

CMC Conference Call Minutes

Wednesday, January 24, 2018, 3:00-4:00 PM Eastern

1. Roll call – Rick Rhodes, David Leibovitz, Bev Durgan (chair), Gary Thompson, Sarah Lupis, Scott Reed, Rick Klemme, Cynda Clary, Steve Bonnano, Alan Grant, Rick Mertens, Mark Rieger, Jenny Nuber, Hunt Shipman, Nancy Cox
2. Approve agenda – **Approved with inclusion of discussion on January CTA petition (kglobal)**
3. Approve minutes, October 17, 2017 (attached) – **Unanimously approved**
4. kglobal report
 - o kglobal Team – Jenny Nuber (project management), Alex Miller (day to day functions, execution of CTA), Courtney Pories (day to day content manager, website/social media, work with communicators), Joe Malunda (digital strategy manager)
 - Terri Baumann rotated off for Alex Miller, day to day project manager
 - o Q4 report (attached)
 - Goal was to release three “mini CTAs” with the purposes of:
 1. Testing the vehicle (petition, tweet, share, engage, what works best?)
 2. Testing the platform (what do users respond best to on Facebook/Twitter/Web/etc)
 3. Testing the type of content (what resonates most, what gains the most clicks)
 - All Facebook posts are boosted to some degree, using a targeting structure (e.g. a story about Oregon will appear in Oregonian news feeds), but boosting by topic area is organic as a result of performance
 - Two presentations in 2017 Q4:
 1. 1890s institutions, how to engage with Ag Is America
 2. APLU New Administrators Orientation, Ag Is America overview
 - o November CTAs:
 - First CTA – survey
 1. Social media posts were the most popular vehicle and platform
 2. Survey respondents were predominantly female
 3. Most engaged state was Oregon
 - Second CTA – Facebook post, calls back to lessons from video campaign
 1. Facebook platform used, keeping the ask on the platform
 2. Asked for users to comment on a Facebook post within Facebook
 3. Post received a lot of exposure, no questions were submitted
 - o December - CTA in progress for January

- Health/Nutrition/Wellness – capitalizing on the pre-New Years focus on health
 - Awaiting final approval from a university kglobal is working with, last version delivered on 01/09/2018
 - January / February petition
 - kglobal and Cornerstone met in early January on engaging their communities on how to get involved
 - Next CTA will target several different states, several different institutions
 - Surveys revealed national high interest in water use / conservation education
 - Water quality discussions are important to Extension audiences
 - kglobal is drafting a petition, dealing with Southeast coast and West coast water resources issues – asking to ‘please support Program A/B/C by contacting your congressional delegation to support Hatch funding, priority areas’
 - Delivery end of January / early February
5. Cornerstone report
- USDA – NRCS – Noble Research Foundation working together to improve agricultural land and water use outcomes
 - POTUS budget delay through February 08, another CR is forthcoming
 - Line consolidation might not be ready for execution until the FY20 budget process
 - USDA Secretary Perdue is emphasizing partnerships – this is gaining media traction
 - LGUs should highlight our leveraging stories in ways that highlight successful partnerships
6. CMC positioning update
- The CMC forwarded a positioning paper to the BAA, the PBD reviewed the paper and considered where the CMC resides in the BAA org structure
 - CMC’s Recommendation: The CMC should work toward becoming a standing committee of the BAA. As a step toward that standing committee status, the CMC would be named an adhoc committee of the BAA.
 - Mark Hussey charged the PBD with developing a strategic charge for the CMC
 - CMC synopsis to PBD outlined the CMC, CMP, explained why we’re making a difference
 - Waiting to hear receive the strategic charge from Mark Hussey – no movement within the PBD since November 2017
 - Discussion within the PBD initiated by Doug Steele – should the committee change from its current mission if its positioning changes is elevated to a standing committee of the BAA?

- **CMC (Bev / Rick) will send a note to the PBD / Mark Hussey asking about the status of the strategic charge**
7. CMC Plan of Work update
- CMC Plan of Work Committee is composed of AHS/ESS/CES reps (Nancy Cox, Mark Rieger, Steve Bonnano), CMC Incoming Chair (Mark Latimore), and CMC Executive Vice-Chair
 - POW Committee plans to meet in the next week
 - The '18 plan will continue the work of the '17 plan, with a goal to reposition the committee
 - 2018 POW should be presented to the CMC at the committee's face to face meeting, 03/04/18 in Crystal City at CARET/AHS
8. Call adjourned at 16:00pm. **Next CMC meeting will be held face-to-face on March 04, 2018, 4:00pm at the Hilton Crystal City – room assignment is forthcoming**