

agInnovation Chair's Advisory Committee Call NOTES

10/11/2023, 3 pm CT, 4 pm ET

Attendees: Brian Raison, Cindy Morley, Rick Rhodes, Gary Thompson, Steve Lommel, Nathan Slaton, David Leibovitz, Bret Hess, George Smith, Jenn Horton, Lewis Whitesides, Matt Wilson, Jeanette Thurston, Chris Hamilton (recorder)

Action Items:

1. Via regional offices, ask our regional communicators for volunteers to serve on an agInnovation communications advisory group, using the charge that George, Jeanette, Chris will pull together and share with EDs and ADs.

Call Agenda/Notes:

- Introductions: Chair George Smith welcomed everyone to the call and led introductions around the Zoom room.
- Review of Chair Smith's requests of the committee
 - The purpose of this committee is for agInnovation/ESCOP committee chairs to advise Chair Smith, and vice-versa, on critical issues and action items for the Section. As such, for efficient and valuable FFY24 calls, the Chair kindly requests that members:
 - Please send any discussion topics at least one week prior to each call to the cac@escop.info email list.
 - Review any discussion topics sent by or on behalf of Chair Smith. These will also be sent to cac@escop.info at least one week prior to each call.
 - For any committee updates not needing group discussion or action, send written briefs to cac@escop.info one week prior.
- Chair's vision for the upcoming year, with input from CAC members on this and his communications plan.
 - Want to be useful and not overload with communications to the group.
 - LinkedIn page created for agInnovation as one option? Might be good to communicate other activities, but probably not for sharing important things with directors. FYI that there are already several agInnovation LinkedIn accounts.
 - Gary: effective when EDs push things out regionally.
 - Bret: Creating a national email list for all directors; could push items out through that.
 - Matt: NERA uses a newsletter format.
 - George wants to expand our network of stakeholders. How do we keep them up to date? Thinking especially of NGOs, etc. Different than internal, but this is where a LinkedIn page might come in handy.
 - Perhaps create an internal agInnovation communications advisory team? Yes, let's engage experts, rather than ad hoc efforts. Using a formal charge from Chair Smith, reach out to regional communicators for volunteers to serve on an agInnovation communications team. Work with them on who our audiences are

(Three different ones: internal directors, key decision makers, and influencers such as NGOs, non-profits, FFAR, etc.) Also, they can assist with empowering creative decisions on the agInnovation brand and website and help (from Brian in chat) with the nuances of communication type: e.g., for announcements, vs. for education, etc.

- David also shared in chat, could be shared on our social media:
<https://www.canr.msu.edu/news/director-of-msu-agbio-research-introduced-as-incoming-aginnovation-chair>
- Review of action items brought up by George or committee members – None identified.
- Other business, as needed – None identified.

Call adjourned at 3:29 pm CT.