

SRCC Meeting Agenda

April 17 – 20, 2023

The Mill Conference Center (<https://themillatmsu.com/>)

Mississippi State University

Agenda

Monday, April 17

5:00 – 6:30	Registration – <i>Main hallway of the Mill outside The Gallery</i>
6:30 – 8:30	Welcome from Mississippi State University CALS and MAFES and reception – <i>Shorty's</i>

Tuesday, April 18

6:30 – 8:00	Breakfast – <i>The Gallery</i>
8:00 – 5:00	SRCC Meeting - <i>Rivers</i>
8:00 – 12:00	<p>1. Introductions – Frankie Gould Plan to share a short description of how your office is set up- How large is your staff? Do you only manage Research communications, or do you also work with Extension and Teaching?</p> <p>2. Crisis & Issues Management Workshop – Frankie Gould and Lyndall Stout</p> <ul style="list-style-type: none">• Crisis and pre-crisis best practices and sample plans• Crisis management structure at different universities• Recent examples of crisis and issues management• Expert interviews and holding statements• Work session on writing statements <p>3. Where do we go from here and why? SRCC Strategic Planning – SRCC Steering Committee Review and discuss a draft strategic communications plan developed by the Southern Research Communicators Consortium (SRCC) steering committee. The session will include a summary of the essential points identified by directors during the discovery phase and how we hope to achieve those objectives.</p> <p>4. Bouncing Back from Burnout – Care for Yourself & Your Team – Lyndall Stout If you're consistently operating below the line, how can you pull yourself back up? Communications pros are often fast-moving high achievers prone to burnout. We've all been there and back. In this brief session, let's all talk about ways to stay centered and prioritize self-care over output.</p>
12:00 – 1:00	Lunch – <i>Buffet outside of The Gallery</i>
1:00 – 2:00	<p>Keynote Address (Joint Communicators and Directors) – <i>The Gallery</i></p> <p><i>Harnessing Interdisciplinary Science to Tackle Grand Challenges in Agriculture</i></p> <p>Dr. Adrian Percy, North Carolina Plant Sciences Initiative</p>

2:00 – 5:00	<p style="text-align: center;">SRCC Meeting – continued - Rivers</p> <p>5. How do you communicate about science? – Latasha Ford and Ruth Borger Join in this roundtable discussion to share best practices on telling our stories to the masses, chasing down story ideas, implementing new tactics and connecting with researchers.</p> <p>6. Tactics for Strategic Planning – SRCC Steering Committee</p> <p>7. Website roundtable – Cindy Morley Discussion and design of a website for the SRCC and a place to host our stories.</p>
6:00	<p>MSU vs Southern University Baseball Game</p> <p><i>Meet in the Courtyard or Comfort Suites lobby, bus will pick up and return to both locations. Attendees may sit inside or outside</i></p>

Wednesday, April 19

All-day combined Communicator and Director meetings

6:30 – 8:00	Breakfast – <i>The Gallery</i>
8:00 – 10:00	<p>Communications Workshop – <i>The Gallery</i></p> <p>Session 1: Seeking Success with Stakeholders</p> <p>Lyndall Stout (Moderator), Oklahoma State University</p> <p>Dennis Reginelli, Mississippi Soybean Promotion Board</p> <p>Marty Fuller, Cornerstone Government Affairs</p> <p>Jon Kalahar, Mississippi Farm Bureau Federation</p> <p>Session 2: Communications and Media Training: Am I prepared to meet the press?</p> <p>Sidney “Sid” Salter, Director of Public Affairs at Mississippi State University</p>
10:00 – 10:30	Break
10:30 – 12:00	<p>Growing Controlled Environment Agriculture Enterprises in Your State – <i>The Gallery</i></p> <p>Kaylee South, Virginia Tech</p> <p>Michael Evans, Virginia Tech</p> <p>Amit Dhingra, Texas A&M University</p>
12:00 – 1:15	<p>Lunch – <i>The Gallery</i></p> <p>Luncheon Speaker</p> <p>Update from the USDA-NIFA Southern Regional Aquaculture Center</p> <p>Jimmy Avery, Southern Regional Aquaculture Center</p>

1:15 – 2:00	SRDC Workshop – <i>The Gallery</i> <i>Advancing Knowledge about Climate Resilience and Population Change: Roles for Social Scientists in Experiment Station Research</i> John Green, SRDC Gary Thompson, SAAESD
2:00 - 6:00	Tours – <i>Bus will depart from the front, east entrance of The Mill</i>
6:30 – 9:00	Reception and Conference Dinner – <i>Hunter Henry Center on the MSU Campus</i> <i>Bus will bring attendees and return to hotels</i>