

CMC Teleconference Notes

July 7, 2020, 4:00 – 5:00 PM EDT

In attendance: Mark Rieger (Chair), Steve Loring, Karla Trautman, Nancy Cox, Faith Peppers, Rick Klemme, Doug Steele, Elizabeth Gregory North, Mark Latimore, Caroline Crocoll, Cynda Clary, Katie Frazier, Glynda Becker-Fenter, Jennifer Alexander, Rick Rhodes, David Leibovitz

Attending from Forbes-Tate: Emilie Carinha, Ryan McConaghy, Kate Jahries, Ryan Taylor

1. Introductions and opening remarks
 - Mark Rieger thanked the committee and Forbes-Tate representatives for all work that has been done remotely since the March 31, 2020 CMC meeting.
 - Today's update: Where we are and where we're headed over the next couple of months
2. Approval of the agenda
 - **A motion was introduced to approve the agenda by Steve Loring and seconded by Mark Latimore. The agenda was approved unanimously.**
3. Approval of minutes, March 31, 2020
 - **The minutes were unanimously accepted as written.**
4. Update from the CMC strategist, Forbes/Tate Partners (Ryan McConaghy, Emilie Carinha, Ryan Taylor, Kate Jahries)
 - Recap of Phase 1: Strategic Alignment phase
 - Forbes-Tate conducted an asset audit – what's has the CMC and its greater organization done, how do members feel about that work?
 - Land-grant.org, AgIsAmerica (all inactive for over 1 year: website, Facebook, YouTube, Twitter)
 - When accounts were active, posting consistently was key to increase engagement.
 - Paid promotion runs (e.g. during National Nutrition Month) were worthwhile and increased engagement.
 - An active Twitter and Facebook page is more likely to be a top search result on Google
 - Owned content performs better and generates better analytics as opposed to retweets / reposts.
 - *Posting regularly, owning our content, and periodically engaging in paid boosted social campaigns are three takeaways from the asset audit.*
 - Forbes-Tate conducted One-on-one Outreach interviews which generated similar findings to the surveys, while shedding more light on the direction in which we should move.
 - We need *One Message to support "one ask."* Messaging should be uniform across tactics.
 - Many interviewees lamented that the BAA and CMC's structures are clunky which can cause confusion and detract from the bigger picture goal. They felt the brand is not very well understood or known beyond the inner

circles. The roadmap plan should: *better define targets, tactics, and goals, so that everyone knows what they are.*

- Interviewees want to strengthen *the linkage between federal dollars and BAA outcomes.*
- A survey was sent to ~650 people across the BAA: How are people viewing BAA now? What should priorities be going forward?
- 122 surveys completed (Forbes-Tate considers this a high rate of participation and a representative group for an email survey)
- Respondents leaned heavily toward advocacy-based communications (reaching out to policymakers, making clear the need for federal funding, conducting outreach to secure funding)
- Respondents noted a lack of clear, unified vision for what it is the BAA needs to say in its outreach to policymakers: who do we engage, what do we say?
- We need to emphasize that we're a system – keep the Land-grant identity, we have been building that as opposed to an APLU-BAA identity.
- Shaping the next phase (next 2-4 weeks)
 - Develop a plan that takes external and *internal* communications into account – think through the roles that the members of the broad BAA ecosystem need to play and equip key points of contact with resources to contribute to the unified BAA mission.
 - Internal communication is critical: What does each group within the BAA need to do, specifically? What does CARET, ESCOP, ECOP, AHS, APS need to do... How can Forbes-Tate help the CMC convey the message of today's discussion to the entire BAA?
 - Communicate progress to the larger CMC and BAA ecosystem regularly to begin familiarity with the message and the work you are doing.
 - Refine and communicate priorities and hone a supporting message frame about what distinguishes BAA from other groups and makes clear the need for federal funding to sustain its essential work.
 - Objective – Strategy – Message framework
 - Objective: Secure additional federal resources to support critical research and education efforts.
 - Strategy: position BAA as a go-to resource for policymakers by communicating how past and future federal dollars is a high-value investment that broadly supports advances in critical fields.
 - Message frame: Seeding our success – investment in ag plants the seeds for safer, abundant food, climate resilience, and global competitiveness. *The Land-grant university system is uniquely positioned to be a conduit of these outcomes through its reach, research expertise, and extensive partnerships with federal, state, and local governments.*
 - Seeding success also needs to identify academic programs, communities, family, youth, health, and other key programs of emphasis.
 - Forbes-Tate emphasizes that the objective of Federal investment in ag research is essential.
 - The CMC is concerned about defining agriculture using too narrow a platform.
 - Our platform needs to retain an emphasis on people, academic programs, working Americans, and a strong Extension identity.

- Define targets, allies, opponents, and tactics.

5. Any other business (All)

- Forbes-Tate will be included in the Fall section meeting agendas rather than the business meetings during Joint COPs.
- Doug Steele suggested to Glynda Becker-Fenter that the CGA group should be briefed on how the BAA's relationships with communicators and with Forbes-Tate are working.
- Doug Steele will contact the CMC prior to Joint COPs with information to report at section meetings.
- The CMC was invited to contact any of the Forbes-Tate representatives to have a 1-on-1 discussion.
- The chat box conversations are appended to these notes

Mark Rieger thanked the committee and Forbes-Tate representatives for joining the meeting. The meeting adjourned at 5:13 pm EDT.

Chat during the CMC's 7/7/2020 Zoom meeting

16:21:58 From Rick Klemme : Understand an emphasis on ag. Important to remember that not all research and extension portfolios are completely ag oriented. Suspect that some extension services may be investing significantly on education programs oriented towards issues facing youth, families and communities.

16:25:05 From faith.peppers : Note that spike was during AHS/CARET annual meeting.

16:26:04 From Rick Klemme : Good point. Depending on the website topic content, COVID-19 likely ramped up Extension websites particularly around youth education, health issues, etc.

16:29:49 From Elizabeth Gregory North : Is our goal to promote the BAA as the brand? Or is it our national system of land-grant institutions?

16:30:03 From Alexander, Jennifer Lynn : Do you see the current audience for the web/social properties (LGI and AgisAmerica) as a match or mismatch to the emerging priority on advocacy/outreach to policymakers?

16:31:29 From Elizabeth Gregory North : Thanks for that clarification, Ryan.

16:33:41 From Alexander, Jennifer Lynn : Thank you.

16:41:16 From Elizabeth Gregory North : I think this analysis, especially the challenges, captures our situation very well.

16:42:51 From Elizabeth Gregory North : Experiment Station

16:44:42 From Cynda Clary : But wasn't that the issue before as a very limited set of institutions/states were included?

16:54:19 From Doug Steele : Seeding Success also needs to identify communities, families, youth, health and other key programs of emphasis.

16:54:42 From Elizabeth Gregory North : I agree, Doug. Thanks for bringing that into the discussion.

16:54:51 From Doug Steele : Academic programs---developing the next generation

16:55:20 From Cynda Clary : Thank you, Doug - I was typing up a similar sentence :)

16:55:33 From Rick Klemme : It's okay to use the word Extension.....prominently.

16:55:57 From Elizabeth Gregory North : Thanks, Rick! That's definitely okay with me!