

CMC Committee Conference Call Minutes

December 19, 2016, 3:00-4:00 PM EST

Call in number: 515-604-900 Access code: 920096#

Agenda:

1. Roll call
 - a. Voting members present: Bev Durgan (Chair), Cynda Clary, Bret Hess, Cathan Kress, Sarah Lupis, Faith Peppers, Scott Reed, Fred Schlut, Becky Walth. Absent: Nancy Cox, Mark Latimore, Rick Mertens, Daniel Scholl.
 - b. Non-voting members present: David Leibovitz, Ian Maw, Jenny Nuber, Rick Rhodes, Jane Schuchardt, Hunt Shipman.
2. Approval of agenda by unanimous consent.
3. Approval of minutes from September 7, 2016, motion: Scott; second, Fred. No discussion, unanimous approval.
4. Informational updates:
 - a. Membership of the CMC has evolved. There are 14 voting members on the CMC. Of the 14, 7 are new including: Mark Latimore (incoming chair), Steve Bonnano (CES representative), Cathann Kress (AHS Chair), Fred Schlutt (CES Chair), Bret Hess (ESS Chair), Cynda Clary (ACOP representative), and Becky Walth (CARET representative); thank you! Bev encouraged the new members of the committee to speak up and we'll bring you up to speed.
 - b. The annual face-to-face meeting of the CMC is scheduled during the AHS-CARET meeting on March 5, 2017, 4-6 PM, Westin Alexandria Hotel, Alexandria, VA. We need to gauge how many people will be able to attend. Can anyone *not attend*? (Cynda—tentative). As the meeting approaches we'll get the agenda out and see if anyone needs to attend via conference call. Bev and Rick will work together on agenda. Contact Bev or Rick for additions to the agenda. Rick reminded the committee that during this meeting we adopt the Plan of Work for 2017. It's an important part of what we do and we look forward to contributions from the group. The POW Development Committee is currently working through a draft of the 2017 plan. We'll also ask kglobal to share an update on their approved scope of work.
5. We now have the national list of institutional communicators. Where should the list be archived and who oversees the list management? Faith shared that the list of institutional communicators was finished over the summer and brought to the annual meeting of ACE for review. As of now, the list is up-to-date; a communications person has been identified for every institution nationwide except one. The list is valuable and does not exist in any other form or is it hosted anywhere. The intent was to create a

document that was dynamic and to be posted/hosted on a website with regular 6-month follow-ups with each institution to verify correct information. We have several options for hosting the list including: National LG Impact Database (TAMU) or ACE. In fact, ACE has offered to host the list on their site and could send reminders to the institutions to check for accuracy. We can link from the posting on the ACE site to our respective websites. Discussion ensued. Sarah asked whether the list could be hosted on the upcoming ESCOP website. She noted that it could be valuable to host the list on an “in-house” website rather than ACE. (It was unclear how soon the new ESCOP site will be ready to accept the list.) Ian noted that the list could be hosted on the BAA website. Sarah confirmed that the list is now in a static, pdf format. Faith noted that we could make it “updateable” using Google docs. Jane asked whether we could use the map on the LG impacts database site to host it on a page and create a clickable map, state-by-state. Sarah shared that the LG Impacts site map is static and posited that it might not be worthwhile to invest in a live map. For now, we’ll post the list to the BAA site, ESCOP site (in near future), ECOP site and perhaps the regional sites. A final question was posed: Should hosting this list be part of the POW?

6. Review and approve operating guidelines. Rick reported that during the last quarterly call, the CMC decided to update the operating guidelines (e.g., update current names and terms, create an appendix of responsibilities of members, and provide a timeline of activities.) That’s reflected in the update draft that was circulated to the committee. This is the first update to the original operating guidelines that were written in 2012. The biggest change is in the date which begins and ends the term of a committee member. Terms will end at the face-to-face meeting of the CMC in March. That takes care of the administrative challenge of currently changing leadership at APLU meeting and eliminates the interim period of the incoming chair and chair sharing responsibilities. Bev noted that we don’t meet as a group at APLU or any other time besides AHS-CARET. Changing the membership of the CMC during the APLU meeting did not provide for a seamless transition. Jane shared some editorial language that will be incorporated into the final draft. Motion to approve guidelines: Cathann; second: Fred approve. Motion passed unanimously.
7. kglobal status report and update. Where are we on the Communications and Marketing Project? Are there any action steps required of the CMC to advance the CMP? Jenny announced that has been a transition quarter since the last kglobal update. She reviewed how activities are being reported and noted that kglobal will streamline the quarterly report to create a concise and informative document. The report will be simplified focusing on the “so what?” numbers. Any comments or missing information from the report, contact Jenny. kglobal wants this to be useful and welcomes feedback.
Kglobal has expanded their internal CMP team: Terri Baumann (on the call) is the day-to-day project manager and works alongside Jenny. Joe Malunda rejoins as reviewer of activities in the social space, building engagement, providing strategic

oversight. Their colleague, Modupeh Jahamaliah, is on “platforms” working with communicators, university social media feeds, staff, focuses on engagement.

The focus for 2017 is on development of strategic media lists and blog style content. The 2017, Q1 goals include the creation of a resource database. Which universities are doing work in the BAA priority areas? Who are the contact and resource area experts in those areas? What regional projects are going on that can be shared? kglobal has been working with Faith and Sarah in the creation of a robust resource database. kglobal wants to focus on creating a list of people working in the various priority areas. kglobal will also talk to Cornerstone about testing message with the audience. Last, kglobal is making changes to the Ag is America website as the CMP pivots. Faith shared that she is setting up a webinar with communication heads and Jenny to discuss priority areas and to determine the kind of information needed and how to initiate the flow of information. The theme is to communicate with the communicators.

Jane shared that she was excited about a CMP focus on the BAA priorities. Jenny noted that kglobal could use the expertise of the CMC to assist in “tying the threads together” to make a compelling narrative about our LG programs. Sarah shared that a way to stay engaged is to join the webinar. Jenny finished noting that anyone with thoughts or feedback on the priority areas should provide it to kglobal: CMC stakeholders will drive the strategy of the program.

8. Cornerstone update. Hunt reflected that Congress is adjourned for the year and that the government will be operating on a CR through late April. At this point, it’s wait and see... The Trump administration is working with military leaders on a supplemental request for Defense. This could create an opportunity for an expanded omnibus bill. Along with kglobal, once committee assignments are determined for Congress, Cornerstone will work to identify “target lists;” no significant changes are anticipated in committee membership. Alternatively, there could shifts in the 2017 legislative approach which could provide opportunity to shift to a more engaged effort. President elect Trump said earlier in the transition that he intended for a democrat to be on his cabinet. Subsequently, the stakes are raised on who the new Secretary of Agriculture might be...
9. Plan of Work update. What’s the status of 2017 POW? Bev reported that Plan of Work Development Committee has drafted a new POW and is seeking comments from the POW committee. The POW committee will take another look at the new plan and finalize for review by the CMC in March. “So what?” is the focus, what’s the funding used for? Why is it needed? Why should it be kept? Rick posited that the CMC will be pleased with the POW; it supports kglobal’s pivot and focuses on kglobal engagement activities.
10. There was no additional business; the meeting adjourned at 3:56 PM EST.