

Agenda Brief: Communications and Marketing Committee (CMC)

Date: July 21, 2015

Presenter: Richard Rhodes/Daniel Rossi

Background Information:

1. Committee Membership:

Voting Members:			
Chair (CES)	Scott	Reed	West
Incoming Chair (ESS)	Richard	Rhodes	Northeast
Past Chair (AHS)	Nancy	Cox	South
AHS Representative	Wendy	Wintersteen	North Central
CES Representative	Tony	Windham	South
ESS Representative	Daniel	Scholl	North Central
AHS Chair	Walter	Hill	1890
ECOP Chair	Delbert	Foster	1890
ESCOP Chair	Bob	Shulstad	South
ACOP Representative	Linda	Martin	North Central
ACE Representative	Faith	Peppers	South
CARET Representative	Connie	Pelton Kays	North Central
APLU CGA Representative	Dustin	Bryant	South
Nat'l Impacts Database Representative	Sarah	Lupis	West
Non-Voting Members:			
kglobal Liaison	Darren	Katz	
Cornerstone Liaison	Hunt	Shipman	
AHS ED/Admin. Rep	Ian	Maw	
ECOP ED/Admin. Rep	Jane	Schuchardt	
ESCOP ED/Admin. Rep	Daniel	Rossi	

2. Meetings – The CMC met on March 2, 2015. Its next quarterly conference call is scheduled for July 23, 2015.

3. Updates:

- The CMC works closely with kglobal and Cornerstone on a targeted educational effort to increase awareness and support for basic and applied research and transformational education provided by Land Grant Universities through Agricultural Experiment Stations and Cooperative Extension.
- The new CMC Operational Guidelines established a Plan of Work Development Committee. The charge to the Committee is to prepare an annual CMP plan of work including goals, theme and strategies for the CMP. It is chaired by CMC incoming chair, Rick Rhodes. Its membership includes: Wendy Wintersteen, Tony Windham and Daniel Scholl.
- The POW Development Committee has initiated work on the 2016 plan. It will focus on:
 - Goal setting
 - Communications theme selection and testing
 - Roles and responsibilities of kglobal, Cornerstone and Land Grant Administrators
 - Monitoring and assessment of effort
 - Opportunities for extending the effort
- The goal is to have a plan in place by late fall that can then be used in the development of contracts for kglobal and Cornerstone Government Affairs for oversight of the work as it relates to the CMP.
- The message testing project funded by the PBD was completed in January and is guiding the marketing efforts of kglobal.

Action Requested: For information only.