

# Communications and Marketing Committee Meeting

Scott Reed, Chair

July 23, 2015, 4:00M Eastern [Via Teleconference]

**In Attendance:** Scott Reed, Rick Rhodes III, Lora Berg, Bob Shulstad, Wendy Fink, Faith peppers, Sarah Lupis, Jane Schuchardt, Hunt Shipman, Darren Katz, Dan Rossi and Rubie Mize [Recorder]

## **Actions/Decisions Made:**

- No changes in the draft agenda for the CMC Meeting and the 3/2/2015 CMC Meeting Minutes
- Description of Twitter Town Hall - Darren
- Put out a call from CMC to help make the Twitter town hall available to universities, and have faculty/scientists/students in the queue to help organize weekly town hall – Jane for ECOP and Dan for ESCOP
- Inform Darren of universities interested in holding Twitter Town Hall - All
- Add ‘Communication strategies in engaging Presidential candidates’ in next CMC Meeting Agenda – Dan
- Send comments on draft POW to Rick in two weeks – All
- Finalize draft POW for discussion at next CMC Call – Rick and POW Committee

## **Minutes:**

CMC Executive Committee met on July 2 to prepare the agenda for this call. There were no changes suggested.

### **1. Review of minutes from 3/2/15 CMC Meeting (see attached) – Scott Reed**

No changes made.

### **2. Report from Cornerstone – Hunt Shipman**

Since the last CMC meeting, Congress had made significant progress. Underlying reason is so that they provide more to the system.

Overall level of non-military discretionary spending is same as last FY. There is little latitude for Congress to move money. Funding level to both House and Senate were less than received last year. Notwithstanding that, seven BAC priorities this year to be level funded; \$10M included AFRI in the House version of the bill. Given the allocations that the subcommittees had (which were slightly less than FY15) we think that our likely level-funding scenario (with possible modest increases in AFRI) to be a positive outcome. There is possibility that there will be a comprehensive conversation in Congress related to statutory debt ceiling and some long term non-defense and defense discretionary spending. There may be some funds available, but given constraints we are under, it will be a good opportunity to lay foundation for future.

Conference to occur in October, but because of the looming budget crisis it has not been scheduled before the August recess. It is unlikely that this will be taken up in September. Sometime before Christmas is likely timeline that this will come to conclusion.

BAC is thinking of moving crop protection line from 406, to avoid assessment of institutions. Because it is an unintentional consequence of consolidation of budget lines, Senate version did this but not the House version. Cornerstone hopes that House will take Senate's move.

### **3. Report from kglobal – Darren Katz**

kglobal's 2<sup>nd</sup> quarterly report is posted at URL --  
<http://nera.rutgers.edu/cmc/kglobalJuly2015Report2ndQ.pdf>

Message testing is completed using five focus groups and a national survey. Based on data obtained, results were applied to work on 1<sup>st</sup> and 2<sup>nd</sup> quarters. This year's task is to do quantitative and qualitative analysis of various social media tools being used.

#### **Highlights from the quarterly report:**

1 - Twitter town hall – Conducted with Montana State University allowing research and scientists to engage with the public. Engaged and tracked conversation @bigskyagchat that people used to ask questions on various issues. The session went very well with about 4M impressions and over a thousand conversations for 1 1/2 hours. The plan is to do one each quarter in each region, then monthly. Also engaged were members of Congress and their staff. This resulted in 30% twitter engagement due to the town hall and other contacts with staffers. Kglobal will continue to work with universities and will set up a template so they can do the twitter town hall on a regular basis. *Darren asked the members to let them know if there are universities interested in hosting a town hall twitter.*

Focus on Twitter is laying down presence, engaging every single member of Congress. Engagements are measured based on re-tweets, mentions in other social media like Facebook.

2 - Website- tweaking analytics to increase traffic and measure response rate, enhance user experience etc. through search engine optimization, digital ads and social media ads, and use of website as gateway to success stories. Website traffic increased 40% and new users 35%.

3 - Traditional media- Last quarter had 700 media hits. kglobal is working on micro-irrigation and volunteer weather monitoring themes. Purpose is two-fold, highlight local stories that have national impacts, and have these published in local outlets. Strategy is effective in quality and quantity, and in optimizing relationships with universities.

kglobal is providing support to the 1890s' 125<sup>th</sup> anniversary, by highlighting their work on digital media outlets and helped develop press strategy for 1890 Capitol Hill visits.

4 - Newsletter- circulates on monthly basis, doing well and growing significantly, with over 50 new organic sign-ups. Kglobal staff attends number of events, working with USDA-NIFA, met

with Sonny and Ginny Bueno to coordinate closely on impacts. *Let kglobal know if CMC members are not receiving newsletter.*

Darren encouraged members to read the report's Executive Summary. The ultimate goal is to complement Cornerstone's objective, educating the public and legislators so they are aware of the value of the work we do, both in local and national levels.

Rick asked, on the Twitter town hall, "What metrics led you to conclude that it's incredibly effective with 1000 and so engagements and 4M impressions?"

Darren replied that people were commenting from NIFA, members of congress, etc. Quantitative data is good. From qualitative feedback, participants were impressed with questions and answers from Montana State University. This is the first activity, so we are learning from outcomes and inputs. Rick is interested to hear feedback from professional communicators. It's a terrific platform if this is done on a regular basis – using scientists and researchers when we get questions; for example on basil and climate change etc. Those are questions we want from the public. When members follow the feed, then they see what constituents are concerned about and interested in.

Scott mentioned that, at the Joint COPs meeting, transition teams were identified. How do we target the recipients of our messaging? Hunt noted that this is an excellent suggestion that Cornerstone should address. Challenge is the number of Republican candidates and Darren noted that this is a resource issue. Limiting to 20 or so congressional targets is a real challenge; more so when we go to presidential candidates. Resources will be needed, but it's a terrific idea to get into this stage of the game [**Add in AGENDA for next meeting - Engaging presidential candidates!!!**]

Jane asked how do we engage faculty in the Twitter town hall? Darren replied that faculty fall under category that people trust. Including both research and extension personnel on same type of activity will be good. kglobal will look at combining both components into the community in the next Twitter town hall. Jane noted that numerous faculty have joint Research and Extension appointments.

Scott asked how many Twitter town halls can be done in a year. Darren replied that the goal is to conduct one or two every month. Template is available. Challenge is having university willing to participate. If kglobal has 30 calls from universities, they can do it every week. Is there is strategy in selecting locations in the country and what topic to focus on? Darren noted that we can cast a wide net if we don't limit the topic. As we go along, we can be more focused and engage the right people.. It is also good to get students to join, so they can talk about work they do. Scott suggested a Twitter town hall at Oregon State University.

Darren suggested building an audience first. Faith cited several activities of this kind going on; e.g. one recently done for Dr. Woteki. If we can connect these then we can build our audience. Darren's group can also help in publicizing.

*Jane suggested putting out a call from CMC to help make the Twitter town hall available to universities, and have faculty/scientists/students in the queue to help organize weekly town hall.*

Darren agreed this is a good idea to publicize. kglobal has capacity, it's just a matter of putting universities on board.

Jane will do it for Extension and asked Dan to do it for ESCOP. Dan inquired about opportunity costs? Darren answered that this activity is an add-on. As kglobal builds up their processes and work, this activity just evolved and is still within existing scope of work. *As we do the Plan of Work, we should think of activities that kglobal will do.*

Hunt noted that after having heard from facilitated discussions from different sections about engaging stakeholders in the national level (for example, an avian influenza group is doing an event like this that is cutting edge and impactful), he suggested figuring out a way to slice and dice. This is not just looking at different institutions but in particular areas, like pollinators, that would generate real public interest and will showcase capacity and capability of land-grants.

Faith added that as we create stories from the impact database, use those also as launching pads where people can go to see what we do.

Scott agrees with targeting specific areas in the regions.

*Darren will put together a description of Twitter Town Hall so Jane and Dan can send out call to our institutions. Darren will send tomorrow and will share with everyone.*

#### **Updates on Message Testing Study and Distribution – Darren Katz**

Message testing – continue to work and integrate findings from research, social media outreach, and how to position traditional media.

Jane inquired when would be a good time to add ‘message testing update’ in the CMC agenda. She indicated that message testing results have a 9-month shelf life.

Darren replied that shelf life is usually 9-12 months, and we're fortunate that we can do half of what was done previously since we already have the baseline. Since the testing done was in the first part of this year, plans can be put in place for implementation early next year.

Dan reminded the group that this activity is incorporated in the POW.

Jane has concerns with budget implications. ECOP finalizes budget in October. BPD paid the first testing activity, and would be good if they pick the tab again.

Dan suggested including it in the contract, so there is a structure in place as we plan for the future.

*Darren will put together scope of work for first part of next year.*

Are there metrics we should focus on? Like what's happening with the budget? Darren noted that congressional staff are more impressed with anecdotal, than quantitative information.

Rick expressed the need to decide on metrics – to measure efficacy of strategies. Identify quantitative measurements and not focus on funding increase or decrease, then we can move forward. Need to agree on what we need to look at.

Darren reported that on their quarterly update both qualitative and quantitative are included, but primarily quantitative. Challenge is how you correlate that with the budget lines.

Dan noted need to summarize into single sheet those quantitative metrics that kglobal tracks.

**Status of CMC contacts** – Darren had gotten what we need but there are still some gaps. He will follow up with Sarah Lupis.

Toolkit developed with Hunt – Darren and Hunt are still working on it and will get it done after meeting with Western directors.

#### **4. Plan of Work Development Committee Update – Rick Rhodes III**

The group had met and drafted a plan. *Rick asks CMC members to carefully consider the draft and send comments to him.*

The group, he explained had no template to work with and started from scratch, answering questions - Who are the key participants? What's the hierarchy? What are the key decisions to be made in communications and marketing? What's the process?

First step is goal-setting.- The POW addresses the sub-goals and strategies.

Next is the selection of thematic areas - description of activities to be undertaken by k&C, then monitoring and assessment. Important to work with kglobal and Cornerstone to coordinate metrics to measure efficacy of effort, carefully developing realistic expectations with the modest level of contribution.

Scott thanked Rick for his leadership and asked about the POW's lifespan. Will it be revised periodically? Rick suggested having a 4-5 year plan. Dan noted it is good to have a strategic 5 year plan, but to look at an annual plan with more specifics serving as inputs to the annual contracts with kglobal and Cornerstone. 5-year goals are OK, but strategies and areas of emphasis need to be looked at yearly.

. The POW will serve as a roadmap for CMC and how to give directives to k&C. As we develop strategies, consider our limited resources and the goal is to make best use of those. Plan will help us, and should be flexible because change can happen quickly.

Faith made note on engaging communicators from land-grants – some are working already as we get Ashley more on communicator groups. There are some issues of disconnect. Faith will send her suggestions to Rick.

Jane will also provide comments to Rick. There is a need to differentiate education and advocacy. She is very supportive of what Dan is saying that there are ongoing goals that will not change, but there are specific actions each year with expected outcomes. Jane envisions a table with outcomes – with actions for each year that may change from one year to another and report against them.

***Scott announced a deadline to send comments to Rick, in two weeks! Highly polished version in our next quarterly call.***

## **5. Other business**

***Wendy reported that Dr. Linda Martin asked ACOP to replace her. Dr. Cameron Faustman will take her role.***

Call ended at 4:55PM. Next CMC Call is October 22 at 4:00PM Eastern.

## **Communications and Marketing Committee Meeting**

Omni Shoreham Hotel, Washington, DC – Calvert Room

March 2, 2015, 4:00 – 6:00 PM

Scott Reed, Chair

Draft Minutes

### **In Attendance:**

Scott Reed, Chair  
Carolyn Brooks  
George Czapar  
Nancy Cox  
Laura Gamper  
Mike Harrington  
Jimmy Henning  
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  
Rubie Mize (Recorder)

### **Actions Taken:**

- Approved the November 20, 2014 meeting minutes
- Consensus reached on term of office - New officers will take over after the APLU meeting in November.
- Darren and Hunt to prepare one-pager with bullet points to highlight results of messaging study. This will be shared with Deans and at BAC meeting, and with university communicators.
- Darren and Hunt to prepare estimate of messaging survey update, for the next CMC meeting

- Messaging/Communication toolkit that Directors and Deans can use to increase social media followers – Darren and Hunt
- Darren will follow up with Sarah Lupis on the status of CMC Contacts Survey
- Plan of Work Development Committee to be chaired by Incoming Chair Rick Rhodes III. Members are Wendy Wintersten (AHS)-TBC, Daniel Scholl (ESS)-TBC and Tony Windham (CES). Confirm committee membership – Dan Rossi
- POW Dev. Committee to start work on CMC’s Plan of Work – draft should be ready by the July 23<sup>rd</sup> meeting. – Rick Rhodes
- Decide on branding to reflect AHS-CES-ESS partnership – Darren and All
- Create ‘Dropbox’ account for CMC materials, for members use only – Dan and Rubie

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

Chair Scott Reed called the meeting to order at 4:05PM.

Dan Rossi added two topics for discussion in the agenda – the CMC website and branding of reports in light of the new partnership among the three sections – AHS, CES and ESS.

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

The motion to accept the Minutes was seconded and passed.

### **3. Report from Cornerstone – Hunt Shipman**

Hunt noted that this will be an interesting year in terms of budget development. He discussed the President’s recommendation to growing capacity funding through a competitive approach. The BAC supports the increased funding but only through the normal formula allocation. Hunt also referenced the ability to use the kglobal messaging report to target our efforts.

### **4. Report from kglobal – Darren Katz**

Darren summarized the report on the messaging study. It will allow us to create unique, customized, and compelling messages. Relative to the results, there were regional differences. Water was very important in the West, though overall it resonated nationally more than food/nutrition.

Another interesting finding was that the public trusted scientists as a source of information above other sources. Darren noted that facts, research, and science are what we need to stick to in our messaging. We do not call ourselves ‘scientists’ enough. He said people used the term ‘food scientists’ a lot, and added that everyone are viewed with suspicion, but people view scientists with least amount of suspicion. Hunt added that scientists seen as solving problems and we should protect that public’s perspective.



As the study is snapshot in time, we will need to update in a year. Darren will coordinate with Cornerstone, look at the survey, and plan what questions they need to ask/add. The estimate will depend on (1) sample size, (2) time and (3) number of questions. He did note that we will likely not have to use focus groups and as we already have a baseline, the next survey will be less expensive. He will have the estimate ready for the next meeting.

Scott asked if any other issues, other than water and food/nutrition, stood out in the responses. While they did not specifically ask that quest, Darren did not think any other issues became apparent.

Darren reported that the Impacts Database rollout was successful and was featured in Politico, an insider newsletter that goes to the 10,000 most influential people in DC. As of a couple of hours ago, 239 media stories have been written, reaching out to 300 outlets.

k-global will continue with digital plans and actions on social media and growing media list, primarily using Twitter which is exponentially growing its followers. Website traffic is getting better. People are spending more time on the site and using it more. He attributed this to (1) design used and optimized, and (2) links from other sites, so people can find it easier.

Using traditional media, 550 individual stories were written in various media outlets. This helps recruit people to our cause and increases the Land-grants' visibility.

Asked if there is a version of the Quarterly Report that can be sent out and shared with others in universities, Darren noted that he had looked into that and played with different versions, but could not come up with something useful. He is reaching out to communicators on regular basis. Currently, he's working with Carolyn Brooks on the 1890s anniversary. ECOP has hired a social media associate with whom Darren is working.

Jim R. noted the potential enormity of the multiplication factor if the work Darren's group is doing is used by our institutions. He used Dean Bruce McPheron, who has 2400 followers, as an example. Darren suggested 'pushing' people to follow us on AgisAmerica. It was suggested that when we do communication training for staff/faculty to push using the website.

Darren talked about effort they have started to get more students engaged, since every student is on Twitter. It was suggested we reach out to every 4H member (6 million). Darren was asked to provide a toolkit that Directors and Deans can use to reach more followers, including alumni. It was suggested that communicators be primed to plug into the research, Deans and extension staff.

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

Mike H. reported that Sarah L. has 119 responses/contacts. 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 task. Darren suggests having one point of contact in each institution and that person distributes the message to relevant audience.

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

- CMC Membership (see attached)  
Scott noted that the committee membership was trimmed, and thanked former CMC members who attended this meeting.
- Plan of Work Development Committee  
Rick Rhodes, incoming chair, will head the POW Development Committee. This committee will spend time developing the contract for next year. Rick will become chair next year, 2016.

A question was raised concerning the terms of the officers. There was consensus that new officers take over after the APLU meeting in November. That timing would be good as the contracts are signed in December.

POW will drive the Scope of Work for the CMC. Again, it was noted that the POW is for CMC, and not the contractor's.

Names put forward as members of the POW Committee are Wendy Wintersteen (AHS), Daniel Scholl (ESS) and Tony Windham (CES). Confirmation will be needed from Wendy and Daniel.

## **7. Initiating the Plan of Work – All**

- Goals
- Expected Outcomes
  - Should be in alignment with work of BAA and BAC. Messaging should be used when setting priorities.
  - Continue to refine our ability to work as a system and have a unified message. There has to be coordination at the APLU level and the AHS level.
  - Fully engage communicators upfront and not as an afterthought. Work on communicators' coordination.
    - Need to be better at telling communicators what they should focus on. How do we get AHS need to be on board? This could occur at the Deans training. They then need to pass on to their communicators.
    - Hunt suggested having more formal process for engagement of AHS and communicators. This will be raised at the AHS meeting
  - Proposal from k-global to do survey every 10 months or so and plan to do this on a regular basis.
  - Charge POW committee to draft expected outcomes

Darren was asked to prepare bullet points to send to the Deans highlighting results of the messaging report. Darren and Hunt were asked to come up with one-pager for the Deans. BAA PBD meeting would be good venue to share the results. Scott noted that one-pager will be a tool

to open up conversation. Hunt suggested including it as an agenda item in the next monthly BAC call.

## **8. Other Business**

- Branding – How do we label or communicate our partnership now that AHS is included? The one-pager needs to have appropriate heading. It was suggested that AHS, CES and ESS be acknowledged as they are paying for the effort.
- CMC Website – The old site is no longer functional. Should we develop a new CMC website? It was suggested that all information be placed in a drop box and only members be invited. AgIsAmerica is our public site.

While the kglobal report can be shared to deans/directors and communicators, most would prefer to see a one-pager. Darren will craft email cover when sending the report.

## **9. Summary Comments and Adjournment – Scott Reed**

Scott thanked all the attendees and thanked Dan, Jane and Rubie for organizing this meeting. July 23<sup>rd</sup> is the next conference call. The meeting adjourned at 6:00PM.

# **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	

*Communications and Marketing Project  
Communications and Marketing Plan of Work*

**Vision:** Increase awareness of the value Land Grant University agricultural experiment stations, cooperative extension systems and their related academic programs through the creation of unified messages and a targeted educational effort.

**Overall Goal:** Attract additional federal funding through capacity and competitive lines to the state agricultural experiment stations and Cooperative Extension.

**Key Stakeholders:** Congressional decision-makers and those who have influence with identified congressional decision makers.

**Background:**

The Communications 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.

**Goal of the plan of work in communications and marketing:** Articulate clear and focused strategies for decision making in communications and marketing.

**Decision Making Points in the Communications and Marketing Project:**

*Process for goal setting*

The CMC affirms the goals for communications and marketing. These include increasing awareness of the value of the Land Grant University agricultural experiment stations, cooperative extension systems and their related academic programs. The CMC re-affirms these goals on an annual basis with the BAA, BAC, AHS, ECOP and ESCOP. The goals drive the identification of the thematic areas.

Does the CMC wish to define sub-goals and objectives; what's the process?

### *Thematic areas for communications and marketing*

The breadth of expertise of the Land Grant system requires that thematic areas be identified for clarity of message. Currently (FY 15/16), the thematic areas for the Communications and Marketing Project are Health and Nutrition and Water Security. Other message themes that have been discussed include: Invasive Species, Plant and Animal Genetics, Soil Health, Endangered Species, Local Economies, and Food Safety.

### *Process for selection of thematic areas*

Each year by November 1, the Communications and Marketing Committee will solicit the sections, AHS, ECOP, and ESCOP for confirmation of continuing a current theme or consideration of a new theme (identified by the sections). The CMC will also solicit the Budget and Advocacy Committee (BAC) for new areas that have been identified as potential communication and marketing thematic areas.

The CMC will then use this input for deciding on the continuation of a current theme or identification of a new thematic area(s). The CMC will then inform the sections and the BAC on the thematic area(s) for incorporation into the communications and marketing strategy. Following the decision of the thematic area(s), the CMC will engage kGlobal to assess the resonance of the identified issues with focus groups. Should the issue not resonate with focus groups, other thematic areas will be considered. The CMC will inform the sections and the BAC of the change. Resonance with focus groups will be a key driver for staying with or changing themes.

### **Is this workflow clear and appropriate?**

#### *Roles and responsibilities of kglobal and Cornerstone:*

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 grass-tops 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).

#### *Roles and responsibilities of Land Grant administrators and regional executive directors:*

Regional Executive Directors/Administrators in Cooperative Extension and the Experiment Stations working together with deans/directors/administrators 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. The regional executive directors and Land Grant administrators will be expected to provide input on thematic areas to the sections.

### And what else? What's the expectation of the CMC?

#### *Monitoring and assessment of the project and effort:*

The overall purpose of the project is to increase awareness and federal funding flowing through competitive and capacity lines to AES and CES. While increases in advocated lines in the budget above previous levels is one metric of success of the effort, this does not necessarily indicate cause and effect. A systematic means of assessing the efficacy of the effort is needed.

What are those metrics? If we consider who the stakeholders are, then what metrics could be used to assess:

- How helpful kglobal efforts were in providing Congressional members with information needed to respond positively to advocacy efforts by Cornerstone.
- The impact of outputs related to social media, articles in traditional media, and visibility through [www.agisamerica.org](http://www.agisamerica.org).

What is the process for development of assessment metrics? We suggest bifurcating the assessment of kglobal and Cornerstone. Kglobal is a communications group and Cornerstone is a lobbying company. We'd suggest developing outputs and outcomes that address the efforts of each company alone. Those should be clearly defined in the contracts executed with each company. Then an assessment of the overall effort could be undertaken. That could be as simple as "did the federal funding rate increase?"

As a general observation, the amount of money going into the communications and marketing effort is extremely modest. We need to be careful of developing unrealistic expectations.

#### *Extending the effort? Where are the opportunities for added value?*

How could the communications and marketing effort be extended for collateral good?

How might institutional communications specialists be used in this effort?

Last the Plan of Work Committee hoped to define clear workflow processes as we wrestled with the overall organizational hierarchy and the identification of key decision makers.

