

## **Item J8**

### **ESCOP System Communication and Marketing Committee**

**Presenters Gerry Arkin and Mike Harrington**

The System Communication and Marketing Committee met on Sunday February 21 in Washington DC during the CARET meetings. Attending the meeting were Clarence Watson, Chair, Wendy Wintersteen, Al Levine, Gerald Arkin, John Scofield, Hunt Shipman, Arlen Leholm, Mike Harrington, Dan Rossi, and several members of CARET.

ESCOP met on February 22 and reviewed and voted on the recommendations of the System Committee.

**The context for this meeting:** The February 21 meeting was a time for ESCOP to "reset its marketing efforts". The System Committee has functioned since January 2008. ESCOP voted in the fall of 2007 to access itself \$300,000 per year for three years. A contract with the Podesta Group and Cornerstone was put in place in April of 2008. Year three of this effort starts in April of 2010.

ESCOP discussed how/where to focus its Marketing Strategy for the most impact and how to organize the System Committee for year three without Extensions involvement.

The core strategy for the first two years of the communication and marketing effort has included:

- Regional and National "opinion editorial" placements
- Targeted efforts with key congressional members, including state site visits
- An electronic newsletter to congress

### **Recommendations from the System Communication and Marketing Committee:**

- Put the key focus on well placed "opinion editorials", all with a budget message
  - It was agreed that "opinion editorials" have had the most impact
- Continue targeted efforts with congressional members. [This has not been easy]
  - Develop a best practices approach with Cornerstone and the Podesta Group to ensure more state ownership in the process
  - New champions in congress have been developed as a result of past efforts.
- Stop the electronic newsletter to congress
  - It was agreed that this effort was the least impactful
- Involve other key stakeholders, such as key commodity and private sector interests who could leverage ESCOP's communication and marketing efforts.
- Monthly phone conferences with the new ESCOP System Communication and Marketing Committee, including all Executive Directors.

### **Restructuring Recommendations for System Committee**

- Reactivate the ESCOP Communication and Marketing Committee and add three members of AHS, invite one Extension Director, Ian Maw of APLU, and Executive Directors—Arlen Leholm, Carolyn Brooks and Mike Harrington.

- AHS members include Wendy Wintersteen of Iowa State, Al Levine of the University of Minnesota, and Mark Hussey of Texas A & M.

**On February 22, ESCOP approved the recommendations of the System Communication and Marketing Committee and, additionally:**

- Approved reactivating the ESCOP Communication and Marketing Committee and named the new committee, “The ESCOP System Communication and Marketing Committee”
- Empowered the newly reactivated committee to:
  - Be chaired initially by Gerald Arkin
  - Revise operating procedures
  - Meet twice a year in person. During the CARET meeting in February and the Joint COPs meeting in July.
  - Develop a process and implement a plan for evaluating the effectiveness of the Communications and Marketing efforts. Evaluation must be completed for presentation to ESCOP at the Joint COPs meeting in Seattle on July 21-22, 2010. ESS will vote on continuing the Communications and Marketing efforts at its annual meeting in Nashville, TN from September 27-30, 2010