

Communications and Marketing Committee
November 18, 2021, 3:00-4:00 PM ET

In attendance: Karla Trautman (Chair), JF Meullenet (Incoming Chair), Steve Loring (Past Chair), Andrea Putman, Wendie Cohick, Caroline Henney, Katie Frazier, Cynda Clary, Elizabeth Gregory North, Bret Hess, Wendy Powers-Schilling, Faith Peppers, Rick Rhodes, David Leibovitz

1. Approval of the agenda
 - **The 11/18 agenda was approved unanimously.**
2. Approval of minutes, 10/21/2021
 - **The CMC minutes of 10/21/2021 were approved unanimously.**
3. Annual meetings of the BAA and BAA PBD follow-up
 - Karla met with the AHS Ex Comm, BAA General meeting, Policy Board of Directors (PBD) meeting to represent the CMC as chair.
 - The request to consider and take action on the CMC's request to be moved into standing committee status was formalized and submitted to Tom Coon for the PBD's consideration.
 - Draft language for a change in the BAA Rules of Operation to reflect the CMC's new position was submitted along with this formalized request.
 - CMC understands that should the PBD support the request and move it forward to a vote, that an electronic vote would occur 30 days after the motion is presented. A super majority is required for passage of the motion, hence at least 2/3 of the membership are required to cast a vote (regardless of direction) in order to make a final decision.
 - Standing committee status is the best approach to being supportive, consistent in our messaging cadence, and to leverage the communications and marketing efforts of the LGU system and its non-LGU partners.
 - In November, the PBD unanimously supported moving the CMC's request forward for voting.
 - Tom Coon (PBD Chair) anticipates publishing the request for consideration sometime after the holidays, and the voting period would be open during the month of January.
 - CMC needs to prepare for setting its plan into action right away, should the request be approved by the PBD.
 - We need to confirm who the PBD voting members are, and whether or not PBD members have more than one vote to cast based on who they represent. (e.g. Glenda Humiston casts three votes on behalf of California)
 - **The CMC Ex Comm needs to stay in close contact with Tom Coon regarding changes in the ROO language. The PBD can elect to make suggestions for cleaning up the language and the CMC needs to be on the same page prior to moving the changes forward for voting.**
 - **The CMC Ex Comm will meet with Doug to confirm the full PBD voting membership and draft a concise message to be sent to those members in advance of the voting period.**

- **The regional Experiment Station EDs and national Extension ED can push messages out to the sections urging PBD voting members to participate in its upcoming vote.**

4. Updates on CMC plan and AgIsAmerica content

- Andrea conducted initial outreach to 8-10 reporters re: BBB and Infrastructure
 - Science Reporter and AgriPulse may be interested in publishing stories about the LGU system.
- Wendy Powers has been named to the National Academies Blue Ribbon Panel on Enhancing Coordination between LGUs and Colleges (<https://www.nationalacademies.org/our-work/enhancing-coordination-between-land-grant-universities-and-colleges>).
- Lewis-Burke Associates has been awarded the three-year advocacy contract in support of the BAA and Board on Human Sciences. This ends an eighteen year, impactful working relationship with Cornerstone Government Affairs.
- Andrea walked the CMC through the AgIsAmerica website:
 - The home page layout includes a rolling video banner, Facebook and Twitter feeds, and some links to old featured content.
 - There are a number of dead links and stale references (e.g. AgAction.org)
 - A promotional YouTube video created by kglobal which cites AgAction.org is featured on the website (<https://youtu.be/WInF7mgs104>)
 - **AgAction.org was an advocacy effort led by kglobal and no longer exists. We should strip references to AgAction and remove the video from our website.**
 - AgIsAmerica looks too broad and unfocused in its current state.
- Who is the primary audience for AgIsAmerica?
- What is the most useful content to be displayed on AgIsAmerica?
- Forbes-Tate Partners implied that AgIsAmerica social accounts have a strong following. How could we refocus while retaining our established following?
- NIFA and APLU are developing an interactive map of the LGU system to be housed on the Land-grant impacts site and perhaps on the AgIsAmerica site.
 - We need to recognize that maps are often not ADA accessible and it can become challenging to provide a text or TTY alternative.

5. Adjourn

- The CMC will revisit the PBD request and continue the AgIsAmerica discussion in December.
- *The meeting adjourned at 4:00 pm ET.*