

**Communications and Marketing Committee**  
**Quarterly Conference Call**  
**September 7, 2016, 4:00 PM**

***Roll call***

*Committee Members*

Rick Rhodes III-Chair  
Beverly Durgan  
Scott Reed  
Nancy Cox  
Daniel Scholl  
Michelle Rodgers  
Cameron Faustman  
Faith Peppers  
Sarah Lupis  
Jane Schuchardt  
Rick Mertens  
Jenny Nuber  
Hunt Shipman

*Guests*

Judy Palmer, Recorder  
Kerry Bowman, kglobal

***Actions Taken***

1. Minutes from 6/7/16 was approved.
2. Agenda for this meeting was approved.
3. The new scope of work for the CMP was approved.

***Agenda***

1. Motion to approve the agenda for this meeting and minutes of 6/7/16: Shirley, seconded by Bev, unanimously approved.
2. Jenny Nuber from kglobal along with her colleague, Kerry Bowman, updated the CMC on kglobal's communication strategies for the CMC/CMP. kglobal met in blue-sky strategy session that came about as a result of Jenny/Ann/Hunter having an initial conversation on what kglobal had accomplished. They documented what had been done prior to the blue sky meeting. At the strategy meeting they asked what is working and what's next? kglobal suggests shifting focus from building to engaging.

kglobal observations: Website, Facebook, twitter, and the brand is a trusted source for information. kglobal then proposed an action-oriented agenda using 2016 to 2017 resources and focus the initiative on engagement instead of growth. Further, kglobal suggests focus on the BAA initiatives - water, food and health/healthy people; ins hosrt, really hone in on propriety education.

Jenny then discussed the tactical shifts, what we can do with current budget for 2017. A discussion of the scope of work document provided by kglobal ensued. Rick opened the floor for questions on scope of work that kglobal proposed. No questions asked.

Jenny discussed leveraging 3<sup>rd</sup> parties and using that to educate widely what Land Grants provide: research. What can the educators do for us? Hunt (Cornerstone) commented that we need legislators to know impact in the community. Faith suggested to go to the community and speak about positive impact on Land Grants.

Rick noted that he seeks verification of the impact as we goes forward – shifting growing to knowing and engaging. Shirley commented that during the CMC executive meeting the kglobal proposal and the shift in tactics had great deal of positives. Faith noted that a shift is due; we need to engage communicators as early as possible, they don't know what BAA is. They need to be aware of message of initiatives. Jenny shared the communicators are vital to the CMP and to continue to keep and build channels of communications. This includes internally building; who has projects and at which Universities. Shirley noted that the CMC oversees contracts with cornerstone/kglobal and that this new statement of work provides a means for setting effective boundaries, saying yes or no; the new strategy is positive.

Rick asked Jenny to share reflections on kglobal. Jenny noted that the most helpful is guidance from the CMC, where to start. Jenny is seeking means to open doors to get the right resources and to the right people. Further kglobal seeks feedback from the CMC; how are we doing and where are we going. What is the CMC hearing from the community?

Jenny then discussed what additional activities could be done in 2017 with additional budget. Those included the website. The website needs to be updated. It's too difficult to use. Since the CMP originated 5 years ago, technology has advanced. The website is key to being successful. Additionally kglobal suggested: message texting using in-house research testing. Kglobal can make this cost effective. Kglobal also suggested a campaign using digital advertising. Kglobal will build around budget available, huge range what can you do there. Jenny also shared that a video campaign could be undertaken. She summarized her prioritized recommendations: website, message texting, digital campaign & video campaign.

A motion to accept recommendations of kglobal (pivot strategy from growth to engagement and focus on BAA initiatives) was made by Shirley, Bev seconded. The motion was unanimously approved.

3. The CMC operating guidelines will be presented at the AHS/CARET meeting in early March. Rick suggested a teleconference to plan and discuss. A discussion ensued. The CMC was asked to consider the revisions that Scott previously made. Look through revised guidelines and provide Rick with your amendments so that he can get that ready for next meeting. Other suggestions were made: Bev noted on page 4, face to fact, please change to face to face. Jane: recognize everyone's term is 2 years. Chair's term should only be one year, please change.

4. The CMC is changing. Departing folks include Lou Swanson, Michelle Rogers, Shirley Hymen-Parker. Rick on behalf of the Committee, thanked those for their service

5. Other Business: Shirley asked when the second quarter report would be released. Jenny will send out in next several weeks. Jenny noted that a new format is needed. For the second quarter report, the old format will be used. The third quarter report (slated for release in November) will be in a new format. Rick closed by thanking everyone for joining and safe travel and looking forward to all that will be in Jackson Hole.

6. Meeting adjourned at 4:55 PM.