

CMC Committee Conference Call Notes

Thursday, June 27, 2019, 2:00 PM – 3:00 PM EDT

1. In attendance:
 - Voting: Steve Loring (Chair), Faith Peppers, Karla Trautman, Ed Jones, Deb Hamernik, Glynda Becker, Brian Meyer, Cynda Clary, Mark Rieger
 - Non-voting: Rick Rhodes, Rick Klemme, Doug Steele
2. Approve agenda of June 27, 2019 teleconference: **Approved by acclamation**
3. Approve minutes of March 3, 2019 CMC meeting: **Approved by acclamation**
4. Chair's perspective (Steve Loring)
 - How do we advocate Nationally?
 - How do we engage members of Congress?
 - Different institutions / states have restrictions on their ability to reach out to legislators
 - Future investments of CMC
 - What's next after terminating with kglobal?
 - Who represents the LGU system on behalf of the institutional communicators?
 - Who can inform Directors on the best strategies for communications and marketing?
 - There are opportunities for coordination between NIDB, NIMSS, MRF Impacts
5. CMC Subcommittee on Strategic Planning recommendations and discussion
 - An attachment was provided which includes scenarios for the CMC to consider regarding a transition to a new project.
 - CMC is now an ad hoc committee of the BAA Policy Board of Directors
 - The CMP is intended to promote the brand values of the LGU system. Balancing advocacy with 'brand value promotion' is a goal of the CMP. Previously, the CMC had been steeped in advocacy.
 - Questions: Long-term goals? Desired outcomes? Audiences?
 - We need a book to clearly articulate what we want / where we want to go
 - Considering removal of section chairs from the CMC. Counterpoint: section chairs are currently in position to propose funding decisions for the sections.
 - Would the section reps alone be sufficient for representing the sections, in the absence of the section chairs?
 - APLU CGA leadership wants to be as involved and aligned as possible with the CMP. Glynda Becker (WSU) or John Latini (PSU) should be involved.
 - Joint COPS would be an appropriate venue to have a CMC discussion with representation from each section.
 - Between Nashville ESS/CES meeting and ACOP regular teleconferences we can provide updates and hold conversations with the sections in the fall.
 - Needs: Illustrate brand value of LGUs, tell LGU stories, create materials to support BAA, CGA

- With the termination of the kglobal contract, ~\$200k goes unexpended between June 1 and November 2019
- A new communications hire could talk with the sections and guide us through the process of creating a book.
- Needs assessment and Strategic plan need to be in place
- Contracts for any potential hires need to go through APLU contract office.
- Due date November 2019 in advance of APLU meeting (face-to-face meeting of the CMC), where all sections are represented.
- We need a national brand; the brand is currently at home, rooted in the individual institutions.
- **The CMC will move forward with option 3 and work with APLU's contract office to draft an RFP (*Option 3: Hire an expert in communications and marketing to develop a strategic plan based on the needs of the sections. This could be a year contract and provide a clear path for the project*)**

6. *The meeting adjourned at 2:48pm.*