

Communications and Marketing Committee

April 15, 2021

In attendance: Karla Trautman (South Dakota State), Steve Loring (New Mexico State), JF Meullenet (Arkansas), Chris Watkins (Cornell), Nancy Cox (Kentucky), Elizabeth Gregory North (Mississippi State), Alton Thompson (ARD), Caroline (Crocoll) Henney (APLU-ECOP), Faith Peppers, (USDA-NIFA), Doug Steele (APLU FANR), Rick Rhodes (NERA), Ryan McConaghy (Forbes-Tate Partners), David Leibovitz (NERA)

1. Approval of the agenda (Karla)
 - **The agenda was approved unanimously.**
2. Approval of minutes, 3/18/2021 (attached, Karla)
 - **The minutes of 3/18/2021 were approved unanimously.**
3. Search update on the APLU/FANR position “Assistant Vice President, Communications, Outreach and External Partnerships” (Karla/Doug)
 - Nine candidates are currently being screened, search committee convenes on 4/16 to identify candidates to interview.
 - Screening committee will meet April 26-30 to hold 1-hour zoom interviews with each candidate.
 - Finalists will be invited to a second round of interviews with invited BAA participants (not yet set; but will most likely include the CMC, funding partners, CGA, ACE representation). Focus of second interview: candidates’ understanding of the system and of the job expectations.
 - Anticipated job offer date is May 15-18; anticipated start date June 1 – July 1 in advance of summer meetings.
 - Current Forbes-Tate contract terminates at end of June and may need to be extended through the summer to provide overlap with the new AVP.
4. Forbes/Tate Partners update (FTP; Ryan McConaghy)
 - AgIsAmerica social profiles are live in April 2021.
 - FTP has shifted from building the communications roadmap to executing the roadmap
 - April content calendar and sample content was shared with national LGU communicators.
 - Theme for April: “Rooting our future in agricultural success” highlighting what each BAA section does and sharing community investments in agriculture.
 - Climate change content recommended for the end of April (Earth Day).
 - May theme: “Reaping the rewards from investments” – how ag research breakthroughs fuel economic growth and promote the ARIA effort.
 - May highlights: Asian American and Pacific Islander Heritage Month, Infrastructure week.
 - May draft calendar will go out to communicators soon for a final launch at the end of April.

- FTP wants to create a venue for communicators to participate and generate content.
 - CMC members should encourage communicators to provide feedback on the content calendar.
5. Future CMC membership: *how should the CMC look moving forward?*
- The AVP FANR will be working closely with the CMC and the CMC will be involved in the evolution of the content calendar.
 - PBD is going to move forward and change bylaws to elevate the CMC to a standing committee of the BAA.
 - In the past, the administrative members of the CMC were unable to create and maintain the robust network of communications nationally. There should be more communicators on the committee.
 - Swapping out administrators for communicators would be beneficial – they are active in these efforts at home and they bring the content area expertise.
 - We could reduce administrator representation from each section and replace with a regional communications rep from each of the 5 regions. ACE can help the regions determine communications reps for the CMC.
 - APS and CGA are important groups to have represented on the committee.
 - NIDB should be pulled more closely together to the CMC.
 - The new advocacy reps may be called on to provide a liaison to the CMC. APLU can write into their new contract.
 - Proposed new CMC membership:
 1. Executive Committee (Chair-Incoming Chair-Past Chair) should always represent ESS/CES/AHS
 2. Regional representative communicator from each region (NE, S, W, NC, 1890s)
 3. ACE representative
 4. NIDB representative
 5. CGA representative
 6. APS/ACOP representative
 7. Ex-officio: Rick, Doug, Caroline, David, Advocacy consultant
 - **A new draft committee roster will be shared with the CMC. The committee is asked to define roles and responsibilities for the new committee members prior to the next CMC meeting on May 20.**

The meeting adjourned at 3:53 pm ET.