

Communications and Marketing Committee (CMC)

October 21, 2021, 3:00-4:00 PM ET

In attendance: Karla Trautman (Chair), JF Meullenet (Incoming Chair), Steve Loring (Past Chair), Wendy Powers-Schilling, Andrea Putman, Caroline Henney, Doug Steele, Elizabeth Gregory North, Nancy Cox, Gabrielle Serra, Wendie Cohick, David Leibovitz

1. Approval of the agenda
 - **The agenda was approved unanimously.**
2. Approval of September 16, 2021 notes
 - **The minutes from September 16, 2021 were approved unanimously.**
3. Changes to the BAA Rules of Operation and update on moving the initiative forward (Karla, Doug)
 - A request to reposition the CMC as a standing committee of the BAA will be sent by Karla to Tom Coon (Oklahoma State, BAA Policy Board of Directors), as a preliminary step before it is moved forward to the Policy Board of Directors for a vote.
 - The motion must be announced to the public at least 30 days prior to a vote.
 - Ideal time for announcing the motion publicly and launching the vote is January 1.
 - **CMC call to action: Securing votes is critical and CMC members are asked to encourage their fellow section members to cast their vote at the forthcoming Policy Board of Directors meeting. Not voting is “voting against” the prospective motion.**
 - **If possible, CMC members should identify the PBD voting members at their institution or section to approach about the ask.**
 - **Karla, Rick, JF, Doug, Steve, Rick, David will meet to discuss a presentation schedule and strategy for the November APLU / section meetings.**
4. Update on the implementation of the roadmap / AVP activities (Andrea)
 - AgIsAmerica website needs both a front/backend refresh and new content.
 - Andrea is looking for a web consultant who can assist with refreshing AgIsAmerica.
 - Perhaps Extension Foundation, or drafting an RFP for distributions to the LGUs for web assistance.
 - Content development:
 - October toolkit is out to communicators; major theme is National Farmer’s Month.
 - November toolkit will focus on Thanksgiving/harvest.
 - Andrea and Elizabeth have discussed including pictures and allowable stock images in the toolkit.
 - Andrea and Doug are assembling a small focus group of communicators from all regions to discuss how the CMC/AVP and communicators can work better together, how we can make their job easier.
 - Andrea is sending to a subset of communicators a message about the letter to Majority Leader Schumer and Speaker Pelosi, signed by 140 organizations, requesting support for ag infrastructure funding in the BBB plan.
 - Andrea reached out to 8 reporters/journalists (e.g. call with Agri-Pulse) to connect, provide background information on the BAA, and offer the opportunity to interview Doug Steele.
 - Meetings are being arranged with external partners (e.g. Extension foundation, AAVMC, Food and Agriculture Climate Alliance).
5. Update on FANR searches for an Associate (working half-time on communication) and two other positions (Andrea)

- The first Associate search was not fruitful and has been reposted. This appointment is a 50/50 split between supporting Andrea and the Exec Dir of BoHS. Applications are preferred by 10/27, and APLU hopes for a hiring decision by Thanksgiving.
 - Currently searching for an Exec Dir of BoHS, a replacement for a portion of what Eddie Gouge did. Focused on a person with Executive Management experience more so than Human Sciences experience.
 - APLU seeks a replacement for Florencia Drumwright, who will resign from the APLU after completing some part-time work.
6. Highlights from FANR Focus (Andrea and Doug)
- CMC is encouraged to keep an eye on the FOCUS newsletters.
 - USDA announced \$3 Billion Investment in Agriculture, Animal Health, and Nutrition; Unveils New Climate Partnership Initiative, Requests Public Input.
 - CARET award nominations are requested: Lifetime of Service award, Meritorious Service award.
 - FOCUS newsletter will list available positions at NIFA.
 - Doug Steele has been leading off the newsletter with a column on leadership.
7. APLU and CFERR Annual Meetings (Andrea and Doug)
- Section meetings and APLU Annual Meeting will be held throughout November. All CFERR virtual meeting invitations with links will be distributed soon.

The meeting adjourned at 3:48 pm ET.