

## **Communications and Marketing Committee Meeting**

Omni Shoreham Hotel, Capitol Room

Washington, DC

March 2, 2015, 4:00 – 6:00 PM

Scott Reed, Chair

### Minutes

#### **In Attendance:**

Scott Reed, Chair  
Carolyn Brooks  
George Czapar  
Nancy Cox  
Mike Harrington  
Jimmy Henning, UKY  
Vernie Hubert  
Darren Katz  
Ian Maw  
Faith Peppers  
Jim Richards  
Dan Rossi  
Jane Schuchardt  
Robin Shepard  
Hunt Shipman  
Bob Shulstad  
L. Washington Lyons  
Tony Windham  
Mary Wirth  
Amber - Cornerstone  
Rubie Mize (Recorder)

#### 1. Welcome and Introductions – Scott Reed, Chair

4:05PM Scott welcomed and stated that phone hook up not available for this meeting.

Rossi added two issues – one is CMC website, if we want to proceed with that, and second now that we're partnership how do we use that in communicating our report. Kglobal report has APLU, logos etc. (brand to include all)

#### 2. Approval of Minutes from 11/20/14 CMC Conference Call (see attached) – Scott Reed

Scott noted 3 points – AHS joined in, reps no longer regional and POW

Motion to accept Minutes, seconded and passed.

### 3. Report from Cornerstone – Hunt Shipman

Environment headed into not encountered before, Republican Congress, interesting year as we pursue BAC priorities for funding. How we utilize Darren's report is challenge for CMC for the long term. Now know how public, capitol hill perceive this. Has oppty. Hope new structure of CMC facilitate discussion of sections and BAA. Year ahead not clear on how we get to final appropriations bill. Off to normal start on agric side completed before Jan 1<sup>st</sup>. Pres. budget arrived on time. Approp. Request deadlines in March not May. Depending on budget resolutions talk will gve exact pic for year. Amount that subcom have will not increase. Discussion on how to deal with deficit, defense spending, challenges going forward on BAC's part. Tough challenge

Scott- wild card, operating differenetly? Heard competitive capacity for the first time.

Hunt- Pres. want to grow capacity, but want to do that competitively. OMB wants to make all capacity programs competitive.

Jane S. – SNAP needs watchful eye

Lyons – will it derail discussion, Hunt not see it spilling over.

Mike H.- In 2007, there's proposal to make 50% Hatch competitive, last BAC call this might be camel's nose under tent. Will all increases be in the competitive pool?

### 4. Report from kglobal – Darren Katz

Darren – goal of message testing is to identify two metrics, qualitative and quantitative. One interesting is the cross-tabs, allows us to identify any specific messaging. Whatever we target we can create unique customized most compelling messages based on results of research. Will be able to distribute info to communicators.

Message testing – focus groups, point is to define regional differences, and also focus groups with Hill staffers – what they thought is useful, more process than substantive. Understanding on how they get info, what they're interested and more persuaded by.

From messaging standpoint, there were regional differences. Water more prevalent in West, not quite in South, Northeast. West had more personal experiences, not seen anywhere else in country. Response is also affected by current conditions, more systemic in West.

Faith asked if water quality was included, like Chesapeake Bay. Drought is more known than water quality issues.

Food and nutrition is relevant all over. People more animated on these areas. More so, than water, as reflected in survey results.

In order to get people engaged, we need more education. In focus groups you can prime people and get them interested.

Darren corrected himself and noted that Water resonated more than food/nutrition.

Faith noted that focus groups are more urban, should point out that Chicago group more urban.

Darren- want to identify students and use them more for messaging

Hunt- urban issues, one thing not concerned is that rural messages we get pretty well and these are smaller votes in congress. Urban over-sampled, but proportionate to vote in Congress

Darren – on page 7, water resonates more (surprising). By utilizing cross-tabs, help Cornerstone understand that when they approach legislators, this is how it is in the state/region etc.

Darren- wants to know what scientists say, people care what science is, what stories are relevant and who we utilize to tell story. This is good, as scientists can be spokesperson as people care what they say.

Tony W. – had issues with what Dr. Oz said, but people think he's an expert. Darren noted his credibility now in question.

Mike H. – social media Food Babe, has forced food companies change based on unfounded claims. Has million followers

Darren knows who this person is, she is challenge for our institutions. Our response primarily is to build up our credibility and not respond emotionally. Facts, research, science is what we need to stick to, and how we communicate and who to target.

Darren- what's interesting about vaccination is it took an outbreak for people to change their perspective about having a choice.

Darren – use humor in AgisAmerica to get message out for younger people

Darren- online resources more imp. – (1) push online use (2) run digital ads – with date we have we can now tailor message for specific targeted region, can get best results. Can measure what's getting more hits and hence, pour resources on it.

Jane S. – study is snapshot in time, what is the impact? 10-12 months, might think about to look in a year and see if we re-do the survey, not necessarily the focus group. How much did message testing cost?

Darren - hard to answer question, when negotiated, some revisions were made. Actual cost is \$75K but BAA paid \$55K. Focus group more expensive. Next Survey will be cheaper bec. we already have baseline.

Jim- now that we have baseline, do refresher and text validate message. Campaign perspective we do that, otherwise you get retired.

Rossi- need to know how much so we can prepare.

Darren will get together with Cornerstone, look at survey, plan what questions need to ask/add 1- size sample, 2-time and 3-number of questions. Will have number in next meeting.

Scott- last year decided on Water, would be good to capture what other imp. issues are, but Darren had to keep focus group limited to Water discussion.

Scott- Hunger big issue here, what about 'Treat Cancer'. Darren said didn't see anything that jumped out. Maybe 'Prevent Cancer'

Nancy- not call ourselves 'scientists' enough. Darren said people used '**food scientists**' a lot

Darren – everyone viewed with suspicion, people view scientists with least amount of suspicion.

Hunt- Nancy's point when quantitative, professor and scientist have distinct differences in survey. Scientist seen as solving problems. Hunt suggested protect

Impacts database rollout—hits already, in Politico –insider newsletter that goes to 10K most influential people in DC, including Darren. As couple of hours, 239 media stories written, reached out to 300 outlets.

Digital- plans and actions on media, growing media list, primarily using Twitter, exponentially growing. Will continue to grow followers. Website getting better, people spending more time and using more. 1-design used and optimized and 2-linked from other sites, so people can find them easier and more.

Traditional media – 550 individual stories written in outlets. Helps recruit people to our cause and increases visibility.

Rossi- is there version of Quarterly Report that can be sent out and shared to others in universities. Darren had looked into that and played with diff version, but could not come up with something useful.

Darren – trying best to reach out to communicators on regular basis

Working with Carolyn – 1890s anniversary.

Jane – ECOP hired a social media associate, Darren is working with

Jim R- what is multiplication factor if work Darren's group is doing is used by our institutions?  
Ex. Bruce McPherson has 2400 followers. Darren push people to follow us. **Require Deans** to ask people to follow AgIsAmerica.

Faith – **when we do communication training for staff/faculty** is to push using AgIsAmerica and Impacts database, and why it's imp't that they push stories even if they're not about our institution. Attach those messages.

Darren- **effort we've started is to get more students engaged, every student is on Twitter. Jane also suggested every 4H member (we have 6million members).**

**Jane asked Darren to give List of Action items on how to reach people to the AES, extension, Dean etc.**

**Darren asked to get in touch with Jennifer. Darren will provide what we want from Jennifer and Jane S. will contact Jennifer.**

**Jane also asked what 'sig' lines we should put on our emails. What signature lines we should put.**

**Jane is asking toolkit to get us to millions of followers. Give us tool to keep pushing that, to Deans, dirs. etc.**

**Darren – we have incredible resource, Hunt also suggested Alumni.**

Scott prime communicators to plug into the research, Deans and extension staff.

5. Update on CMC Contacts Survey – Sarah Lupis or Darren Katz

Mike sent Sarah message, Sarah has 119 responses/contacts. This is her first day back from maternity leave so trying to catch up.

Each institution just has one communicator, usually in Dean's office.

**Darren will follow up with Sarah in next few days what needs to be done to complete this.**

Darren suggests having one point of contact in each institution and that person distributes the message to relevant audience. This will be diff message sent to targeted congressional districts.

## 6. Implementing CMC Operational Guidelines (see attached) – Scott Reed

Scott highlighted that trimmed committee membership

Rick Rhodes, incoming chair, will head the POW Dev. Committee – Rick will spend time developing contract for next year. Rick will become chair next year 2016.

Should terms be by calendar year? At the APLU meeting in November. Timing is good bec. contract is signed in December.

POW will drive the Scope of Work. POW is for CMC and not for contract.

**Need to appoint the members of the POW Committee: Wendy (AHS), Scholl (ESS) and Tony (CES)**

- Membership (see attached)
- Plan of Work Development Committee

## 7. Initiating the Plan of Work – All

- Goals
- Expected Outcomes
  - In alignment with work of BAA and BAC. Process of messaging we're working on to be used when setting priorities.
  - Continue to refine our ability to work as a system, unifying message.
    - There has to be coordination. APLU level – AHS level
  - Fully engage upfront communicators and not as after thought. Work on communicators coordination.
    - Need to be better at telling communicators what they should focus on. (How do we get AHS to get on board? At Deans training – need to pass on to their communicators.
    - Communicators take orders from Deans, and usually say not priority of Dean. How do we reach out to these people. Rossi noted not all Deans are part of agric. system.
    - How do we process coordination re-Raleigh
    - Hunt suggested having more formal process for engagement of AHS and communicators

- Jane suggested that at AHS meeting, this should be raised.
- Proposal from k-global – do survey every 10 mos. etc. – make plan to do this on a regular basis.
- Charge POW committee to draft expected outcomes
- POW also scope of work of CMC – messaging, etc.
  - Mike suggested informing AHS about this meeting and results of survey.

**Send kglobal report to Deans, but they'll not read it. Prepare set of bullets. Look at Darren and Hunt to come up with one-pager bullets for the Deans. Darren asked if better to join call? Ours will be at summer meeting. AHS meets in March 28<sup>th</sup> BAAPBD would be good venue to call in or join that meeting, preceded by one pager. Scott noted that one-pager will be tool to open up conversation, now that AHS is paying.**

**Hunt – have monthly BAC calls and have that as an agenda item.**

## 8. Other Business

How do we label or communicate our partnership now that AHS is included?

-- Jane suggested calling it as is AHS-ESS-CES, give credit to sections paying since this is for internal use. What they get for their money?

-- Nancy call it 'System'

-- Bob said survey showed no one knows what Land-grant is

-- Communication and Marketing, serving the AHS, ESS, CES

-- Scott suggested using a tagline – CMC of AHS, ESS, CES One pager need to have appropriate heading. Mike asked is this effort of BAA? Dan said this is not a BAA offshoot. Danger that we will lose control if we're under BAA.

CMC Website – where do we post the website? APLU? ESCOP? Should be where it serves all sections? Private or public? Jane suggested putting them in a dropbox, only members invited.

AgIsAmerica is our public site.

Old site is not functional, old site is also getting info out that shouldn't be there. Just be careful!

**\*\*\*\* Scott- use new APLU logo, a communication and marketing project of the AHS, ESS and CES (send this to Darren) for the report that Darren will produce. Will be reflected in 1<sup>st</sup> quarter report first week of April. Link to the new and improved APLU.**

**Tony asks if we can share the kglobal report? Can we send/share to our directors? YES**

**Faith also send to communicators**

**Nancy – would like to see a onepager.**

**Rossi suggests separate one pager that'll go with the report**

**Darren will craft email cover when sending the report.**

Hunt – With Darren, these are ones being targeted - Alabama chair of agric subcommittee, Yoder from Kansas, David V. from California, Andy Harris from Maryland, Karl Rogers from KY chair of Approp. Committee, jerry Moran- new subcommittee chair, john Hogan – Sdakota, Steve Daines, Merkley from Oregon and Montana.

9. Summary Comments and Adjournment – Scott Reed

Special thanks to Dan. Rubie & Jane. July 23<sup>rd</sup> next meeting. Faith will continue to serve in committee.





**Communications and Marketing Committee**  
**Quarterly Conference Call**  
**(Nancy Cox, Co-Chair)**

**November 20, 2014 [4:00-5:00PM]**

**MINUTES**

**In Attendance:**

Carolyn Brooks  
Nancy Cox  
George Czapar  
Gina Eubanks  
Ashley Hawn  
Jimmy Henning  
Darren Katz  
Ron Pardini  
Faith Peppers  
Dan Rossi  
Hunt Shipman  
Jane Schuchardt  
Steve Slack  
Tony Windham  
Rubie Mize - Recorder

**Actions Taken:**

- Approved the Sept. 25, 2014 meeting minutes
- Approved the revised CMC guidelines with the addition of language about regional rotation. The final version will be circulated to the CMC.
- Nancy Cox will be the AHS Rep. and will serve as Past Chair for the new CMC
- Scott Reed will be the ECOP Rep. and will serve as the Chair (TBC)
- ESCOP will appoint a new representative who will serve as the Incoming Chair
- Ian Maw will serve as the non-voting representative from AHS
- Next CMC Quarterly Meeting will be in-person on Monday, March 2, 2015 at 4:00-6:00PM at the Omni Shoreham Hotel, Washington, DC, in conjunction with the AHS-CARET Meeting
- Rubie will check availability for a CMC Executive Committee call prior to the March meeting.

### **1. Review of minutes from 9/25/14 CMC Conference Call (see attached)**

George Czapar made a motion to accept the minutes, and it was seconded and passed.

### **2. Update on AHS participation and impact on ECOP and ESCOP**

There was general support and appreciation for AHS joining the group.

Nancy Cox reported that Dan Rossi is on the ESCOP-CAC Call discussing the financial implications for ESCOP. Costs will be split equally among the three sections which will result to a reduction of ESCOP's share. Dan Rossi had also updated the guidelines incorporating AHS. The suggested executive make up is to have a chair, incoming chair and past chair, one each from AHS, ECOP and ESCOP. ACOP, CARET, APLU and National Impacts reps. will be included in the committee.

Representation to the committee will no longer be 'regional'. Nancy Cox urged members to be mindful in selecting representatives so that they would rotate and each region will have a chance to be represented. Language capturing this rotation will be included in the guidelines. Currently, there are 5 reps. from each of the regions, way too many to make CMC manageable.

In the revised guidelines, the Incoming Chair will head the Plan of Work Development Committee.

Unlike ECOP and ESCOP, AHS does not have an Executive Director. Ian Maw had confirmed that he will represent AHS in this capacity.

Nancy Cox asked to be relieved of her ESCOP Rep. role and volunteered to serve as AHS Rep. and be the Past Chair of the new CMC. A suggestion was made that Scott Reed will represent ECOP and will serve as Chair. Jane Schuchardt will check with Scott Reed. ESCOP will appoint a new representative who will serve as the Incoming Chair.

A motion by Ron Pardini to accept the new guidelines, with the addition of the language on the regional rotation, was seconded and passed.

### **3. Revisiting CMC operational guidelines**

Please refer to discussion above. A final version will be circulated.

### **4. Report from Cornerstone**

Hunt Shipman noted that the looming Dec. 11 expiration of the Continuing Resolution (C.R.) is putting pressure on congress to pass the balance for the year, or pass another short term bill and allow the new congress to come back in January 2015 to address the remainder of the FY. House and Senate versions are both close to last year's funding level. The only downside of a short term bill is that the remainder for the FY cannot be proportioned, which will cause

problems for the universities. Pres. Obama's announcement tonight on immigration will also affect this. Congress is expected to make it difficult for the President to implement his Executive Order. We may see a short term C.R. ending Jan. 2015 and what happens after is uncertain. We will know more when legislators return from their Thanksgiving break on the first week of December.

Hunt Shipman replied to a query on how we will fare with the new congress, that the Chair of the House Ag. Appropriations Committee, Chairman Robert Aderholt, will continue in his role next year, and this is positive as he is favorably disposed in helping us. Pressure is on the Senate, but it's a high priority for the Senate to get the budget approved.

## **5. Report from kglobal**

Darren Katz reported hundreds of hits in kglobal media outlets. He specifically noted a successful profile orchestrated by Scott Reed. kglobal is focusing on quality of engagement, tracking those that are retweeting, commented on, etc. Website traffic is up 33% since last quarter, more are looking and staying on the site. kglobal will continue to work on the IT side to improve the social media outlets and reach out with communicators in the target districts.

## **6. Message testing update**

Darren Katz reported that they are conducting five focus groups and a national survey. Two groups at the Univ. of Maryland and a group of DC-based former Capitol Hill staffers have met. This activity will be done by the first week of January. The survey will be completed by the 2<sup>nd</sup> week of January, and will have results ready by the first week of February.

## **7. Implementing the next theme – water security**

Darren Katz continued that on test messaging the theme of water security, the aim is to determine what's compelling and what people want to hear. The theme is part of the social media platform outreach. As more and more communication goes out and when research is back, kglobal will tweak the messages as appropriate and make them more effective.

Dan Rossi noted that we will get a sense of direction by February and will know what messages need to get out. At that point, we can be more proactive in seeking information from our institutions.

## **8. Ad-hoc Plan of Work Development Committee**

Dan Rossi highlighted the need to appoint the committee and start writing the draft so it's ready for discussion at the March meeting. Work will then continue after the meeting and finalized prior to the signing of the new contract on December 2015.

The purpose of the POW is to give guidance to kglobal and Cornerstone.

Jane Schuchardt noted that the contract (to be signed this December) already has an attachment with the deliverables for the year. This will serve as the current POW and will help CMC provide oversight for the contract.

#### **9. Update on CMC Contacts Survey**

In Sarah Lupis' email of 11/10, she reported that responses are still being collected. There are about 75 so far and she wrote that she "still need to sort through them all to see what's there, update with the few received via email, and then start contacting individual institutions to complete the list". She sent a follow-up email on 11/12 with a list of institutions that have not completed the survey. All are encouraged to reach out. Need to keep this on the agenda because it's a critical component.

#### **10. Other business - none**

#### **11. Next meeting**

In-person meeting at the AHS-CARET Meeting, March 2-4, 2015 at the Omni Shoreham Hotel, Washington, DC. Jane Schuchardt had checked with APLU and confirmed that a meeting room will be available for CMC to meet on **Monday, March 2, 2015 at 4:00-6:00PM.**

Call ended at 4:46PM.

## **Communication and Marketing Committee (CMC)**

### **Operating Guidelines**

**April 17, 2012**

**Updated November 20, 2014**

#### **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 (AES) and Cooperative Extension Services (CES). 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. It 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)
- One AHS, one CES and one AES Dean/Director/Administrator (3)
- AHS, ECOP and ESCOP Chairs (3)
- One ACOP representative (1)
- One ACE representative (1)
- One CARET representative (1)
- One APLU CGA representative (1)
- One member of the ECOP-ESCOP National Impacts Database Committee (1)

Members serve two year terms and may be reappointed indefinitely. The term of Chair, Incoming Chair and Past Chair are one year. 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, ECOP, ESCOP and AHS will each name one representative (e.g. Executive Director/Administrator) and Assistants as appropriate to work with the committee.

### **Organization and Function**

The CMC will meet in person at CARET's annual meeting in Washington DC. The CMP annual plan of work will be approved at this meeting. 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 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 grassstops 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 key goal of the CMP. Every effort will be made to take maximum use of the ECOP-ESCOP impacts database at [www.landgrantimpacts.org](http://www.landgrantimpacts.org).

It will be the responsibility of the regional Executive Directors/Administrators in Cooperative Extension and the Experiment Stations working together with deans/directors/administrators to 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 to assure appropriate communication protocols internal to a specific university are followed.

## Officers

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 chair serves for one year. 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 chair organizes and facilitates the meetings of the CMC. The chair provides updates at the BAA Policy Board of Directors meetings and will meet 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.

## Committees

- **Executive Committee** – The Executive Committee (EC) includes the Chair, Incoming Chair, and Past Chair working together with the non-voting AHS, ECOP, and ESCOP representatives and assistants. 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 CMP plan of work including goals, theme and strategies for the CMP. 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 one AHS, one CES and one AES Dean/Director/Administrator from the CMC and appointed by the CMC chair, and Cornerstone, and kglobal, AHS, ECOP, and ESCOP non-voting representatives. It will be chaired by the CMC incoming chair.

## 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, ESCOP and ECOP 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.

## Communications and Marketing Committee Membership

February 18, 2015

<b>Voting Members:</b>			
Chair (CES)	Scott	Reed	West
Incoming Chair (ESS)	Richard	Rhodes	Northeast
Past Chair (AHS)	Nancy	Cox	South
AHS Representative	Wendy	Wintersteen	North Central
CES Representative	Tony	Windham	South
ESS Representative	Daniel	Scholl	North Central
AHS Chair	Walter	Hill	1890
ECOP Chair	Delbert	Foster	1890
ESCOP Chair	Bob	Shulstad	South
ACOP Representative	Linda	Martin	North Central
ACE Representative	Faith	Peppers	South
CARET Representative	Connie	Pelton Kays	North Central
APLU CGA Representative	Dustin	Bryant	South
Nat'l Impacts Database Representative	Sarah	Lupis	West
<b>Non-Voting Members:</b>			
kglobal Liaison	Darren	Katz	
Cornerstone Liaison	Hunt	Shipman	
AHS ED/Admin. Rep	Ian	Maw	
ECOP ED/Admin. Rep	Jane	Schuchardt	
ESCOP ED/Admin. Rep	Daniel	Rossi	