

Agenda Brief: Communications and Marketing Committee (CMC)

Date: July 19, 2016

Presenter: Rick Rhodes

Background Information:

1. **Committee Membership** (as of June 1, 2016):

Voting Members:	First Name	Last Name	Region	Term	Email
Chair (ESS) ¹	Richard	Rhodes III	Northeast	2014 – 2017	rcrhodes@uri.edu
Incoming Chair (AHS) ¹	Beverly	Durgan	North Central	2015 – 2018	bdurgan@umn.edu
Past Chair (CES) ¹	Scott	Reed	West	2014 – 2016	scott.reed@oregonstate.edu
AHS Representative ²	Nancy	Cox	South	2015 – 2017	ncox@email.uky.edu
CES Representative ²	Tony	Windham	South	2014 – 2016	twindham@uaex.edu
ESS Representative ²	Daniel	Scholl	North Central	2014 – 2016	daniel.scholl@sdstate.edu
AHS Chair ¹	Louis	Swanson	West	2015 – 2016	Louis.Swanson@colostate.edu
CES Chair ¹	Michelle	Rodgers	Northeast	2015 – 2016	mrodgers@udel.edu
ESS Chair ¹	Shirley	Hymon-Parker	1890	2015 – 2016	sjhymonp@ncat.edu
ACOP Rep. ²	Cameron	Faustman	Northeast	2015 – 2017	cameron.faustman@uconn.edu
ACE Rep. ²	Faith	Peppers	South	2014 – 2016	pepper@uga.edu
CARET Rep. ²	Connie	Pelton Kays	North Central	2014 – 2016	ckays@JSC.kscoxmail.com
APLU CGA Rep. ²	Rick	Mertens	South	2015 – 2017	richard.mertens@tamu.edu
Nat'l Impacts Database Rep. ²	Sarah	Lupis	West	2014 – 2016	Sarah.Lupis@colostate.edu
Non-Voting Members:					
kglobal Liaison	Darren	Katz	N/A	N/A	darren.katz@kglobal.com

Cornerstone Liaison	Hunt	Shipman	N/A	N/A	hshipman@cgagroup.com
AHS ED/Admin. Rep	Ian	Maw	N/A	N/A	IMaw@APLU.ORG
ECOP ED/Admin. Rep	Jane	Schuchardt	N/A	N/A	Jane.Schuchardt@extension.org
ESCOP ED/Admin. Rep	Daniel	Rossi	N/A	N/A	rossi@aesop.rutgers.edu

The CMC Operational Guidelines define:

1. The officer (Chair, Incoming Chair, and Past Chair) terms as one year in each office for a total of three years.
2. Members representing the three sections (AHS, CES and ESS) and other organizations have two year terms and can be reappointed indefinitely.
3. The section (AHS, CES and ESS) chairs serve one the CMC during their terms of office, which is one year.

2. Meetings:

- The CMC met face-to-face on March 6, 2016 at the CARET/AHS meeting in Alexandria, VA.
- The CMC Executive Committee met by teleconference on June 6, 2016.
- The CMC met as a full committee by quarterly teleconference on June 7, 2016.

3. Updates:

- kglobal released its first quarter report and an Executive Summary of the first quarter report. The Executive Summary was shared with Deans, Directors, Administrators and their teams. The full report is posted on the NERA website (<http://nera.rutgers.edu/cmc/kglobal2016Q1Report.pdf>). Highlights of the quarterly report include:
 - kglobal recognizes the importance of their work with local communicators and kglobal's accomplishment is enhanced by the engagement with local communicators. kglobal adds value is by taking individual examples from the LGU's and "nationalizing" those to indicate how system is working.
 - Twitter reach is exponential. The greater the engagement with communicators, the more impact we have in marketing the system.
 - Twitter Town Hall: kglobal analysis indicates that a single subject Town Hall is more successful than multiple subjects. The Twitter Town Hall hosted by Virginia Tech was particularly successful and reached members of congress and their staff
 - Traditional media: Press releases promoting the system were successfully placed.
- The chair of the CMC circulated an explanatory note that prefaced the quarterly report and the Executive Summary (the so-called "Executive Summary of the

Executive Summary”). The explanatory note was meant to provide the Deans, Directors and Administrators with a context for the document and for engaged actions that they might take.

- kglobal is doing a complete overhaul of its digital media this quarter and next, updating the *Agriculture is America* site and making it responsive to mobile platforms. The upgrade will also enable prospective users to easily find the site.
- The CMC is currently implementing the approved 2016 Plan of Work. The implementation tasks, the lead person(s) and the timetable are attached below. In short, the CMC is making progress on the implementation tasks.
- A significant focus of the CMC’s implementation plan is to seek feedback from the Deans, Directors and Administrators to assist kglobal in promoting different interests in the system, different/new programs, and impacts and outcomes.
- The CMC will begin drafting the 2017 Plan of Work. That will begin at the end of the summer.
- The leadership of the CMC is evolving. Rick Rhodes, the current chair, has accepted a new position as the Executive Director of NERA and will be vacating the chair’s position. Dan Rossi, the ED that provided administrative support to the CMC has retired (we all thank Dan for his contributions to the CMC!), Rick will be taking on Dan’s role as the ESCOP/Admin Rep.

4. Attachments: CMC 2016 Plan of Work Implementation Tasks

CMC 2016 Plan of Work Implementation Tasks

Number	Task	Lead	Timetable
1	Focus quarterly calls on reviewing quarterly reports and providing specific feedback to kglobal	CMC Chair	Quarterly
2	Provide more specific feedback on impact of communication effort on advocacy	Cornerstone	Quarterly
3	Prepare a one page report when distributing kglobal’s quarterly executive summary that provides a dashboard for specific results and shares other CMC accomplishments	R. Rhodes, D. Katz, F. Peppers (CMC Chair)	Quarterly
4	Quarterly report and executive summary will be forwarded to the AHS, CES and ESS distribution list and all others in the institutional points of contact list	Executive Directors/ Administrators	Quarterly
5	Manage the institutional contacts database	F. Peppers	On-going
6	Investigate a web format so that institutions can directly submit updates	F. Peppers	March-June 2016

7	Develop a one-page summary/roadmap that defines the communications and marketing strategy underlying the goal of increasing the awareness of the value of Land-grant University agricultural and related programs, Agricultural Experiment Stations and Cooperative Extension Services	R. Rhodes, D. Katz, F. Peppers	March -June 2016
8	Present a program on best practices on strategic issue management in Land-grants to help strengthen institutional plans and linking them to national plans at joint CES-ESS meeting	F. Peppers and Chris Sigurdson	9/21/2016
9	Form a communicator's subgroup and work with institutional communications specialists to evaluate metrics used in evaluating communications efforts	F. Peppers and S. Lupis	March -June 2016
10	Encourage deans and directors to engage institutional communicators early in the process	Section Chairs	Periodically
11	Obtain feedback from deans/directors and especially those who have worked more closely with kglobal on specific projects including Twitter town halls	AHS Representatives	September-October annually
12	Schedule training for Deans and Directors during the 2017 CARET/AHS meeting on strategic issue management and importance of engaging institutional communicators in CMC efforts	Executive Directors/ Administrators	March 2017
13	Schedule training for new Deans and Directors orientations sessions	Executive Directors/ Administrators	During orientation program development
14	Develop a sustainable funding strategy for systematic message testing	CMC Executive Committee	Draft prior to next quarterly call
15	Develop a three year agreement with kglobal and Cornerstone with annual contract renewals	R. Rhodes, I. Maw	Fall 2016
16	Conduct a more thorough evaluation prior to establishment of and upon renewal of a three year agreement for the services of kglobal accomplishments	CMC Executive Committee, I. Maw	Fall 2016 & every 3 years thereafter

5. **Action Requested:** For information only.