

## CMC 2017 Q2 Teleconference Minutes

June 06, 2017, 1:00-2:00 PM EDT

via Zoom Meeting

### Agenda:

1. Roll call
  - Voting members present: Bev Durgan (Chair), Fred Schlutt, Sarah Lupis, Faith Peppers, Cynda Clary
  - Non-voting members: Rick Rhodes, Rick Klemme, Jenny Nuber, Terri Baumann, Hunt Shipman, Sara Delheimer, Jillian Stevenson (in for Mary Wirth, Penn State), David Leibovitz
  
2. Approval of agenda
  - Change the order of agenda; kglobal goes first and Cornerstone second.
    - i. **Motion to approve agenda, seconded by Fred Schlutt.**
  
3. Approval of minutes from March 05, 2017 meeting at 2017 CARET/AHS in Alexandria
  - **Motion to approve agenda by Fred Schlutt, seconded by Sarah Lupis**
  
4. kglobal: 2017 Q1 Status report and Video Campaign Update
  - 2017 Q1 Status Report (Jenny Nuber)
    - 2017 Q1 marked the first complete quarter during which the CMP was dedicated to engagement on the BAA Priority Areas.
    - Q1 marks the launch of new AgIsAmerica content on website and social media platforms.
      - Feb – Black History Month infographic with programmatic highlights from 1890s.
      - March – infographic on National Nutrition Month.
    - In March, Sarah Lupis visited and worked with kglobal on social media engagement in DC
    - Sarah Lupis - how many communicators participated in the internal communications webinar on March 15<sup>th</sup> which reintroduced the campaign platform?
      - Faith Peppers and Jenny Nuber – about 30-32 participants. Not positive, will look into those numbers.
    - Sarah Lupis – Q1 report mentions work with University of Arizona on an NPR Report. What came of that?
      - Terri Baumann - kglobal's involvement was getting NPR in touch with a University of Arizona internal communicator.
    - Bev Durgan – What was successful about working with 1890s institutions? What would you have done differently?

- Terri Baumann – kglobal pulled general stats from AgIsAmerica and 1890s institutional websites. As infographics are planned, communicators are notified in advance to provide information.
- Jenny Nuber – kglobal compiles the most compelling information and asks internal communicators, do you agree with this? They have the opportunity to react to kglobal’s draft. Communicators have a lot on their plates; this is the most efficient way to work through this process. Kglobal needs to have enough time to get in touch with the right people, get the right content, and allow communicators a timeline to plan their strategy for sharing the graphics.
- Sarah Lupis – have all of the infographics in the Appendices been shared and used yet?
  - Jenny Nuber - What you haven’t yet seen on social media is part of kglobal’s bank of infographics materials.
- Video Campaign Update
  - Bulk of the end Q1/start Q2 work has been the launch of the video campaign in support of the “one-ask.” Mid-Q1, kglobal held a meeting with Cornerstone’s team to brainstorm about what we’re trying to accomplish / who is our audience / what our talking points are. After feedback from the CMC on the first script, and further comments from Bev and Rick, kglobal has shifted toward production. The video campaign’s goal is educating on the “one-ask.”
    - The first video is broad, illustrating what agriculture is now. Materials will not only be useful for this campaign, they will be ‘evergreen’ and applicable for different types of programs going forward.
    - On Friday 06/02 kglobal recorded a narrator and currently they’re working on image selection. Videos are still on track for a June 15 launch.
    - Re-launch of AgIsAmerica site will happen in conjunction with the video campaign.
    - The Video will play a big role on the landing page of the website, launching the same day.
  - Bev Durgan – The video campaign should be good, it’s worthwhile to try something new.
  - Faith Peppers – question for Jenny; can you share insights from Facebook and Twitter so we can see which posts specifically are garnering the strongest and weakest engagement? We can work with the communicators to encourage them to keep an eye out, share, and push content around.
    - Jenny Nuber - We can do more of that; provide rankings of e.g. “January’s highest performing post on Facebook, post with the

most website traffic, 'content x-y-z' got the most engagement." If a post performs low, it's not that we performed poorly, it's just perhaps there's less of an audience for that particular topic area.

- Sarah Lupis – question on engagement; how much are we spending monthly on boosting posts?
  - Jenny Nuber – Spend on boosting posts depends, sometimes we target geographically, sometimes we target on folks interested in a subject area. On a given post, approx. ~\$25-50 per week? Facebook is “pay to play” – if you don't boost, Facebook limits the audience that can view your information. We want to be in as many news feeds as possible both in our own community and outside of it. We aren't boosting on Twitter for now. The goal is to be introducing folks to AgIsAmerica, and amplify out to a larger audience.
- Sarah Lupis – question on launch of site and video; June 15<sup>th</sup> falls on the 2<sup>nd</sup> to last day of the Association for Communications Excellence (ACE) conference in New Orleans. What is kglobal doing to make this launch known to communications professionals?
  - Jenny Nuber - The date was dictated from the Cornerstone folks as a strategic date for legislators. A big part of success of the campaign revolves around communicators sharing this content. If Sarah / Faith have ideas for spreading this around, kglobal would like to hear those ideas. Kglobal will not be in attendance at ACE.

#### 5. Cornerstone update (Hunt Shipman)

- President's Budget released on May 23<sup>rd</sup>. Final details of the request were released after the preview we got around CARET-AHS meeting time. Compared to where we thought we'd be, we're in an okay position.
  - NIFA – reduction by over \$110m (~8%). On the whole, better than others but still not great...
    - ARS – 13% reduction
    - NSF – 11% reduction
    - NIH – 21% reduction
  - Of the six priority lines that BAC has worked on – Hatch, 1890s, Smith-Lever, we see very minor reductions of a few hundred thousand dollars in each one of those.
  - AFRI – decrease of ~\$25m from 2017
  - McIntire Stennis - ~\$5m reduction (~15%)
- We can continue to push for the \$200m increase “One-Ask”. Great visibility and contact to stave off any reduction the President has proposed in our priority lines.
- Cornerstone worked closely with the kglobal team on the details surrounding the video campaign. Cornerstone focused mostly on the congressional side.

- As the video campaign launches, Cornerstone has engaged a firm who will help leverage the video campaign engagement into contacting specific members of Congress. The firm has an excellent analytics program to measure and proceed with figuring out how we tweak/change tactics on the second video.
- Cornerstone is excited about the video launch; the timing is good. June 1<sup>st</sup> was the original goal, but the appropriations process was delayed and we didn't want to get out too early. June 15<sup>th</sup> was the revised choice.
- Cornerstone will have the online system available in conjunction with the videos; ready to go so that viewers see the "Learn More / Want to help? – Click Here" box as a call to action to contact congressional delegations directly. Cornerstone will target those messages so they go to specific offices. Goes live immediately after June 15.

6. Any other business

- Q3 call will be scheduled via a Doodle.
- Sarah Lupis – Suggestion to sync these meetings better with the kglobal reports? Today we're almost through Q2, Q1 info seems dated. To help us be more effective – can we align the kglobal reports with the Q2 report?
- Jenny Nuber - typically quarterly reports release approximately a week after the quarter ends. Q2 report will release in beginning/mid-July.
- The videos will have been released for a month, and quarterly meetings would be in sync with kglobal reports going forward.
- **David Leibovitz will Doodle the group for a 2017 Q3 call on July 14, 20, 21, or 27**
- **Sarah Lupis and Faith Peppers will meet regarding the unveiling of video campaign and website at ACE conference, and report back at the next call.**