

Agenda Brief: Communications and Marketing Committee (CMC)

Date: November 14, 2016

Presenter: Rick Rhodes

Background Information:

1. **Committee Membership** (as of November 14, 2016):

Voting Members:	First Name	Last Name	Region	Term	Email
Chair (AHS) ¹	Beverly	Durgan	North Central	2015 – 2018	bdurgan@umn.edu
Incoming Chair (CES) ¹	Vacant				
Past Chair (CES) ¹	Scott	Reed	West	2014 – 2017	scott.reed@oregonstate.edu
AHS Representative ²	Nancy	Cox	South	2015 – 2017	ncox@email.uky.edu
CES Representative ²	Mark	Latimore	ARD	2016 - 2018	latimorm@fvsu.edu
ESS Representative ²	Daniel	Scholl	North Central	2016 – 2018	daniel.scholl@sdstate.edu
AHS Chair ¹	Greg	Weidemann	Northeast	2016 – 2017	gregory.weidemann@uconn.edu
CES Chair ¹	Fred	Schlutt	West	2016 – 2017	fred.schlutt@alaska.edu
ESS Chair ¹	Brett	Hess	West	2016 – 2017	BretHess@uwyo.edu
ACOP Rep. ²	Cynda	Clary	South	2016 – 2018	cynda.clary@okstate.edu
ACE Rep. ²	Faith	Peppers	South	2016 – 2018	pepper@uga.edu
CARET Rep. ²	Connie	Pelton Kays	North Central	2014 – 2016	ckays@JSC.kscoxmail.com
APLU CGA Rep. ²	Rick	Mertens	South	2015 – 2017	richard.mertens@tamu.edu
Nat'l Impacts Database Rep. ²	Sarah	Lupis	West	2014 – 2016	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	Jane	Schuchardt	N/A	N/A	Jane.Schuchardt@extension.org
ESCOPE ED/Admin. Rep	Rick	Rhodes	N/A	N/A	rcr3@uri.edu

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. Members representing the three sections (AHS, CES and ESS) and other organizations have two-year terms and can be reappointed indefinitely.
3. The section (AHS, CES and ESS) chairs serve one-year terms on the CMC during their one-year terms of office.

2. Meetings:

- The CMC Executive Committee met by teleconference on September 2, 2016.
- The CMC met as a full committee by quarterly teleconference on September 7, 2016.

3. Updates:

- The composition of the CMC changed as of November 14, 2016. Bev Durgan stepped in as Chair, Rick Rhodes moved to ESCOP ED/Administrative Representative, and Scott Reed agreed to continue as Past Chair. CES will suggest an individual to serve as the Incoming Chair. Lou Swanson, Michelle Rodgers and Shirley Hyman-Parker were replaced by Greg Weidemann, Fred Schlutt and Brett Hess (AHS, CES and ESS chairs, respectively). Tony Windham (CES representative and Cameron Faustman (ACOP representative) were succeeded by Mark Latimore and Cynda Clary. The CMC thanks all the past members that dedicated their time and effort to the committee and the communications project.
- kglobal presented the CMP Scope of Work at the Joint Meeting of the Experiment Station and Cooperative Extension Sections in Jackson Hole on September 20, 2016. The kglobal team has been working diligently to implement changes to the Ag Is America project. They've expanded the internal project team to better support the new "engagement direction".
- Kglobal released Insights Report (Quarter 3 report, July 1-September 30, 2016) on November 7, 2016. That report has been distributed to the CMC for their approval

and will then be sent to the Directors and Administrators for distribution to their leadership teams.

- The CMC is convening the 2017 CMC Plan of Work committee. The 2017 Plan of Work will be presented to full CMC during the annual face-to-face meeting at AHS-CARET (March 5-8, 2017, Alexandria, VA).

4. **Action Requested:** For information only.

5. **Attachments:** none