

CMC Meeting Notes

April 21, 2022, 3-4PM ET

Present: JF Meullenet, Wendie Cohick, Elizabeth Gregory North, Karla Trautman, Faith Peppers, Cynda Clary, Andrea Putman, Kim Scotto, Doug Steele, Bret Hess, Sandy Ruble, Rick Rhodes

1. Introductions and opening remarks (JF)
 - JF Meullenet, serving in his first meeting as CMC chair, provided opening remarks. His primary focus as chair will be fulfilling the promises of the roadmap.
2. Approval of the agenda (JF)
 - Approved
3. Approval of minutes, 2/17/2022 (attached, JF)
 - Approved
4. Updates on CMC plan (Andrea)
 - National Ag Week Video (25 seconds) Connection between the APLU and AgIsAmerica was highlighted.
 - CARET/AHS – 40th Anniversary will be highlighted throughout the year.
 - CARET is generating examples of their own, Volunteer Month is a connection.
 - APLU now has a new service: Meltwater. This features a news compilation, based on keywords of news releases around the country. Plus, the service provides media relations that can be searched by “Beats” (topic area, e.g. ag) and by location.)
 - the BAA is a sponsor of the ACE Meeting <https://www.aceweb.org/page-1854583>.
 - Q&A's with Andrea–
 - Metrics/Analytics show that followers are on the rise and there were spikes around National Ag Week. JF requests regular reports on metrics data.
 - Are we reaching the 3 target audiences, decision-makers, amplifiers, and influencer? Andrea is committed to delving into this deeper.
 - What is the timeline for revamp of the AgIsAmerica website? Andrea does not have an exact timeline but is working on this dependent on the vote of the BAA. A sitemap will soon be ready to review. Likely, will partner with Extension Foundation on a new website design.
 - Has there been any feedback on monthly toolkits? Only substantial remarks were about the timing. Will adjust to release around the 15th with a few follow up suggestions before the end of the month. Some of the federal advocacy parts are not appropriate because most readers are state/local.
5. Status of the BAA ballot establishing the CMC as a standing committee (Doug)
 - Dr. Mark Becker, former President of Georgia State University, has been selected as President of the APLU.
 - BAA vote closes at the end of the day, April 21, 2022; so far support is encouraging.
6. Strategies: next steps (JF)
 - Starting with vote results, what happens? Doug contacts Tom Coon, and the vote results are placed as agenda item for the next meeting of the Policy Board of Directors.

- The Rules of Operation of the BAA must be changed to include the CMC. A redline version of the changes to the Rules of Operation have been drafted and Doug will check to ensure that the draft language aligns with descriptions of the BAC and CLP.
- Roadmap will become the guidance doc.
- Joint COPs 7/21 8:30-10:30 – Might be good connection point for CMC Chair and Faith Peppers to provide a thorough status update and dialogue with COPs.
- Should the CMC have an Annual Plan of Work – How specific will this need to be? Perennial pattern with flexibility for emerging issues.
- How will new members of the CMC be selected? The proposed new structure includes 1 communicator from each of the 5 regions. A suggestion was made about using a simple form SARE communicator recruitment with a requirement for Dean/Director approval for time/effort/travel. Might also use Regional Associations to identify candidates.

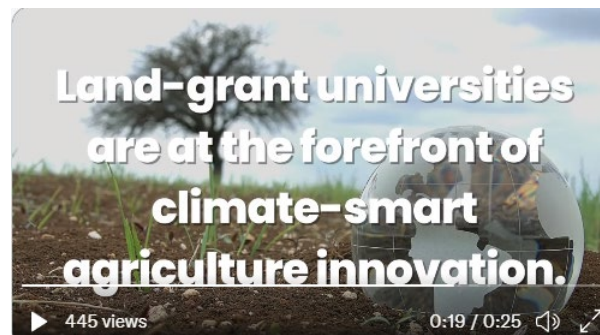
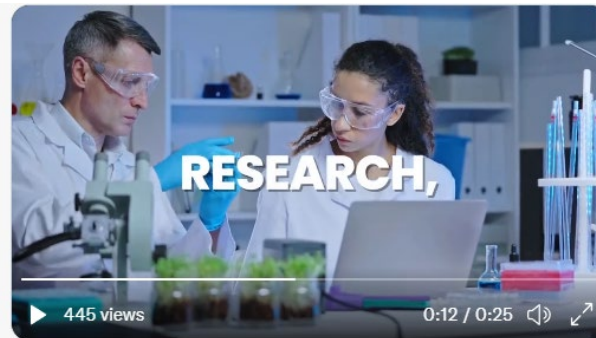
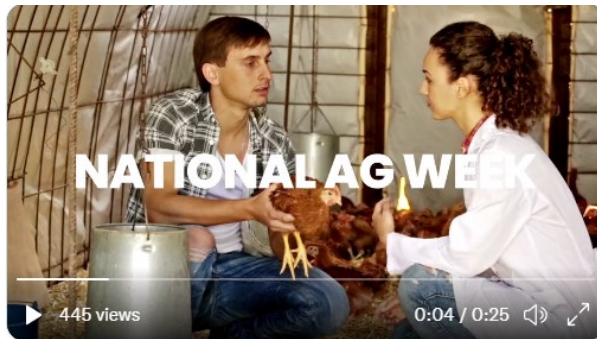
7. Adjourn at 4:00PM.



Communications and Marketing Update

April 21, 2022

National Ag Week: Video



#CARET40Years



Dr. Scott Angle @IFAS_VP · Mar 8
Thank you to our CARET delegates!

These volunteers use their time & expertise to lead advocacy efforts supporting #UF's teaching, research, and Extension programs.
[#CARET40Years](#)

Thank you, Madeline Mellinger, @FLCattlemen's Jim Handley & @FlaStrawberries Ken Parker.



Marshall Stewart @MarshallStewart · Mar 8

H.C. Russell has been an advocate for the mission of [#LandGrantUniversities](#) & [@Mizzou](#) for many years. He just completed a term on the CARET executive committee, representing the North Central region. Thank you for your commitment, H.C.! [@AgisAmerica](#) [@APLU_Ag](#) [#CARET40Years](#)



Karen Plaut, Purdue Ag Dean @PurdueAgDean · Mar 11

This week we celebrated Louise Beaman of Franklin, Ind. during the CARET/AHS meeting. She has been a wonderful advocate for [@PurdueAg](#), [@PurdueExtension](#) & the land-grant university system for more than 20 years. Congratulations on your award, Louise! [#CARET40Years](#)



WVU Davis College @wvudavis · Mar 7

We'd like to say a huge thank you to our CARET delegates! Dean Donahue, Dean Atilas and Bob Williams volunteer their time & expertise to lead advocacy efforts supporting the important work of [@wvudavis](#) & [@WVUExtension](#) [#CARET40Years](#)



#CARET40Years



Agriculture is America @AgIsAmerica · Mar 8

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Thank you Senator @JohnBoozman, Dean Deacue Fields @bumperscollege @UArkansas, Chancellor Alexander @uapbinfo for joining the #CARET40Years celebration and your dedication to family farmers & ranchers in rural America and support of agricultural research, education, @Ext100Years!



Agriculture is America @AgIsAmerica · Mar 8

...

A big thanks to Indiana's @RepJimBaird and Karen Plaut @PurdueAgDean for joining the #CARET40Years anniversary celebration and for all your efforts on behalf of #LandGrantUniversities agricultural research, education & @Ext100Years!



#CARET40Years

 Agriculture is America @AgIsAmerica · Apr 18

This #NationalVolunteerWeek we celebrate CARET delegates across the country who promote the missions of #LandGrantUniversities. Debbie Moreland, delegate for @UofA_System, is passionate about the role that Extension plays in communities. #CARET40Years



“ Extension is the trusted local partner to every agricultural community.

The agricultural community needs a local support system to help identify concerns, provide science-based, unbiased information to help them succeed as well as access to the newest research, programs and practices.”

DEBBIE MORELAND
Arkansas Association of Conservation Districts

ALT CARET40YEARS

 Agriculture is America @AgIsAmerica · Apr 18

Moreland is a real estate broker specializing in rural properties & Program Administrator for Arkansas Association of Conservation Districts. She sees first-hand the value @UofA_System provides to local farmers, ranchers, producers, and communities at large. #CARET40Years



“ Our elected officials need to know the land-grant system is critically important to the sustainability of our farmers, ranchers and producers as well as our rural communities. We also see the benefits of the land-grant with our urban landowners and children with Master Gardeners, 4-H, community gardens and so much more.”

DEBBIE MORELAND
Arkansas Association of Conservation Districts

ALT CARET40YEARS

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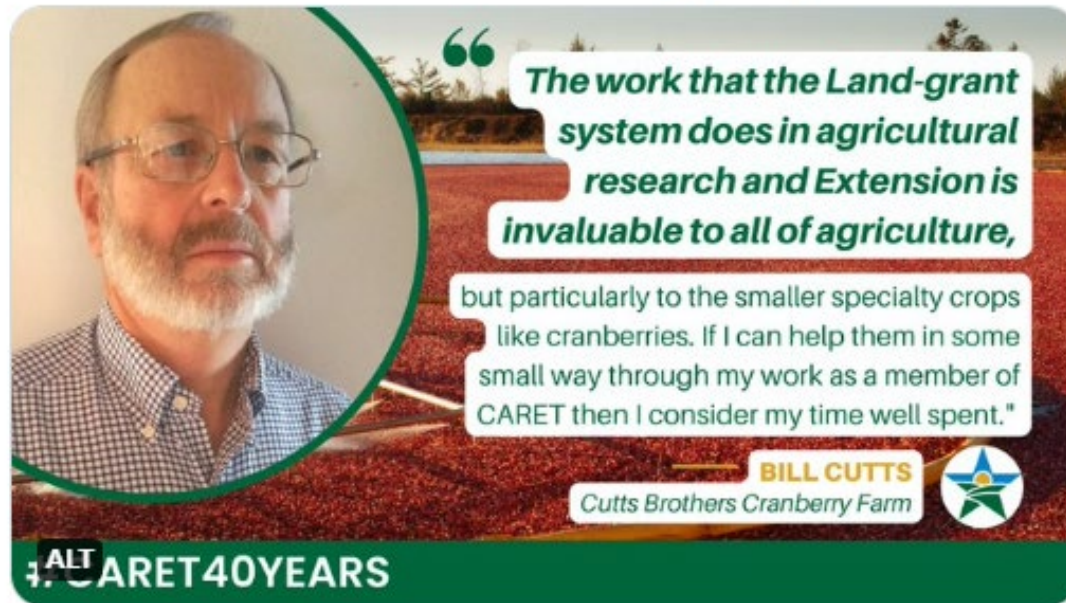
#CARET40Years



Agriculture is America @AgIsAmerica · 5h

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Bill Cutts, a New Jersey cranberry farmer, serves as a CARET delegate for @RutgersU to give back to the #LandGrantUniversities system that supports him and his industry. #VolunteerRecognitionDay #CARET40Years



Rutgers NIAES



Meltwater: News compilation



April 18, 2022

- The New York Times: [Biden's Student Loan Dilemma](#)
- The Washington Post: [Momentum builds behind a three-year degree to lower college costs](#)
- CBS News: [Undergraduates across the country are unionizing college workforces](#)
- The Chronicle of Higher Education: ['Flexible Work Is Not the New Norm,' One University Says](#)

Meltwater: Media relations

Beats

Find

SELECTED (8)

- Agriculture (952)
- Animals (794)
- Automotive (1178)
- Aviation (436)
- Beauty & Fashion (2477)

Reach

Find

SELECTED (1)

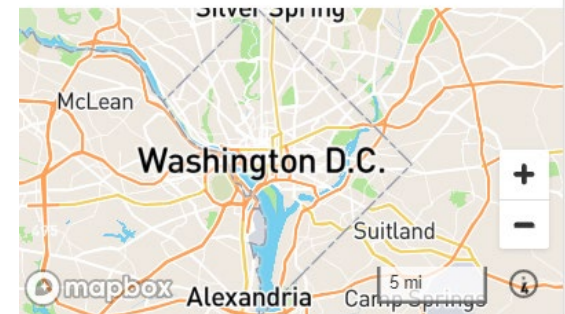
- Top Tier (98)
- Middle Tier (141)
- Bottom Tier (755)

Location CLEAR

MAP

LIST

Washington, District of Colum... X



7 Results

Meltwater: Media relations

7 Results



Jenny Splitter - Contributing Editor - Washington, D.C., Washington, D.C., United States



Forbes

Beats: Agricultural technology - Arable farming - Food industry - Healthcare - Food Science

Emily Cadei - Agriculture and Trade Editor - Arlington, Virginia, United States



POLITICO

Beats: Agricultural economics - Agricultural policy - International trade

Helena Bottemiller Evich - Senior Food & Agriculture Reporter - Arlington, Virginia, United States



POLITICO - POLITICO Pro

Beats: Agricultural economics - Agricultural policy - Food industry

Lists: Agricultural Policy - antibiotic resistance - Master Antibiotic List

Jerry Hagstrom - Columnist - Washington, D.C., Washington, D.C., United States



DTN/The Progressive Farmer - National Journal

Beats: Agricultural policy - Arable farming - Food industry

Alexi Horowitz-Ghazi - Reporter - Washington, D.C., Washington, D.C., United States



NPR

Beats: Agricultural economics - National news

Ryan McCrimmon - Agricultural Reporter - Arlington, Virginia, United States



POLITICO - POLITICO - Morning Agriculture

Beats: Agricultural economics - Agricultural policy

Laura Reiley - Business of Food Reporter - Washington, D.C., Washington, D.C., United States



The Washington Post

Beats: Agricultural economics - Food industry

ACE conference sponsorship ad



Telling the stories of agricultural research, education, and Extension in #LandGrantUniversities across the United States.



CONNECT WITH US   @AgIsAmerica



Thank you!

