

Q4 CMC Conference Call Notes

Tuesday, 11/29/2018, 11:00AM – 12:00 PM EST

1. In attendance:

- Voting Members: Mark Latimore (Chair), Steve Loring, Bev Durgan, Ed Jones, Faith Peppers, Rick Mertens, Becky Walth, Mark Rieger, Deb Hamernik
- Non-voting members: Rick Rhodes, Ian Maw, Jenny Nuber, Hunt Shipman,
- Guests: Chris Hamilton (NCRA), Jeff Jacobsen (NCRA), Brian Meyer (ISU/ACE), Ali Mitchell (NEED), Doug Steele (APLU), Robin Shepard (NCCEA), Wendy Fink (APLU), Mike Harrington (WAAESD)

2. Approval of 11/29 Agenda: Approved unanimously.

3. Approval of Minutes from 9/6/2018: A motion to approve the minutes was introduced by Steve Loring, seconded by Bev Durgan, and approved unanimously.

4. kglobal report (Jenny Nuber)

- Two Q3 reports: Insights Report and Farm Bill Campaign report
 - Q3 efforts were encapsulated into a single campaign
 - June 2018: House version of Farm Bill granted leadership provision of SNAP-ED to CES
 - kglobal pivoted to a campaign in support of CES leading SNAP-ED
 - Raising awareness among a broad audience on the CES capability to manage SNAP-ED resources successfully
 - Farm Bill: Two-prong awareness campaign
 - 1.) National Extension campaign
 - Op-Eds published, signed by CES leadership
 - Washington Times (Chuck Hibberd)
 - AgriPulse (Rick Klemme and Fred Schlutt)
 - Digital advertising campaign honed in on specific zip codes
 - Digital campaign was tweaked in real time, influenced by kglobal data
 - 2.) Targeted state-level campaigns as instructed by Cornerstone
 - Challenged at state-level for Directors to sign on to op-eds
 - Communicators were engaged and willing to provide information, obstacles were faced at the Government Affairs offices
 - Digital campaign: industry standards were matched and exceeded in the Q3 campaign
 - Click-through rate: Are people still interested in our content?

- The campaign click-through rates were 5.5 after a 90 day campaign (typically drops to about 2.8)
 - Users who clicked on Farm Bill content were reached through Google searches of “Farm Bill” and digital advertising
 - kglobal/Cornerstone sought to tamp down criticism on the CES provision from outside groups and were successful in doing so.
- 2019 kglobal Scope of Work (SOW)
 - SOW was intentionally broad, to allow for flexibility
 - The CMP is primarily about communication: telling the most compelling story about the Land-grant system as possible
 - SOW includes identifying the strongest impacts from institutional and regional efforts and packaging them into public-facing content or reports
 - Trying to appeal to a broader audience, addressing hot news topics e.g., Zika, military/national security concerns
 - kglobal and Cornerstone will meet to discuss what should be leveraged using AgIsAmerica during the upcoming year
 - Internal partners: kglobal makes sure to keep the relationships with communicators and institutions robust
 - Accountability and coordination (Reporting): kglobal will work closely with Cornerstone, APLU and the CMC to make sure they are working most effectively

5. Cornerstone Report (Hunt Shipman)

- Last week of continuing resolution is underway (expires 12/7)
 - Short-term CR (through 12/14) might mean wrap up of Farm Bill by Christmas recess
 - Year-long CR would keep ag-related appropriations funded at the FY18 level
- As Cornerstone understands, the conference Farm Bill does not give CES a controlling role as was initially proposed. However, there is provision that CE will work closely with state leadership (via state implementing agencies) to help with SNAP-ED delivery
- The Farm Bill is expected to be on the floors of Congress by December 14th
- Level of engagement of SNAP-Ed with many CES institutions was not ideal
- In states where extension has largely been cut out, we don’t anticipate much participation
- Cornerstone believes that the CMC effort was very helpful to advance the BAA’s objective and allowed the system to “stay in game” for a long period of time. Had the system had a greater degree of engagement, the outcome of the Farm Bill might have been different.

6. CMC Rules of Operation (Rick Rhodes)

- Changes to the Rules of Operation were generated at the CMC face-to-face meeting in March 2018 and have since been circulated to the committee
 - Editorial change: remove specific consultant names and replace with “external advocacy consultants”
 - Change in CMC appointment term lengths: Lengths of terms for each committee member are clearly defined
 - Change in scheduling:
 - Face-to-face meeting moves from March to November (at APLU)
 - POW presentation moves from March to November at the face-to-face
- **A motion to approve the CMC Rules of Operation was introduced by Faith Peppers, seconded by Steve Loring, and unanimously approved**

7. Plan of Work Committee (Steve Loring)

- 2019 Plan of Work document was distributed to the CMC
- Steve Loring and Rick Rhodes have talked to directors from each of the sections about concerns with and suggestions for CMC activities
- Points of emphasis:
 - Identifying qualitative and quantitative metrics for evaluation: Who are we comparing ourselves to?
 - Consulting with the BAA to determine if the CMC is a standing committee: Where are we positioned in the org structure?
 - Aligning with SoAR and NC-FAR to align our messaging
 - Are we reaching the right audiences through advertising campaigns?
- After hearing from ECOP/ESCOP/AHS and Government Affairs reps, the Communications and Marketing Project has a number of options:
 - 1.) Pull the plug on the CMP
 - 2.) Continue the CMP another year with the caveat that the project has metrics of success and an assessment of the return on investment
 - 3.) Hire an in-house communications expert at APLU to be dedicated to the project
 - 4.) Convene a working group of ECOP/ESCOP/AHS, draft a new RFA
- Steve Loring suggests moving forward with another year of the CMC, and better defining the metrics of success
- In March 2018, BAA Leadership discussed the idea of a more holistic view of the way we approach the CMP
- Several years ago, kglobal did message testing to determine what motivated the public to engage on what we’re working on
 - CMP should incorporate the resulting data into future efforts. Institutional communicators used that data at a local level to determine what activities should

be continued; the message testing results reinvigorated participation at the local level

- Redefining “ROI”
 - Historically, ROI was perceived as an increase in funding to the system
 - Is ROI measured by who we’re reaching on these campaigns? Or who’s involved in these campaigns?
 - If Administrative Heads and Gov’t Affairs representatives can be involved in this conversation of ROI and metrics, the system might be more responsive
- Given the high turnover in Administrative Heads in the past couple of years, are we successfully reaching the AHS section to keep them up to date on CMC activities?
- **Chair Mark Latimore suggested we convene a working group by March 2018 with representation from each section, effectively a combination of options #2 and #4. Rick Rhodes will work with Mark Latimore to convene this working group.**
- **Suggestion for POW: be sure to consistently distinguish education and advocacy. Rick Rhodes will make these changes to the POW document.**
- **The actions above were approved unanimously.**

8. No other business

9. The meeting adjourned at 12:05pm.