

ACE APLU/BAA Communications Roadmap Zoom chat window

October 8, 2020, 11:00 am CDT

11:10:45 From Elizabeth Gregory North : Thank you, Mark, Steve, Karla, and Doug for joining us this morning!

11:11:47 From Elizabeth Gregory North : Participants, if you have questions or comments during the presentation or after, feel free to share them here in the Chat window. Thanks for being here!

11:14:47 From Alexander, Jennifer Lynn : Recording and slides will be available afterward.

11:16:36 From Frankie Gould: So who owns the Ag is America website?

11:19:40 From Doug Steele : Hi, Frankie! We do. All IP, materials, and social media are our property. Facebook, Twitter, and website are statistic right now, but ready to be brought back to life. A major question has been, does Ag is America adequately represent all aspects of LGU research, outreach, and engagement?

11:20:03 From Elizabeth Gregory North : Thanks, Doug!

11:20:27 From Chris Branam : Sorry, I missed it. What is BAA?

11:20:46 From Steve Loring : Board of Agriculture Assembly

11:21:12 From Mark Rieger : Board on Agriculture Assembly, a subunit of the APLU structure that includes land-grant university colleges of ag and related sciences

11:21:37 From Elizabeth Gregory North : And Cooperative Extension and the Experiment Stations

11:21:37 From Chris Branam : Thank you.

11:26:28 From Elizabeth Gregory North : Thanks so much, Ryan!

11:27:14 From Elizabeth Gregory North : elizabeth.north@msstate.edu

11:30:44 From karla.trautman : My apologies, but I must leave early due to another commitment that I could not re-schedule. Thanks for letting me join today.

11:34:31 From Tucker Wilson : My questions are related to implementation. Me being versed on the plan is one thing, but any tips for bringing the stakeholders on my campus in?

11:37:30 From Michelle Olgers : Hi. I'm sharing a comment that is a personal feeling/observation in the effort to maybe help the larger effort. As the director of communications of the Virginia State University College of Ag/Extension, I often feel disconnected from Ag is America, APLU, etc. And I've often wondered if that was my fault. But I guess I'm learning from this meeting that maybe it's a systemic issue. I'm happy to learn this seems to be in the process of being rectified. And that's because I don't want to always feel like I'm problem solving alone. For example, what is the greater message for how land-grants were funded by land "grabbed" from Native Americans in the mid-west. (Just an example based on what's been in the news recently.)

11:38:17 From Christine Vivian : agreed

11:38:28 From David Keto : also agree

11:39:13 From Christine Vivian : I have to hop onto another meeting. I was at the Feb meeting in DC, and I'm happy to see work progressed! Thank you

11:40:07 From Melea Licht : Thank you for raising this issue — we have dealt with several recent requests on this. We would welcome common messaging about this issue, in addition to the impact our universities are making.

11:42:03 From LaRachelle Smith : In this era of transparency and data-driven decision making, will there be opportunities to share the insight reports on web traffic and social media engagement through Ag is America or Forbes/Tate Partners?

11:42:10 From Mary Wirth : In the past, one of the challenges in the “ask” has been alignment internally on priorities, which impacted communications. Do you feel there is more agreement now across the mission areas to work collectively?

11:46:34 From David Keto : that helps, thank you

11:47:47 From Doug Steele : Mary, we are getting better, but need to vastly improve our communications and relationship building. Also be more inclusive.

11:48:39 From Mary Wirth : Thanks

11:48:51 From Doug Steele : Working collectively will help amplify all messaging.

11:49:07 From Faith.Peppers : How many communicators attend the regional summer CARET meeting? That’s a great place to learn the messaging CARET’s are being asked to move forward and to be able to shape how that will look for your state.

11:50:01 From Elizabeth Gregory North : I know it varies by institution. I, for one, have no contact at all with our CARET reps. In fact, I don’t even know who they are.

11:51:19 From Alexander, Jennifer Lynn : I’m the same as Elizabeth re: CARET.

11:51:29 From Melea Licht : I was thinking that, too, Mary — we’ll need to align with our Fed. Relations Liaison on any of this...

11:51:39 From Michelle Olgers : I offer for suggestion rolling out the final plan to land-grant/Extension communicators at next year’s various annual PLN meetings, ACE annual conference, the 2021 AEA meeting (in Orlando), and the ARD annual meeting. Just a thought...

11:51:52 From Steve Loring : My impression is that CARET familiarity is highly variable.

11:51:55 From Elizabeth Gregory North : Great idea, Michelle!

11:52:47 From Shelly Gustafson : Director-level communications folks along with AES directors have attended.

11:53:57 From Mary Wirth : Very pleased ACE has been engaged and feel there are great opportunities to leverage state communication activities.

11:55:39 From Faith.Peppers : I encourage you to ask your administrators to have interaction with CARET delegates in ways that make sense: media training, message delivery, op-ed writing, etc.

11:57:29 From Melea Licht : Good ideas, Faith... Do they get any of that training from CARET? If not, perhaps there could be support from this initiative for that type of programming via Zoom?

11:58:27 From Faith.Peppers : I don’t think they do get that training at the national level. I’ve always done it at the local level, and it’s very effective engagement with the delegates and a good window into this national program picture.

11:58:41 From Mary Wirth : Thanks so much!

11:58:55 From Michelle Olgers : Thank you, everyone. I’m excited about the direction this is going. :-)

11:59:11 From Melea Licht : Can we share this with our Director of Federal Relations at the university level?

11:59:27 From Elizabeth Gregory North : Thank you to Ryan and all our APLU colleagues for this opportunity! And thank you, ACE members, for the great insights and engagement!

11:59:28 From LaRachelle Smith : Thank you so much for the dialogue!

11:59:28 From Ryan McConaghy : Thank you everyone. Again, that e-mail address for thoughts is aplu_baa@forbes-tate.com. Very much appreciate the chance to share where we are and get great feedback!

12:00:17 From Melea Licht : Thank you!