

CMC Teleconference

Draft Minutes

Tuesday, March 31, 2020, 11:00 AM EDT

In attendance: Mark Rieger (Chair - Delaware), Steve Loring (Past Chair – NMSU), Karla Trautman (Incoming Chair – SDSU), Nancy Cox (AHS - Kentucky), Cynda Clary (APS – Oklahoma State), Faith Peppers (NIDB Rep – Georgia), JF Meullenet (ESS – Arkansas), Elizabeth North (ACE – MS State), Katie Frazier (CARET – Farm Credit of the Virginias), Mark Latimore (ECOP – FVSU), Doug Steele (APLU), Rick Klemme (ECOP), Rick Rhodes (NERA, Executive Vice-Chair), David Leibovitz (NERA, Recorder)

Agenda

1. Approve agenda
 - a. **The agenda was approved unanimously**
2. Approve notes/minutes [November 10, 2019](#)
 - a. **The notes from November 10, 2019 were approved unanimously.**
3. Turnover in CMC leadership
 - a. Mark Rieger introduced himself as new Chair of the CMC, effective in March. Steve Loring becomes Past Chair, Karla Trautman rotates in as Incoming Chair, and Mark Latimore rotates off the executive committee.
 - b. Nancy Cox has been reappointed as the AHS representative
 - c. Elizabeth Gregory North (MS State) has been nominated by the ACE board as its representative serving on the CMC
4. Strategist search update
 - a. Application deadline extended through March 31, 2020. Four agencies followed up with requests for information to Doug Steele. Top candidates will be reviewed by the search committee on Zoom.
 - b. Recurring question: who is the CMC's target audience? As background, Podesta originally created DC awareness of LGUs. Kglobal tried to directly support Cornerstone's effort. What's next? Seeking an RFP that would develop planning to communicate and influence policy efforts with congress, create better appreciation of the LGU system, and create value for the member institutions as opposed to building a national system brand value. We don't have the message right yet: LGU system does not only serve citizens, it educates leaders.
 - c. Moving forward, a proper CMC initiative should represent everyone in the LGU system. We might wish to reconsider the structure of the assessments. Doug recommended that the CMC become a standing committee of the PBD.
 - d. What is the committee trying to do vs what NIFA is trying to do for the LGU system? The CMC supports work and impacts beyond what is supported by NIFA, and NIFA supports efforts that reach beyond LGUs. There isn't

duplication of effort with NIFA, there are two different messages with two different needs.

- e. Search committee: Current CMC leadership (Rieger, Trautman, Loring), ACOP rep (Cynda Clary), two communicators (Faith Peppers and Elizabeth Gregory North), and Doug Steele as Chair could be a good makeup for the search committee.
 - f. Where did those who submitted proposals see the RFP? We'll ask those that submitted proposals.
5. CMC operations outlook
- a. CMC Chairs visited with communicators and CGA at CARET-AHS in March 2020. How can we do better?
 - i. Continue to meet with CGA. CGA dissonance is where we formerly ran aground with the kglobal effort.
 - ii. At CARET-AHS, if we continue the integration of communicators in our process we will improve our messaging. APLU should consider a national structure for communicators in the system, similar to AES/CES/AHS/CARET.
 - b. What will the upcoming months look like?
 - i. COVID-19 creates uncertainty for our upcoming activities and meeting cycle. Zoom meetings could become the "new normal" indefinitely.
 - ii. Share as much information as possible: As the CMC moves through its steps, allow the regional Executive Directors to reach out to their associations and provide regular updates.
6. Any other business
- a. Faith will recommend tagging AgIsAmerica in university-branded communications.

The meeting adjourned at 11:57 am EDT.