

Agenda Item #S6

Communications and Marketing Committee (CMC) Agenda Brief

1. Committee Membership (as of March 1, 2018):

Voting Members:	First Name	Last Name	Region	Term	Email
Chair (CES) ¹	Mark	Latimore	1890	2016 – 2019	latimorm@fvsu.edu
Incoming Chair (ESS) ¹	Steve	Loring	West	2018 – 2021	sloring@ad.nmsu.edu
Past Chair (AHS) ¹	Beverly	Durgan	North Central	2015 – 2018	bdurgan@umn.edu
AHS Chair ²	Alan	Grant	South	2017 – 2018	algrant@vt.edu
CES Chair ²	Chuck	Hibberd	North Central	2017 – 2018	hibberd@unl.edu
ESS Chair ²	Gary	Thompson	Northeast	2017 – 2018	gat10@psu.edu
AHS Representative ³	Nancy	Cox	South	2017 – 2019	ncox@email.uky.edu
CES Representative ³	Steve	Bonanno	Northeast	2016 – 2018	SCBonanno@mail.wvu.edu
ESS Representative ³	Mark	Rieger	Northeast	2017 – 2019	mrieger@udel.edu
ACOP Representative ³	Cynda	Clary	South	2016 – 2018	cynda.clary@okstate.edu
ACE Representative ⁴	Faith	Peppers	South	2016 – 2018	pepper@uga.edu
CARET Representative ³	Becky	Walth	North Central	2016 – 2018	walth@valleytel.net
CGA Representative ³	Rick	Mertens	South	2015 – 2017	richard.mertens@tamu.edu
NIDB Representative ³	Sarah	Lupis	West	2016 – 2018	Sarah.Lupis@colostate.edu
Non-Voting Members:					
kglobal Liaison	Jenny	Nuber	N/A	N/A	jenny.nuber@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	Rick	Klemme	N/A	N/A	rickklemme@extension.org

ESCOPE ED/Admin. Rep	Rick	Rhodes	N/A	N/A	rcr3@uri.edu
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The CMC Operational Guidelines define:

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

2. Meetings:

- The CMC met by teleconference on October 17, 2017.
- The CMC met by teleconference on January 24, 2018.
- The annual face-to-face meeting of the CMC will be held on March 4, 2018.

3. Accomplishments/Upcoming Plans:

- The CMC forwarded a recommendation to the BAA seeking appointment of the CMC as a standing committee of the BAA. (The CMC is currently a standing committee of ESCOP with participation by ECOP and AHS.) The BAA tabled the request and is seeking input from its members.
- kglobal has developed “lessons learned” from the first video campaign that supported the APLUs “One Ask” (attached.) While the video campaign tripped off modest responses from the Land-grant community, Cornerstone reported that Congress received more input than any other previous “call to action.”
- kglobal is initiated a series of mini “calls to action” to assist in developing strategies for reaching key constituent groups.
- The CMC presented a brief of activities at the BAA business meeting on November 12, 2017.
- On December 6, 2017, APLU executed contract with kglobal for continuing work for calendar year 2018.
- kglobal and Cornerstone did a tag-team presentation on advocacy, communications and marketing at the New Administrators Orientation, December 13-14, 2017.
- kglobal released Q4 report (attached.) Much of Q4 was dedicated to small “calls to action” (see bullet above) to test engagement of social audiences.

4. Action Requested: For information only.

5. Attachments:

- a. kglobal, “AgIsAmerica November CTA: Food Safety. Social Engagement Call-to-Action Campaign Memo,” December 22, 2017.
- b. kglobal, “Association of Public and Land-grant Universities. 2017 Q4 Insights Report,” October 1, 2017-December 31, 2017.