

Board on Agriculture Policy Board of Directors

Communications and Marketing Committee (CMC) Report

March 31, 2015

Committee Membership: The Committee membership is in transition as the new Operational Guidelines are implemented. See attached list for current membership

Meetings: The CMC met by conference call on November 20, 2014 and in person on March 2, 2015.

Activities:

- 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 AHS had decided to join as equal partners and the \$400,000 budget will now be equally shared by ESS, CES and AHS.
- The PBD voted to approve the expenditure of \$55,000 to support the message testing expansion recommendation. From November 2014 to January 2015 our marketing and communications consultant kglobal conducted 5 focus groups and a national survey of 1800 likely voters to identify attitudes, awareness and opinions regarding the AgIsAmerica education campaign. The survey results will help our communications team tailor specific messages for specific audiences in order to maximize our efforts. In addition, kglobal will be working with local communicators to customize their messages to our findings regionally. While a detailed final report is available, key findings are as follows:
 - **82%** of all Americans support *continued* federal funding for LGU Research and Cooperative Extension
 - **60%** of all Americans support *increased* federal funding for LGU Research and Cooperative Extension
 - By an overwhelming majority, Americans found *scientists to be the most credible source* of information about nutrition and water issues.
 - By a **78-22%** majority, Americans are more concerned about access to safe water as opposed to access to healthy food.
 - *Online news outlets* are the most common source of information as opposed to newspapers, television, radio, and social media.
- With the addition of AHS as an equal partner, the CMC has revised its previous Operating Guidelines. The attached set of Guidelines was approved during the November 20th conference call. The CMC is in the process of implementing the Guidelines. Scott Reed has agreed to serve as this year's Chair. Nancy Cox will be

an AHS representative and has agreed to serve as the Past Chair. Rick Rhodes has agreed to serve as the Incoming Chair.

- The next project for the CMC will be to develop a plan of work for next year. The Plan of Work Committee is chaired by Rick Rhodes and includes Wendy Wintersteen, Tony Windham and Daniel Scholl. The plan of work will include goals, message themes and strategies. It will guide the activities of the CMC and serve as a basis for the contracted communications and marketing services of kglobal and Cornerstone.

Communications and Marketing Committee Membership

February 18, 2015

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|---------------------------------------|---------|-------------|---------------|
| 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 | |
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Communication and Marketing Committee (CMC)
Operating Guidelines
April 17, 2012
Updated November 20, 2014

Purpose

The Communication and Marketing Committee (CMC) oversees and guides the Communications and Marketing Project (CMP). The CMP is a coordinated and targeted educational effort to increase awareness of the Land-grant University agricultural and related programs, Agricultural Experiment Stations (AES) and Cooperative Extension Services (CES). The CMP is supported by three sections of the APLU Board on Agriculture – Administrative Heads (AHS), Cooperative Extension (CES) and Experiment Station (ESS).

The CMC is the policy making body that oversees the development, implementation and effectiveness of this targeted educational effort, including coordination with APLU and consulting firms hired to advance this initiative. It is the responsible entity specified in the contract between APLU and kglobal and in the contract between APLU and Cornerstone Government Affairs for oversight of the work as it relates to the CMP.

Membership

The membership of the CMC is as follows:

- Chair (1)
- Incoming Chair (1)
- Past Chair (1)
- One AHS, one CES and one AES Dean/Director/Administrator (3)
- AHS, ECOP and ESCOP Chairs (3)
- One ACOP representative (1)
- One ACE representative (1)
- One CARET representative (1)
- One APLU CGA representative (1)
- One member of the ECOP-ESCOP National Impacts Database Committee (1)

Members serve two year terms and may be reappointed indefinitely. The term of Chair, Incoming Chair and Past Chair are one year. The sections are encouraged to consider rotating their representatives among the five regions.

Non-voting members include one point person from kglobal and one from Cornerstone, serving as liaisons to the CMC. In addition, ECOP, ESCOP and AHS will each name one representative (e.g. Executive Director/Administrator) and Assistants as appropriate to work with the committee.

Organization and Function

The CMC will meet in person at CARET's annual meeting in Washington DC. The CMP annual plan of work will be approved at this meeting. Other in-person meetings can be scheduled by the chair as necessary.

The CMC will meet by telephone conference quarterly for CMP plan of work updates, coordination, issue or problem solving, contract oversight, and policy decision approval.

It is expected that programmatic and policy decisions are to be made by consensus. If necessary, formal decisions are to be determined by simple majority of a quorum of CMC members.

The CMC may create work groups that assist in development and implementation of the CMP communication protocols, including data mining, lay audience reports, and other efforts that leverage the work of kglobal. The work groups will be responsible to the CMC.

The kglobal and Cornerstone point people will attend annual meetings of the sections to provide updates.

Working closely together and with input from CMC, Cornerstone and kglobal strategically identify key targets to focus communication and education efforts. This includes earned media including op-eds, the use of grassroots and grasstops connections (as defined by kglobal), and digital and social media approaches. Communicating the value of Land-grant agricultural and related program impacts through Cooperative Extension, Agricultural Experiment Stations, and academic programs to key decision makers is a key goal of the CMP. Every effort will be made to take maximum use of the ECOP-ESCOP impacts database at www.landgrantimpacts.org.

It will be the responsibility of the regional Executive Directors/Administrators in Cooperative Extension and the Experiment Stations working together with deans/directors/administrators to assist kglobal in developing the proper communication contacts for each state. Each state may have unique external communication protocols that must be followed for success. Points of contact for Cooperative Extension, Experiment Station and academic programs will be identified for each institution. It is expected that these points of contact would include the deans of agriculture, directors/administrators of Cooperative Extension and the Experiment Station or their designees to assure appropriate communication protocols internal to a specific university are followed.

Officers

The chair of the CMC will be a representative from one of the three Board on Agriculture Assembly sections providing financial support for the program. The chair serves for one year. The position will rotate among the sections. At any given time, the three sections will be represented by the chair, incoming chair or past chair.

The chair organizes and facilitates the meetings of the CMC. The chair provides updates at the BAA Policy Board of Directors meetings and will meet with kglobal and Cornerstone on annual performance reviews. The chair will work with APLU in the development of contracts with kglobal and Cornerstone for the CMP.

The incoming chair will discharge the duties of the chair such as presiding over meetings when the chair is not available and guide the work of the Plan of Work Development Committee.

Committees

- **Executive Committee** – The Executive Committee (EC) includes the Chair, Incoming Chair, and Past Chair working together with the non-voting AHS, ECOP, and ESCOP representatives and assistants. The kglobal and Cornerstone representatives will participate in EC meetings as appropriate. The EC will meet quarterly at least one week prior to the meetings of the CMC and develop the agenda for those meetings. It is also empowered to handle the immediate affairs of the CMC between meetings.
- **Plan of Work Development Committee** – The Plan of Work Development Committee will prepare an annual CMP plan of work including goals, theme and strategies for the CMP. The Committee will seek input on the plan from CMC members and present a draft plan for approval at the annual meeting. The committee membership will include one AHS, one CES and one AES Dean/Director/Administrator from the CMC and appointed by the CMC chair, and Cornerstone, and kglobal, AHS, ECOP, and ESCOP non-voting representatives. It will be chaired by the CMC incoming chair.

Quorum

For purposes of doing business, a quorum shall consist of a simple majority of the duly constituted members at any officially called meeting for which written notice is sent in advance of the meeting. A simple majority of the quorum resolves all issues.

Parliamentary Authority

The emphasis in all CMC meetings shall be on orderly process to achieve an objective decision by those present and voting. Should there be a parliamentary challenge, it shall be answered by referring to the most current edition of Robert's Rules of Order.

Funding

AHS, ESCOP and ECOP will share equally in financing the Communication and Marketing Program.

Amendments

These operating guidelines may be amended at any business meeting of the CMC provided the proposed amendment has been sent to all members in advance of the meeting, and the question is passed by a simple majority of a quorum of the voting members present at that meeting.