

Communications and Marketing Committee Meeting Minutes September 16, 2021, 3:00-4:00 PM ET

In attendance: Karla Trautman, JF Meullenet, Wendie Cohick, Cynda Clary, Andrea Putman, Elizabeth Gregory North, Gabrielle Serra, Rick Rhodes (NERA, ex-officio), David Leibovitz (NERA, ex-officio)

1. Approval of the agenda (Karla)
 - **The agenda for this meeting was approved by unanimous acclamation.**
2. Approval of minutes, 8/19/2021 (attached, Karla)
 - **The minutes of the 8/19/21 CMC meeting were approved by unanimous acclamation.**
3. Forbes/Tate closeout, APLU AVP Plans (Andrea and Doug)
 - Forbes-Tate had been tweeting from @AgIsAmerica, Andrea now has the credentials for that account and the @APLU_Ag Twitter handle. Trying to not create too many back and forth retweets between those accounts.
 - The social media focus is on AgIsAmerica: there's a strong follower base of 10k+ and it is already an established platform for this type of messaging.
 - Andrea is coordinating closely with APLU Council on Gov't Affairs and Public Affairs to ensure there is alignment between all groups.
 - At APLU, an associate will be hired soon to work half-time with Andrea on communications and partnerships, and half time with the Executive Director for the Board on Human Sciences.
 - Andrea is creating a list of media contacts and will start to establish a BAA relationship with those contacts.
 - The October social media toolkit will be drafted soon (National Pork Month, National Seafood Month, National Vegetarian Month... are these conflicting priorities?)
 - i. The CMC offered to assist with the October toolkit as needed.
 - The APLU meeting Nov 15-17 has elected to be delivered virtually.
 - Andrea is involved with two workshops:
 - i. Storytelling: Tapping the Power of the Narrative (September)
 - ii. Strategic Communications: Cutting through the Clutter (October)
4. BAA Rules of Operation, changes to make the CMC a standing committee (attached, Doug/Rick)
 - Article IV – the CMC is named as an assembly committee
 - Section VI – defines the CMC, what it does (build awareness and support for LGU Ag programs, including all of its incarnations: AES, CES, APS, and IPS.)
 - Effective implementation of a targeted advocacy effort in coordination with guidance by the APLU and in consort with an advocacy firm.
 - The CMC has a defined membership: the new proposed membership roster of the CMC.
 - Is there enough information to define what the CMC does without painting itself into a corner?
 - **Changes must be submitted 30 days prior to a Policy Board of Directors meeting.**
 - **The CMC is invited to provide input on these changes to the BAA rules of operation. A reminder to the committee: the adoption of these changes would make the BAA rules of operation into the CMC rules of operation. **Comments should be submitted to Rick Rhodes by 9/23.****
 - i. **One suggested addition: changes to the CMC membership are subject to the approval of the Policy Board of Directors.**

- ii. Elizabeth is going to draft a suggested change about multiplying the CMC's effort throughout the system, with call outs to local and state levels of messaging.
 - iii. Rick will communicate with Doug Steele about the best strategy for delivering these changes for a vote.
- An update on the status of the proposed changes and a recap of Rick's discussion will be presented during the October CMC meeting.

5. Adjourn