

**Agenda Brief:** Communications and Marketing Committee (CMC)

**Date:** March 4, 2019

**Presenter:** Mark Latimore (Chair)

1. **Committee Membership** (as of March 3, 2019): See [ESCOPE Communications and Marketing \(CMC\)](#)
2. **Meetings:**
  - The CMC met by teleconference on November 29, 2018.
  - A CMC subcommittee met by teleconference on February 8, 2019.
  - The CMC met face-to-face on March 3, 2019 in Arlington, VA.
3. **Accomplishments/Upcoming Plans:**
  - On November 29<sup>th</sup>, the CMC accepted the Plan of Work (POW) as presented by the POW committee. The motion to approve the POW also included the convening a working group (referred to as the CMC subcommittee) to be charged with doing a brief retrospective (what's been done/what was accomplished?) and what should/could be done in future communications and marketing projects. The CMC also approved a Scope of Work for the external contractor, kglobal.
  - Chair Latimore charged a subcommittee on February 8, 2019. Steve Loring was appointed as subcommittee Chair and other members included Brian Meyer (ISU, communicator), Scott Reed (OSU, CE director), Nancy Cox (UK, AHS director), Gary Thompson (PSU, AES director), Faith Peppers (UGA, communicator) and Rick Rhodes (NERA, ED.) The specific charge included: evaluate past accomplishments of the CMC; assess the needs of the participating sections; develop recommendations on incorporating quantitative and qualitative metrics to gauge success of the communications and marketing project; recommend strategies for engaging directors' system-wide; and explore the right structure of the CMC. Chair Latimore sought a report from the subcommittee by the next CMC teleconference in June.
4. **Action Requested:** For information only.
5. **Attachments:**
  - a. none

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