

Communications and Marketing Committee Meeting

Scott Reed, Chair

October 22, 2015, 4:00M Eastern [Via Teleconference]

In Attendance: Scott Reed (Chair), Nancy Cox, Tony Windham, Daniel Scholl, Wendy Fink, Darren Katz, Sarah Lupis, Faith Peppers, Dan Rossi, Hunt Shipman, Bob Shulstad, and Rubie Mize [Recorder]

Actions/Decisions Made:

- No changes in the draft agenda for the CMC Meeting and the 7/23/2015 CMC Meeting Minutes
- Twitter Town Hall information material – Darren
- Adopted the 2016 CMP Plan of Work
- Strategy paper/proposal on how to engage presidential candidates to be presented to Policy Board at APLU – Darren, Dan, Ian, Wendy
- Plan agenda and make arrangements for March 6 meeting - All

Minutes:

CMC Executive Committee met on October 19, 2015 to prepare the agenda for this call. There were some changes suggested and were incorporated in today's agenda.

1. Review of Notes from 7/23/15 CMC Conference Call (see attached) – Scott Reed
Motion made by Tony W. to accept the minutes was seconded by Wendy F. and approved by the members.

2. Update from Cornerstone – Hunt Shipman
Resignation of House Speaker John A. Boehner left DC in chaos. Paul Ryan indicated willingness to take over. Freedom Caucus met and endorsed him. Members will vote next week. Highway bill is expiring next week, debt ceiling will hit the first week of Nov. and CR is good through Dec. 11. Appropriations bill is the key piece but all these can be bundled and may affect votes that members will make. Congress wants to try a new process for raising the borrowing limit. Risk of government default will be disruptive. Agreement will set overall spending limit, and with combined bill can result to additional resources available to the Appropriations Committee. Cornerstone is strategizing on how we may benefit from an increase.

Bob S. asked why it is anticipated that spending limits will be increased. Hunt replied that there is an aggressive effort from both parties to increase spending on mandatory and discretionary, defense and non-defense. Republicans want to see increase on defense and Democrats on non-defense. This may provide opportunity for additional resources.

3. Update from kglobal – Darren Katz

Scott R. thanked Darren for another impressive report. There is an executive summary and full report available, and posted at:

<http://nera.rutgers.edu/cmcc/kglobalQ3ExecSummary.pdf>

<http://nera.rutgers.edu/cmcc/kglobalOct2015Report3rdQ.pdf>

The third quarter has been very successful.

Traditional media:

- Over 600 media hits and 265M impressions targeted to audience that are most influenced.
- Team continued to build relationships with researchers, scientist and communicators and worked on local and national land-grants stories.
- Expansive editorial calendar target themes happening on regular basis, work with communicators on specific outreach on particular stories and press releases. Folks on the ground at institutions work well. List of stories placed are in the full report.

Digital media:

- User experience improved, site optimized, and targeted to audience who would be most responsive proved successful.
- Twitter town hall- completed a large one for NE-IPM and one recently at NEDA town hall. Very effective use of time and resources, ultimately have more conversation happening online on political issues and media standpoints.
- Website page views = 3K; Twitter Impressions = 148K; Facebook Reach = 42K and potential Twitter Town Hall Impressions about 2.4M

Newsletter:

- Continues to grow, shared via email and posted at website. Will continue to expand outreach strategy in next quarter to reach more audience.

Events:

- Attended events around the country to talk about work we do and to get feedback from communicators, deans and directors.
- Met with USDA-NIFA and National Impacts group.

Darren explained 'impressions' as referring to, if someone with 20K Twitter followers post the message then that's an additional 20K followers made aware of that piece of communication. It's how much a message is amplified. Although it doesn't mean that all those followers looked at the message, it gives a sense on how many more can be reached. Scott asked if we can measure how many actually saw the feed. Darren replied those can be tracked but will take time. Past analytics indicated, 1½ to 10%. On NEDA town hall, between 100-600K actually saw tweets, still significant considering a 45min. period.

Faith suggested promoting the Town Hall format. Should we pick out key groups? There was interest from an international aid conference. This might be a good session for a Town Hall as panel includes experts from universities who have participated before. Darren will follow up with Faith P.

It will be useful to gain more understanding and to promote if could put together some sort of communication on what a Twitter Town Hall is. Doing a video was suggested or a Powerpoint.

Scott encouraged members to identify and refer institutions that may be interested in holding a Town Hall. Darren noted that communicators had given good leads, but if members have other contacts please let Darren know.

CMC Contacts:

Scott thanked Sarah for help in compiling the info which has proved to be very useful.

4. Plan of Work Development Committee Report (see attached) – Rick Rhodes/Dan Rossi
The latest POW, October 1 version, was shared with the members. Rick was not able to join the call due to an important commitment.

Dan R. explained that the POW's primary objective is to enhance the effectiveness of CMC through the Communication and Marketing Project and included specific goals for 2016:

1. Enhance the effectiveness of the CMC by providing clear guidance and oversight to CMP
2. Support and contribute to unified system messaging
3. Effectively engage institutional communications specialists
4. Promote internal advocacy within the "system" for the communications and marketing project

The team focused more on the process - how committee functions, where decisions are being made and identification of new themes for this effort. After discussing with people within and outside the committee, it was determined that relationships with BAC and BPD need to evolve over time and need a coordinated effort. Advocacy activities of CMP are two-fold, one is educational (for the system) and communications with various audience through kglobal, that then feeds to advocacy that BAC and Cornerstone work on. There is a need to think of those metrics that apply to communication and advocacy efforts.

Dan noted that each goal has 3-6 strategies, and may be overly ambitious, but prefers to be overly ambitious as we evolve and grow. We're at a point now to decide where we can make positive impacts. We can now focus on how we can be more effective in helping kglobal and Cornerstone accomplish their goals.

Scott R. moved to accept the POW presented by Dan, Nancy seconded. Discussion?

Scott thanked Rick, Dan and the team for putting together the POW. If adopted, the POW can be included in the contract. Ian Maw was part of the development and the team obtained feedback from Darren so there are no surprises.

A question was raised on the shelf life of message testing and CMC should consider the next theme? Darren suggested doing it every year. He had talk to members of CMC, and will put proposal forward early next year which will also include cost estimates. PBD funded the last one. This is addressed in the POW to identify funding source, Dan noted. It's an important part of the plan and will help measure accomplishments. There are two themes that PBD identified in terms of new programs, so a third will have to go through the process. It was concluded that this is not a CMC function, so there has to be a process in place. There is a new process of identifying new initiatives, and as that evolves, we'll know themes to work on in the future.

The motion to adopt the Plan of Work for 2016 was approved.

5. Communication Strategies in Engaging Presidential Candidates – All

Scott opened the topic for discussion and asked how we could engage and get into debates.

- Playing field still broad with many candidates.
- kglobal had done projects for this exact issue - how to get on radar of presidential candidates and found it complicated and challenging when it's unclear who the nominees are. Darren noted there is exponential value when we meet with them while they are candidates. Idea is to get them aware of the issues. Maybe useful to take a different tactic, and if we consider should do it sooner than later and not wait until they are nominated, perhaps before the Iowa Caucus. There are too many people with too much money who will jump in.
- Grasstops approach? Darren suggested the following
 - Direct meeting with candidates and their staff, say focus on South Carolina or New Hampshire, and/or meet with their political directors when they're in town for 15 mins.
 - Build coalition of university presidents and industry supporters who can show Land-grant value at local level.
 - Get involved in town hall debates, also engage in social media campaign, focus and engage our communicators

Darren noted that building coalitions have been done locally, but not within scope of kglobal work.

Dan asked if we should develop a proposal and bring it forward to the Policy Board, as what we plan to do will impact the entire system. What's our message? Timing may be good at the APLU meeting when PBD meets.

Scott asked if Darren can put together a short brief that can be presented to the Policy Board. Each section has a Board member who can present it to the Board.

Dan suggested calling the BAC, ESCOP and ECOP leaders to help with input or get feedback on Darren's proposal. Dan can talk to Ian and see if we can help with mechanics. Develop strategy with Ian who manages the Policy Board at APLU.

Scott noted it's critical to get this done for November APLU meeting. Dan suggested talking points with Darren putting exact wording together. Wendy will give Ian a head's up.

Scott thanked Darren for helping on this important activity.

6. Turnover in Committee Leadership – Scott Reed

Scott announced that Rick Rhodes III will take over as Chair of CMC after the APLU meeting. AHS will designate a Chair-elect. Nancy will step down as Past Chair and will be one of the two AHS representatives. Wendy Wintersteen will be the Chair-elect if she stays as CMC member, but need to confirm with her. Nancy will talk to Wendy W.

Nancy noted that AHS does not have a support staff, so Ian/APLU will provide support when their turn comes.

7. Other Business

- New members will be contacted as we have new assignments come January 2016.
- A question was raised on the proposal for content development for the public portal of landgrantimpacts.org (discuss at next meeting?)

8. Next Meetings:

- Conference Call - January 28, 2016, 4:00-5:00 pm Eastern
- Face-to-Face – March 6, 2016, 4:00-6:00 pm Eastern, at the CARET/AHS in the Westin, Alexandria, VA (TBC)

Next meeting will focus on the agenda for the March meeting and how we will implement the POW.

Call ended at 4:52PM.

**Communications and Marketing Committee Membership
October 22, 2015**

Voting Members:			
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	Shirley	Hymon-Parker	1890
ACOP Representative	Cameron	Faustman	Northeast
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
Non-Voting Members:			
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	