

CMC Committee Conference Call Notes

Thursday, September 6, 2018, 1:00-2:00 PM EDT

1. Attendees
 - a. Chuck Hibberd, Steve Loring, Faith Peppers, Sarah Lupis, Gary Thompson, Mark Latimore, Sarah Lupis, Alan Grant, Becky Walth, Cynda Clary
 - b. Jenny Nuber, Hunt Shipman, Rick Klemme, Rick Rhodes, David Leibovitz
2. Approve agenda
 - a. Faith Peppers requested to add a discussion about the new ACE rep on the CMC.
 - b. **Agenda was approved unanimously.**
3. Approve minutes of 6/13 CMC teleconference
 - a. **Minutes from 6/13/18 were approved unanimously.**
4. kglobal report
 - a. Q2 activities
 - i. March 2018: Planning for a CTA in support of increased NIFA funding in the 2019 appropriations bill.
 - Campaign intended to launch from April – mid May 2018
 - Targeted four states: Oregon, North Dakota, Alabama, Georgia
 - Topic areas: *Food Insecurity and Hunger* – an issue seen nationwide and could be tied to Land-grant impacts and real world problems.
 - Focus areas within varied by state (e.g., Georgia – focus on peanut farming)
 - Content: Digital (AgIsAmerica site and impact statements), Earned Media (op-eds, letters to the editor)
 - Strong interaction with institutional communicators and identified points of contact; information was turned around quickly.
 - Three target states pulled out: Alabama (Auburn government affairs pushback), North Dakota (NDSU's relationship with Senator Hoevan, Georgia (UGA president's office pushback)
 - One target state institution participated: Oregon.
 - A "national vehicle" was launched for any visitor to the website to contact legislators in their state
 - The campaign was abandoned in early May after Oregon (OSU) ran into a roadblock.
 - ii. How might the system engage at a local level?
 - kglobal has asked institutions to take a more public and proactive role in the CTAs, which has presented a challenge.
 - The intent to engage in CTAs was to increase and clarify the ROI of the project.

- Moving back to the “roots” of educational campaigns and marketing might be a step in the right direction.
 - Are we working together on interests of the “system” or individual institutions?
 - Deans/Directors want to see an ROI, but can’t participate in the activities that would yield the greatest ROI due to institutional restrictions.
 - Georgia couldn’t tell people to contact legislators outside of their districts, but they gave the materials to local media outlets to spread the word.
 - We need a broader toolkit of materials that we can distribute freely at the local level.
- iii. What can the CMC do to aid and enhance kglobal’s efforts?
- Deans/Directors should be on the same page in terms of “*What is ROI?*”
 - Again – is this about the institution or the system as a whole?

b. Q3 activities

- i. House Farm Bill included an increase in *resources* and *role* for Cooperative Extension around SNAP-Ed
- CE is already well-equipped to assume this role seamlessly and effectively.
 - Examining AgIsAmerica resources, kglobal decided to support the House Farm Bill in the next campaign
 - Local Stories vs System Stories
 - Digital Media vs Earned Media
 - Beginning of July, a campaign was launched to support the farm bill and remains underway (details will be included in the kglobal Q3 report)
 - Rick Klemme and Fred Schlutt came together to promote the “National story” – can we identify “system representatives” that can act on everyone’s behalf?
 - Robust digital campaign in DC and target states is underway.
 - Three op-eds have been placed (1 national signed on by Rick Klemme, 2 state)
 - Digital media is raising the profile of CE’s preparedness to lead SNAP-Ed going forward
 - 7,500 engagements (Likes/shares) on social media platforms
 - State-specific issues and summaries have been released.
- ii. How can Communications and Marketing efforts be tied to targeted outcomes? Can we change a legislator’s behavior?
- iii. If we cannot mobilize Extension Directors/Administrators to strengthen relationships with Gov’t Affairs personnel to push these campaigns, we

might be unable to move forward, even if the CMC thinks the campaigns have merit.

- iv. ECOP is holding a webinar tomorrow to try and build awareness of CMC efforts and discuss the leveraging opportunity that high-level participation would bring.

5. Cornerstone report (Hunt Shipman)

a. Funding through appropriations process

- i. Senate has approved a package of appropriations bills (minibuses) including the Ag bill and three other bills, currently in conference so that subcommittees may resolve their differences between House and Senate iterations of the bills.
- ii. As a stop-gap funding measure, a CR will fund USDA through after the November elections.
- iii. Farm Bill (which includes SNAP-Ed provisions) is in conference after House and Senate versions were released.
- iv. First formal meeting of Farm Bill conferees held 9/5, no notable changes or policy agreements

6. CMC status

a. Permanent committee of the BAA/PBD?

- i. PBD has invited the CMC Chair to sit on the committee; Mark Latimore did so in Guadalajara (Joint COPS 2018).
- ii. The committee "placement" in the org structure was tabled at the PBD meeting.
- iii. A decision should be made either way so that the committee's position in the org structure is clear.

b. Discussion of the ECOP Monday Minute/ECOP letter to Orlando McMeans

- i. This reflects the wants and needs of the section reps that sit on the CMC.
- ii. We discussed CTAs and how to effectively raise awareness of the work that ESS and CES does.
- iii. A conversation at APLU needs to be held between Government Affairs officials, and Deans.
- iv. ESS/CES/AHS should be interacting with the APLU CGA Council.

c. Feedback from NEED (Northeast Extension Directors)

- i. Comments were gathered, the documents were enclosed in the call materials.

7. Changes to the CMC Rules of Operation

- a. To be discussed on the next CMC call.

8. Convene Plan of Work Committee (Rick Rhodes)

- a. Rules of Operation state that the POW committee will convene in the Fall (Steve Loring, Steve Bonnano, Mark Rieger, Nancy Cox)
 - b. Soliciting the sections and the BAA for priorities should take place before drafting the plan of work.
 - c. The POW delivery will align with the renewal of the kglobal contract with APLU.
 - d. **Rick Rhodes will move to convene the CMC POW Committee and solicit the sections for feedback and priorities.**
9. (Faith Peppers) Discussion of ACE rep nomination: Brian Meyer – Director of College Relations at Iowa State University
- a. **Brian’s nomination as the ACE representative to the CMC was unanimously approved. Faith Peppers will notify Brian and invite him to the upcoming meeting.**
10. The meeting adjourned at 2:03pm EDT.

A pertinent discussion intended for all CMC members ensued in the Zoom chat, and the transcript is enclosed in the following page of this document.

CMC Zoom Meeting, 9/6/2018
Chat discussion transcript

13:13:07 From Chuck Hibberd : Although we reached out to the four institutions noted above and had positive, proactive conversations about our campaign, ultimately three of the four chose not to participate due to restrictions from their institutions and their government relations teams. How do we deal with this? ECOP is sponsoring a webinar tomorrow to try to build awareness of the process but also the leveraging opportunity that high-level participation brings.

13:14:08 From Chuck Hibberd : The webinar is only a start, this issue deserves our full attention.

13:16:37 From Rick Rhodes : ESCOP is aware of the disconnect between the Deans/Directors and central administrators on issues that relate advocating for a system versus an institution. I think a conversation among AHS, APLU government affairs group and University presidents would be appropriate.

13:17:25 From Sarah Lupis : Chuck, would non-ECOP members of this committee be invited to participate in the webinar tomorrow?

13:19:38 From Rick Klemme : We conducted a survey of Extension Administrators and Directors. The survey results are consistent with Jenny's observations. The troubling aspect of the results reinforces Jenny's observation that individual state interests may weigh more heavily than system interests.

13:25:24 From Chuck Hibberd : The other challenge that we have is that over 55% of our Extension Directors/Administrators have three or fewer years in their roles. So, we are working with people who are new to their role and might appreciate insight on how CTAs could impact not only their state/system as well as our national system.

13:29:16 From Rick Klemme : I think there is a major gap in understanding how to connect communications/marketing efforts with targeted outcomes when there are many factors influencing whether these outcomes can be achieved. Kind of like expecting farm management extension programs to increase farm profitability where many factors beyond the control of extension educators can completely swamp the impact of educators.

13:55:17 From Rick Klemme : We also have CMC expectations comments from three other regions (1890s coming soon) for consideration.