

Communications and Marketing Committee

February 17, 2022, 3:00-4:00 PM ET

In attendance: Karla Trautman (Chair-SDSU), Steve Loring (Past Chair-NMSU), Andrea Putman (APLU), Kim Scotto (APLU), Caroline Henney (APLU-Cooperative Extension), Elizabeth Gregory North (MS State), Christina Laridaen (LBA), Wendie Cohick (Rutgers), Cynda Clary (OK State), Doug Steele (APLU), Faith Peppers (USDA-NIFA), Rick Rhodes (NERA), David Leibovitz (NERA)

1. Introductions and opening remarks

- The group went through a series of introductions. Kim Scotto (Associate, APLU FANR) and Christina Laridaen (Lewis-Burke Associates) were introduced. Both will continue to work with the CMC.
- **The agenda for the CMC meeting was approved unanimously by the committee.**
- **The CMC minutes of 11/18/2021 were approved unanimously by the committee.**

2. Discussion of the status of the BAA ballot establishing the CMC as a standing committee/Promoting the BAA vote

- Language on why the CMC is requesting the change has been presented to the BAA. This is not yet in the form of a ballot. Thirty-day notification of the intent to change the BAA Rules of Operation is required prior to the BAA membership voting on the change.
 - **The most up to date version of the PBD CMC Ballot Amendment will be distributed to the CMC after the call.**
- Feedback from BAA members and research/extension Exec Directors has already been positive.
 - **Caroline will reach out to the Extension ED's and Rick will reach out to the research EDs with the call for members to cast their vote(s).**
- **The message we should be sending to all sections is for PBD members to cast their vote. Not voting is effectively the same as a vote against these proposed changes.**
 - **Reminder: PBD members who are responsible for casting multiple votes, must cast multiple votes (e.g. administrators who lead both research and extension at an institution).**
- **When the ballot is released, an announcement (sent by Karla) will be sent with a reminder for any PBD members to cast their vote(s).**
- Should the vote not pass to make the CMC a standing committee of the BAA, the CMC ought to consider making a request to the BAA PBD to restructure its membership consistent with the CMC's recommendations.

3. Updates on communications activities (slide deck from Andrea enclosed)

- Communication toolkits are being sent to ag communicators monthly.
- AgIsAmerica social accounts (12k follower base on Twitter) are promoting hashtags to LGU communicator accounts and pushing new original content.
- Kim Scotto has been a part of the APLU communications effort and created infographics which are shared using AgIsAmerica.
- "National/international days/months" are being promoted on social media.
- In March, CARET delegates will be asked if they have anything to share via the AgIsAmerica communications platform and its established follower base

The next CMC meeting will be held on March 17, 3:00 pm Eastern time.

The meeting adjourned at 3:56 pm Eastern time.