No update from Sarah Lupis. Need to make sure we get the right people on the list. Rubie to follow up with Sarah and ask for update for March meeting.

- **Implementing CMC operational guidelines**

Approve date is November 20, 2014. Operational Guidelines were approved at the last meeting with minor revisions that Dan Rossi had incorporated.

Discussion was about the membership for the newly formed CMC:

- Chair (1) – Scott Reed
- Incoming Chair (1) – from ESS
- Past Chair (1) – Nancy Cox
- One AHS (Wendy Wintersteen), one CES and one AES Dean/Director/Administrator (3)
- AHS, ECOP (D. Foster) and ESCOP (R. Shulstad) Chairs (3)
- One ACOP representative (1)
- One ACE representative (1)
- One CARET representative (1) – Connie Pelton Kays
- One APLU CGA representative (1)
- One member of the ECOP-ESCOP National Impacts Database Committee (1)

Dan reported that ESCOP is waiting for confirmation of their representatives.

Jane noted that ECOP is working on their third member to ensure that regions are fairly represented.

Ian will work on the APLU CGA representative.

Dan will put together a template and send by end of today for everyone to fill in.

Need to get people identified so they can get the March 2 meeting in their calendars. Not everyone is expected to attend, but mainly those who are already planning to be at the CARET/AHS Meeting. Both ‘old’ and ‘new’ CMC members will be invited to attend. Scott

noted that it would be good to acknowledge in person those who have served in the Committee if they are present at the meeting.

- **Plan of Work - goals, expected outcomes, strategies**

The Cornerstone part of the work was just shared by Ian and forwarded to Scott.

The Plan of Work Development Committee, to be led by the CMC Incoming Chair and whose charge is to – *prepare an annual CMC plan of work including goals, theme and strategies for the CMP*, will look at the two scopes of work (k-global and Cornerstone) and come up with the strategic courses of action for CMC.

Members agreed that the March meeting can be used productively to discuss CMC's goals and expected outcomes.

Jane will check with APLU's Eddie and Suzette if a meeting room has been assigned for CMC.

Dan will get preliminary agenda drafted and send to CMC members with meeting details.

- **Other business**

Since it has not worked in past meetings, an option to call in will not be offered for the March 2 Meeting in Washington, DC, for those who cannot attend in person.

Call ended at 10:58 AM.