

CMC Quarterly Meeting  
Rick Rhodes III, Chair

June 7, 2016, 4:00PM Eastern [Via Teleconference]

**In Attendance:**

Rick Rhodes III (Chair)  
Nancy Cox  
Bev Durgan  
Scott Reed  
Jane Schuchardt  
Daniel Scholl  
Beverly Durgan  
Darren Katz  
Dan Rossi  
Hunt Shipman  
Cameron Faustman  
Faith Peppers  
Michelle Rodgers  
Rubie Mize [Recorder]

**Actions/Decisions Made:**

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**Notes:**

1. Review of Notes from March 6th CMC Meeting (see attached notes) – Rick Rhodes  
Motion made was seconded and approved

feedback to kglobal

2. Cornerstone Report – Hunt Shipman

- Brief Legislative Update

House and Senate marking up their version of ag approp bill. Money available modest increases above previous year. As result, saw outstripping of provided previous. BAC priority were to protect previous year's as FY16, except growth 25M for AFRI, 350M in 16 and 375M in 2017. Handful, inc. 2.5M sustainable ag provided by senate, .5M vet provided in house, for most part comparable between house and senate. Weher we go from there, nor house or senate have bill for consideration hopefully before they adjourn in early July, in anticipation of party convention in July. There's vulnerability in res, ext and teaching, committee leadership on whether to schedule bill on house or senate floor. Quite hesitant, but don't see any growth. May have to cut somewhere else. We'll probably get what we see. 375M to be there. Finish line can be sooner or later, see omnibus bill, CR enacted by Oct 1<sup>st</sup>. Finish bill by late fall or new congress. Depends on outcome of election

RR- recommendations to CMC, uncertainties and not lot of opportunity to grow.  
HS – how committee interplays with other advocacy, we're doing it. Benefit of this effort, constant struggle. Challenge how we quantify impact of these efforts. Conversion of metrics to dollars is tricky for us to quantify. Suggest CMC to be mindful. Not all translate to dollars, equate also to dollars and cents recognition of system's capacity. Dollars that farm bill dedicated to producer education, and role the Exte. Play in working with farm agency. FD, implementation and recognition of extension as lead agency for producer education. These are hard to quantify, and may be due

- Feedback on Effectiveness of Communications Efforts

### 3. Kglobal Report

#### a. Brief Update – Darren Katz

Highlight general observations.

Start with comment to attachment of Q report – as general rule nothing helps Kglobal more than work with local communicators, great job in promoting system. Enhanced by amount of engagement with local communicators. Letting Kglobal know with opportunity with members of congress or local media. Ultimately that's where value come in. folks on ground communicate with our stakeholders. Kglobal can help, but way can add value is taking individual examples and nationalizing that and using that to emphasize how we're working.

Twitter – everything done is exponential. If we engage with 100 people, 200 is exponential increase, more involvement with communicators and impact marketing of system

Open rate – subscriber rate is fairly low. End of day word of mouth is best. Encourage others to subscribe. Then more people can see what we're doing system wide

Twitter Town Hall – subject matter is we have tried different times, some single some multiple subjects. Analysis get better in single than multiple subjects. Town Hall with VA Tech is successful, spoke with members of congress and their staff. Individual mayors and council members, those in local who are interested in topic.

Digital media – this Q and next, complete overhaul – to update site so responsive to mobile and upgrade back-end to inc. ability for people to find site.

Traditional media – press releases, couple that's been successful. Do AB testing for language on different sites and tools and distribution channels.

CF- What's AB testing?

DK – when publicize Twitter TH, do ads on Twitter, facebook, come up with concepts different types of concepts and imagery to come to site for upcoming Town Hall. Mock up different options, test and see which images are resonating best and elicits response. Response is whatever the call to action is.

#### b. Distribution of Quarterly Reports – Jane Schuchardt and Dan Rossi

RR- prepare cover page – several had sent to Rick corrections and editorial comments. He will incorporate those.

Jane- send to regional directors and send it through their lists. APLU has national lists, but good to involve regional directors. Michelle said this is fine

RR- role of exec. Summary- put in hands of admin heads and dirs. so they read them – to engage directors. They have stake on this as well as communicators. Appreciate help from Faith. Want to get hands of folks so they read and take action

Jane – institutions pay and how effort affects political process

Scott Reed- will cover note restrict our distribution? Are there stuff that shouldn't be shared

RR – don't want to limit too much that gets hidden in drawer

Bev- share only with communicators and legislators, make it clear what types of people in organization who should see them

Darren – in many cases, simply raising awareness and sharing info of what's being done. Not asking extra work but letting them know what's being done and how we leverage them.

RR- asking for feedback and good stories

RR- send suggestions to Rick, we'll send out before week ends

c. CMC Feedback – All

- Different interests within the system to be promoted
- Different types of programs to be promoted
- New programs that might be of interest to promote
- Different impacts and outcomes that should be promoted
- Unique relationships with media, members of Congress or Congressional staff
- The internal politics of the system

RR- suggestion and question for Darren – yesterday had NE1439 multistate meeting. Has any Twitter Town Hall been devoted to single subject. Cool oppty to involve more than institution and reach out to more states.

Darren – had done couple of times, multistate. One single subject and other multi- as long as we narrow to one subject more effective.

RR- send suggestions and will make sure they end up with Darren. If you have clever ideas send to RR.

4. 2016 POW Implementation Tasks Summary (see attached)

a. General Discussion – Rick Rhodes

Good progress on 2016 tasks. Focus call on providing feedback to kglobal. 'nationalizing local messages is effective way of sharing collective capacity of our system.

b. Updates – Members

faith – will have meeting with communication dept heads at ACE to go through list and clean it up. Set up a google dot, check regularly every six months to make sure that info is up-to-date.

Will give us access to doc that's updated every 6 months

RR- web based format? Faith said they should be able to update on their own

Faith –every 6 months send out institutional email, please go and make sure your contact info is up-to-date for CMC. Each organization will be responsible for updating list.

RR- working on #7 stay tuned

RR- 8 onwards to be implemented

5. 2017 POW – Bev Durgan

Bev- as incoming chair is to develop the 2017 POW. Has good roadmap as we've done 2016, to be unveiled in December.

6. Change in CMC Leadership and Support – Rick Rhodes

RR will become next ED for NERA. RR will step out as Chair of CMC, need temp leadership discussed yesterday.

Thanked Dan R for all his work on behalf of CMC. As direct recipient sincerely thanked Dan, miss leadership, in debt.

Rossi feel good that RR is stepping in as ED. RR will take support ED position for CMC. His leadership to get POW in full implementation phase. Continued leadership will be great for CMC. Thank you for allowing Dan to provide assistance and look forward to more success coming.

Scott shared – success has many parents

Did not announce who will replace CMC Chair, still looking.

7. Other Business

Adjourned at 4:51PM