

CMC Committee Conference Call Minutes

Wednesday, June 13, 2018, 2:00-3:00 PM Eastern

- 1) Roll call
 - a) Mark Latimore (Chair), Steve Loring (incoming Chair), Rick Klemme, Alan Grant, Nancy Cox, Sarah Lupis, Becky Walth, Ian Maw, Jenny Nuber, Hunt Shipman, Cynda Clary, Mary Wirth, Jillian Patrice Hills-Stevenson, Mike Harrington, Rick Rhodes (Executive Vice-Chair), David Leibovitz (Recorder)
- 2) Approve agenda
 - a) **A motion to approve the agenda was introduced by Steve Loring, seconded by Nancy Cox, and unanimously approved.**
- 3) Approve minutes, March 4, 2018 (attached)
 - a) **The 3/4/18 minutes were approved unanimously.**
- 4) Kglobal report
 - a) Q1 report (attached) was reviewed by Jenny Nuber
 - i) Kglobal launched “mini” Calls to Action (CTAs) to assess user willingness to engage
 - (1) In January 2018, a CTA was released in partnership with the University of California. This CTA focused on healthy awareness/wellness; a timely topic during the new year.
 - (a) New visual content was generated and infographics around the UC “My Plate” initiative were posted
 - (b) First CTA that involved no paid advertising, organic results only
 - (c) Lessons learned:
 - (i) Kglobal developed a process for quickly obtaining content from institutions
 - (ii) Users viewed infographics but did not download or share frequently.
 - (2) A second Q1 mini CTA was released. Kglobal characterized this as the most robust CTA to date. Kglobal worked with multiple schools around the priority area of “Water.”
 - (a) Topics were localized based on relevance to key states
 - (b) States involved: Georgia, Florida, California, North Dakota, Washington, Oregon
 - (c) CTA tested a nationally urgent topic with locally relevant content
 - (d) Lessons learned:
 - (i) Kglobal worked closely with institutional contacts to convey meaningful stories
 - (ii) Institutions had difficulty garnering support from government affairs representatives
 - (iii) While content was shared well, engagement in the CTA was low (high web activity, few signatures generated by the CTA)
 - ii.) Kglobal released a Q2 CTA – a second run at the same target as the video campaign: driving public support for the 2018 funding bill
 - (e) Strong response from communicators, much content was provided
 - (f) Lessons learned:
 - (i) High promotion and visibility of content, low signatures on the CTA
 - (ii) As a result of the low participation rate, the CTA was closed.
 - (iii) All communicators had heard from their Deans/Directors that each of these campaigns were a priority, that they should get involved. However, institutional

approval for seeking stakeholder support of the CTA proved to be a persistent obstacle.

(iv) Until this obstacle is resolved by the deans, institutional governmental affairs officials, and central administrators, CTAs are not feasible strategies for the CMC and the Communications and Marketing Project. (This topic was again discussed at the end of the Cornerstone report.)

b) Kglobal's Q2 2018 report is forthcoming and will be discussed on the next call.

5) Cornerstone report

a) Hunt Shipman reported on the status of ag appropriations

- i) Bills have moved through the house and senate appropriations committees.
- ii) Very positive outcome in the house (increase to 4 of the 6 BAA priority lines)
- iii) Only line that did not receive a proposed increase: 1890s extension

b) Farm Bill

- i) Farm Bill has moved through the House ag committee and to the floor.
 - (1) The bill consolidates EFNEP into SNAP-Ed and moves the delivery of SNAP-Ed from the Food and Nutrition Service (FNS) to Cooperative Extension; providing over \$2B annually that LGUs would manage over the 5-year life of the bill.
 - (2) Gary reflected that SNAP-Ed would be run through Cooperative Extension rather than "Land-grant Universities" to avoid confusion with other units within LGUs like schools of public health (and similar types of units)
 - (3) Intent is to use the nationwide network that exists in CES to deliver SNAP-ED
 - (4) The funding for SNAP-ED will grow each year of the bill.
- ii) Senate has introduced their version of the Farm Bill
 - (1) Senate groups are critical stating that Cooperative Extension is not equipped to handle the delivery of SNAP-ED

c) Hunt suggested that the CMC launch an educational campaign to promote the roles, capabilities, and successes that Cooperative Extension has had in nutrition education and in program management and delivery

- i) This would assist in dispelling the criticism on the capability of CES to manage SNAP-ED
- ii) Cornerstone proposes to visit Chairman Conaway and his staff to discuss this educational strategy. As Hunt observed, do no harm.... The Senate intends to take the bill to the floor before the July 4 recess.
- iii) Hunt thought that execution of this strategy would require CLP support, AHS support, and PBD support
- iv) Extension professionals should be involved on the SNAP-ED campaign to ensure we're telling an accurate story
- v) This would be the most significant gain in resources in the history of Extension. Some states will notice the gain more than others
- vi) CES should be positioned as a leader in education, with the ability to promote the program through the CMP
- vii) This is a way for the CMP to pivot and allow the \$2B increase to benefit the national network
- viii) The three sections (AES/CES/ESS) should be working together.

- d.) A discussion ensued on removing obstacle related to CTAs and educational efforts with members of Congress. Hunt suggested we ought to have LGU presidents give freedom to Deans and Directors to engage in a campaign (like the EFNEP/SNAP-Ed campaign suggested above) without seeking approval from CGA offices. Ian suggested that to remove CTA obstacles and to engage LGU Presidents effectively, Administrative Heads should first work with Government Affairs offices on campus. (Note: there is an opportunity for AHS to meet with CGA at the annual APLU meeting.)
- 6) CMC positioning update
- a) Rick recapped efforts by the CMC to position the CMC as a committee of the BAA. The CMC suggested that appointment could initially be as an ad hoc committee and later a standing committee of the BAA. The CMC recognized that garnering enough votes to make a change to a standing committee was an obstacle.
 - b) Mark Hussey (former PBD chair) identified a small group of PBD members to provide input to the PBD on a strategic direction for the CMC
 - c) Representative from AHS, ESCOP, and ECOP met in the spring to discuss positioning the CMC and developing a strategic charge for the committee.
 - d) The sections are engaged in a parallel, bottom-up approach on the positioning and strategic charge of the CMC. This is now being discussed at the regional association level
 - e) This will culminate in a conversation at Joint COPs in July (Guadalajara, Mexico)
 - f) CMC members ought to keep the conversation going among each section and region.
- 7) CMC/CMP Pivot
- a) Rick noted that the CMC's theme for this year was to engage the system. The CMC had previously built a resource base and the CMC sought to engage all the resources. However, the system has been unable to engage (as reflected in the low participation rate in the CTAs) as was originally proposed in the CMCs plan of work. Hence, the CMC should consider a change in direction of the Communications and Marketing Project. Hunt had previously suggested that the CMC, kglobal and Cornerstone could provide support to develop and deliver educational materials to support the house's version of the Farm Bill and the management of the "new" Snap-Ed program to Cooperative Extension. Discussion ensued. Nancy noted that every LGU is unique in the way they're able to access congressional membership. Kentucky doesn't have any barriers to supporting a regional "ask." We should be examining faster pathways for employing our educational resources to assist Congress's understanding of what the LGUs do.
 - b) Mark introduced a motion to approve pivoting the CMP to support the consolidation of EFNEP into SNAP-ED and have Cooperative Extension be the primary manager of delivering SNAP-ED as proposed in the house's version of the Farm Bill. The CMC's resources would be used to carry out a new area in the CMP.**
 - i) Motion was introduced by Mark Latimore, seconded by Steve Loring, unanimously approved.**
- 8) Adjourn
- a) Call adjourned at 2:54PM EDT