

Roadmap Communications Plan

Status Update & Next Steps

March 2, 2026

agInnovation Winter Business Meeting





The Goal

Develop a communications strategy for a long-term advocacy campaign that **results in increased federal investment in agricultural research, education, and Extension.**

Overview

- Track 1: Message Development
- Track 2: Communications Strategy

Track 1: Message Development

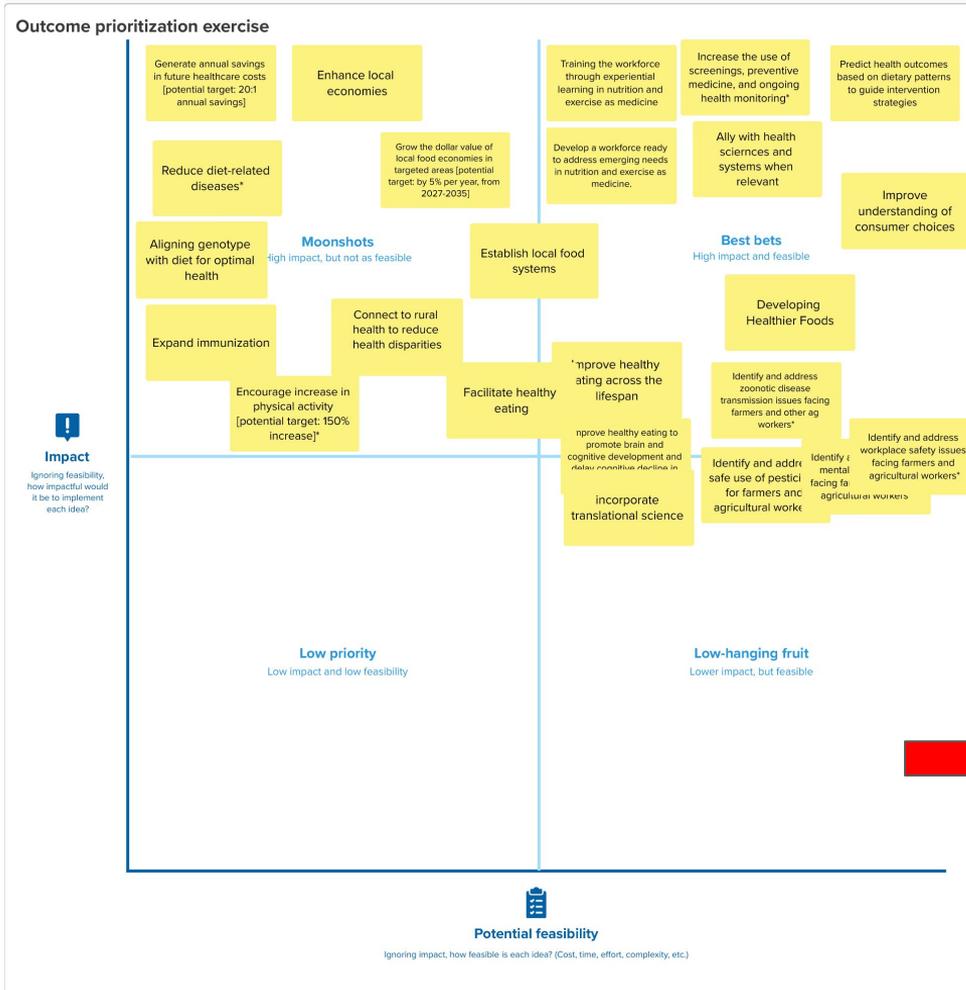
Roadmap: Refinements & Making it Actionable

- “Call to Action” = core document, unifying message that everyone has in hand
- “Societal benefits” = pick and choose the ones relevant to your audience
- Success stories, other supporting materials = pick and choose the ones most relevant to your audience

Happening Now: Societal Benefits Teams

- One team for each of the six Roadmap societal benefits one pagers
- Composition: Two representatives from each ACOP, agInnovation, and ECOP
- Purpose
 - Refine outcome goals & land-grant solutions
 - Identify which objectives to include quantitative targets and refine these targets
 - Support message refinement

Beginning our work to refine outcomes and objectives . . .



Outcome Prioritization Criteria

Do they address priority challenges in food and agriculture -- specifically related to nutrition and health -- and translate into meaningful benefits?

Are they broadly supported across the food and agriculture community?

Do land-grant universities play a unique role in advancing these through integrated research, education, and Extension activities?

Are these achievable with increased investment, without significant external constraints?

Objectives

	Enhance the nutritional value of agriculture products (crops, livestock)			
Improve understanding of consumer behavior and decisions regarding, diet, health, and activity.	Training the workforce through experiential learning in nutrition and exercise as medicine by partnering with Extension on service learning opportunities			
Reduce nutrient deficiencies and consumption of high fat diets		Work in progress		

Timeline

- January: Launched Societal Benefits teams
- February - March: Refine goals, objectives, and land-grant solutions
- March - April: Integrate feedback in updated draft documents
- May: External message testing
- May - June: Integrate insights from message testing and finalize documents

Next up: Message Testing

Adaptive Roots has connected with the following groups to lay the groundwork for potential future message testing when the societal benefits teams' work is complete.

- Land-grant university community
 - APLU BAA Communications and Marketing Committee
 - APLU CARET
- Policymakers
 - TBD Capitol Hill and agency contacts (working with APLU BAA government affairs team)
- Food and Ag Stakeholders
 - NCFAR
 - CAST
 - Farm Journal Foundation farmer leaders
 - National 4-H Council private sector leaders

Track 2: Communications Strategy

Communications Strategy Overview

- **Goal 1:** Build shared, internal consensus around a unified, data-informed strategy that effectively supports expanded federal investment in agricultural research, education, and Extension.
- **Goal 2:** Increase Congressional and stakeholder awareness and support for expanded federal investment in agricultural research, education, and Extension.
- **Goal 3:** Engage agricultural stakeholders to build a unified call for expanded investment in agricultural research, education, and Extension.
- **Goal 4:** Elevate the Call to Action at the local, state, and regional levels.

Presented in December 2025 with appendix including SWOT, internal communications channels, stakeholder map, and engagement calendar.

Next Steps

- Will collaborate with LGU communicators to create an implementation plan for communications strategy
- Determine where campaign communications materials will live
- Plan and initiate coalition-building - ensure coordination with other advocacy priorities
- Continue to provide progress updates to keep internal parties apprised (e.g., emails, talking points, slide decks, FAQ)

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