

Communications and Marketing Committee Minutes

March 18, 2021, 3:00-4:00 PM ET

In attendance: Karla Trautman, Jean-Francois Meullenet, Steve Loring, Elizabeth Gregory North, Nancy Cox, Doug Steele, Cynda Clary, Ken White, Gabrielle Serra, Caroline Henney, Faith Peppers, Alekhya Tallapaka, Ryan McConaghy, Rick Rhodes, David Leibovitz

1. Approval of the agenda (Karla)
 - **The agenda was approved unanimously.**
2. Approval of minutes, 2/18/2021 (attached, Karla)
 - **The minutes of 2/18/2021 were approved unanimously.**
3. Search update on the APLU/FANR position “Assistant Vice President, Food Agriculture and Natural Resources (FANR) Communications and External Partnerships” (Karla/Doug)
 - Position description was shared with the CMC and Doug walked through the position with the committee.
 - This position will report to the Vice President, FANR (Doug Steele) with oversight by the CMC, and in collaboration with APLU Public Affairs and Forbes-Tate Partners.
 - The requirements call for both a CV and a letter of intent from prospective applicants.
 - Position is now being posted on national job boards, with Forbes-Tate networks, and across LGU networks with a screening deadline of April 1.
 - An Administrative Support position for the Assistant VP will be announced soon.
 - **The CMC is encouraged to share the Assistant Vice President position description widely with personal professional networks. Reminder: April 1 is not a closing deadline, it is a screening deadline.**
4. Forbes/Tate Partners update (FTP; Ryan McConaghy and Alekhya Tallapaka)
 - Over the next couple of months, FTP will take the lead on devising a content calendar for the BAA. Goal: disseminate the content calendar to BAA communicators, provide sample social and news content, and control AgIsAmerica social spaces.
 - **A draft of the April content calendar is enclosed with these minutes.**
 - The regional associations and Faith Peppers are working to refresh the list of BAA communicators representing all sections at each 1862, 1890, and 1994 institution.
 - **The April content calendar will be distributed to BAA communicators, the CMC, and the Multistate Research Impacts program (Sara Delheimer) over the next week. FTP intends to send content calendars, including notable dates and recommended content, two weeks in advance of a new month.**
5. Activation of the CMC membership: Building an internal network of communicators (Karla)
 - What does the BAA internal communications tree look like? How can Deans and Directors help to amplify messages?
 - We need to define roles and responsibilities for three groups: Deans/Directors, CMC members, LGU communicators.
 - If the CMC becomes a standing committee of the BAA, will we have the right makeup for the committee? Should we consider changes to the membership that reflect the system and more closely involve communicators?

- Communicators will not feel they are in a position to generate more content for this effort unless Directors put them in a position where they matter more. Communicators must be identified by Directors and more closely involved with the administrative teams at all institutions.
- Participation in the national effort should be pitched as beneficial to communicators.
- With representation from institutional communications, CGA, NIFA, and each section of the BAA, the CMC could serve as an advisory backstop for the Associate VP position.
- Consider bringing in another representative from the NIDB and Sara Delheimer from MRF Impacts. (The NIDB could even become a subcommittee of the CMC.)
- **CMC members are encouraged to consider their vision of an internal communications tree for the April meeting.**
- **Rick Rhodes will distribute an Excel spreadsheet with the current CMC roster by position.**

6. Closing remarks and adjournment

- The committee thanked Doug Steele for moving the APLU position description through to being posted.
- **The CMC meets again on April 15, 2021 at 3:00 pm ET.**
- *The meeting adjourned at 3:59 pm ET.*