

Agenda Brief: Communications and Marketing Committee (CMC)

Date: September 30, 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. Background

- The Communications and Marketing Committee (CMC) meets face-to-face once per year and otherwise quarterly by conference call. The next scheduled conference call is on October 22, 2015.

- The CMC oversees and guides the Communications and Marketing Project (CMP), a coordinated and targeted educational effort to increase awareness of the value of Land Grant University agricultural and related programs. More specifically, the CMP supports the creation of unified messages and a targeted educational effort to raise awareness and understanding of the impacts and outcomes of federal funding through capacity and competitive lines to the state agricultural experiment stations and Cooperative Extension.
- Two consulting firms, kglobal and Cornerstone Government Affairs, are contracted to lead this effort. These firms help identify key targets and appropriate corresponding strategies to focus communication and education efforts. kglobal then implements earned media strategies utilizing Land-grant University and other stakeholder assets. These strategies include traditional media, the use of grassroots and grass-tops connections (as defined by kglobal), and digital and social media approaches (AgisAmerica website, Twitter, Facebook and YouTube).
- The CMP is financially supported by three sections of the APLU Board on Agriculture – Administrative Heads (AHS), Cooperative Extension (CES) and Experiment Station (ESS). The annual CMP \$400,000 budget is equally shared by ESS, CES and AHS.

3. CMC Activities

- The CMC continues to work closely with kglobal and Cornerstone providing feedback and input to their plans and activities. It also closely monitors the detailed quarterly report generated by kglobal.
- The CMC completed the development of a formal set of operating guidelines.
- The Guidelines established a standing Plan of Work Committee with a charge to prepare an annual report that articulates clear and focused goals and strategies.
- The 2016 plan of work is currently being drafted. The goal is to have a plan in place by late fall that can then be used guide the operations of the CMC during 2016 and to contribute to the development of contracts for kglobal and Cornerstone Government Affairs for oversight of the work as it relates to the CMP.

4. CMP Update

- The kglobal quarterly reports provide extensive details on the communications and marketing strategies to highlight these areas along with the general value of the Land-grant University system. Traditional and digital media efforts to increase engagement are described, metrics are reported and results are explained. We will not attempt to summarize all of the information in these reports but will highlight several specific activities.
- kglobal conducted a message testing study around the two major themes that have been emphasized this past year – Health and Nutrition and Water Security. The study was funded by the BAA Policy Board of Directors. It was completed in January and is guiding the communications efforts of kglobal.
- An increased effort has been made to more fully engage the institutional communicators.

- A series of Twitter Town Halls jointly hosted by kglobal and individual institutions have been used to further enhance brand identity and increase organic engagement.
- The National Land-grant Impacts Database was launched this year and kglobal provided support to that effort.
- The 125th Anniversary of the Second Morrill Act was a very significant activity this year. kglobal worked closely with the 1890's Association to develop and implement a traditional and digital outreach plan supporting this important celebration.

Action Requested: For information only.