## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-06-10** | | **Description: clock** | 1:30 pm CT | | **Description: telephone** | Call Number: 1-619-326-2730  Meeting Code: 806603 | | **Description: monitor** |  | | | | | **Contact**: Committee Chair ⦁ Kristin Nottingham ⦁ 217 774 2105 ⦁ [knottingham@agvance.net](mailto:knottingham@agvance.net?subject=Communications%20Committee)  Committee Vice Chair ⦁  **Description: users1 Attendees**   |  |  | | --- | --- | | **[X]** Kristin Nottingham\* (SSI - Chair)  **[X]** Andriana Majarian\* (Agrian)  **[X]** Natasha Lilly\* (Effingham Equity)=  **[ ]** Dave Craft\*(SSI - AR)  **[ ]** Melinda Sposari\* (Fertilizer Institute) | **[ ]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[X]** Brandon Olstad\* (Claas)=  **[X]** Jody Costa (Barcoding, Inc.)  **[X]** Amanda Flemmer (CF Industries, Inc.)  **[X]** Shane Snyder (Barcoding, Inc.)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Kristin Nottingham | | |  | | |
| 1. Antitrust Guidelines | | Kristin Nottingham | | | All Agreed. | | |
| 1. Approval of Prior Meeting Minutes from 05/07/15 | | Kristin Nottingham | | | Natasha Motioned to Approve. Brandon Seconded. | | |
| 1. Review Action Items from last meeting | | Kristin Nottingham | | | Went over action items, and all are complete, except for the MYM article. | | |
| 1. Newsletter Planning – July | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Friday, June 23 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | Mid-Year Meeting | Kristin Nottingham | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | Ron Storms Award Information | Andriana Majarian | | Communications Kit | Susan Ruland | | Social Media | Kristin Nottingham | | | |
| 1. Newsletter Planning – August | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, July 14 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | Ron Storms Award | Andriana Majarian | | Annual Conference | Conference Committee | | SPADE Article | TBD | | eAgriculture Innovation Showcase Submissions – TBD | Susan Ruland | | | |
| 1. Marketing Plan | | Susan Ruland | | | SPADE Press Release coming soon; Raising awareness about Social Media; eBlast to Membership about the Communications Kit on the website, possibly a Press Release | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | | Press Release on the 10-Year Anniversary;  Video – Received great video clips from companies that have been a part of AgGateway for many years;  Conference Material – an overview piece, some achievements;  Promotional Items (with the logo?) – Ideas include koozies (some may know them as huggies ☺), pins, or to tweet when you joined AgGateway | | |
| 1. Social Media – Social Calendar | | Jody Costa | | | Social Media is off to a great start! The Social Media Task Force is managing Twitter, LinkedIn, Facebook, and Google+ via Hootsuite. The members of the Task Force are monitoring it and rotating weeks to enter content. The Task Force includes, Jody, Susan, Andriana, Natasha, Kristin, and Brandon. Using #AgGateway15. Jim Wilson is also posting information.  Next steps are to promote it to other members and find way to engage people – do we have a competition at the Annual Conference to see who uses #AgGateway15 the most?  Should we setup a Yammer site or use LinkedIn for discussion groups and promotional information? | | |
| 1. Ron Storms Award Timeline | | Andriana  Majarian | | | Award recognizes an outstanding volunteer. It was revamped last year and people can now submit via email and a fillable PDF. We can get the word out about the award via social media and send communications to Council/Committee Chairs and Vice Chairs. The deadline for submission is September 15, so we need to start promoting in the July newsletter. Andriana is going to include Susan and Kristin in the process. | | |
| 1. Role Descriptions | | Kristin Nottingham | | | Went through Liason role. Will send the roles of the Chair, Vice Chair, Liaison, and Members to the rest of the Committee. | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | Membership and Communications Committees may work together to find ideas on how to better promote what AgGatway is and engage members. Many members don’t know what the different areas of AgGateway are – some ideas include 10 minute videos, maybe something on the Communications Kit webpage, mentoring program, or a paragraph on each area. There is a PowerPoint on the Communications Kit webpage, and we could maybe put it on Slideshare?  Allied Providers Branding Program – use a new logo that says ‘Enabled by AgGateway eAgriculture Resources’ to show that a project or job a company of AgGateway is doing is using AgGateway standards. To use the new logo, will need to fill out a form, and meet other requirements, will then need to be reviewed. The logo and idea are now needing legal review and may be approved in the next few months.  Recognition programs other than Ron Storms Award:  Used to have the Innovative Technology – now are looking at eAgriculture Innovation Showcase – if Board approves, this will get started – may need to put a call out for submissions – if a company had an innovation in the past 12 – 18 months, they can submit a customer testimonial and have a session at the Annual Conference for 5-10 minutes per person to discuss. Could be a good newsletter article to start. AgGateway in Action Award – each Council Chair gives award to person in the council who is moving eBusiness forward / the Board names a company President’s Award – Wendy / staff identify one person who is a good volunteer  Staff does not want volunteers to get burned out, want people to get involved and be recognized | | |
| 1. New Business   Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Vice Chair position – Natasha Lilly, Effingham Equity | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Wednesday, July 1 @ 2pm ET** | | |

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| **Active Action Items List as of 06/10/15** | | |
| **Accountable** | **Action** | **Status** |
| Susan | Looking into Member Services – why aren’t people receiving newsletters? Do we need to make this an option on each person’s profile to receive the newsletter? | *Susan: working to remedy bugs due to assoc. mngt company – If anyone has trouble receiving the June newsletter, may want to ping Meri with Member Services. Complete.* |
| Susan | Inquire with Brent & Wendy regarding articles to include in June Newsletter | *Susan talked to Wendy and suggested having someone else write an article when Wendy is busy. Will wait and see if Wendy would like to do that when she is busy. Complete.* |
| Andriana | AGW in the News Article – thank Syngenta for including SPADE in their publication – June newsletter | *Complete.* |
| MYM Committee | Draft MYM recap article to include: 1. Thank sponsors, 2. Winfield Tour, 3. # of attendees (value of networking face-to-face with peers in industry) – July newsletter | *Also include a Save the Date.* |
| All members on Social Media | ‘Like’ AGW’s posts – *ongoing* | *Complete / Ongoing.* |
| All Members | Share social media talking points during other council meetings at MYM | *Complete.* |
| Susan | Inquire about including #AgGateway15 on signage, nametags, and on the conference app | *Complete.* |
| Susan | Reach out to Mike Carabine about the Crop Nutrition Article |  |
| Susan | Find a location for the Allied Providers Matrix on the AgGateway website |  |
| Susan | When is a good time for a press release for the CART and WAVE initiatives |  |
| Andriana | Inquire about ADAPT for October eNews |  |
| Susan | Reach out and ask about an article for Seed Connectivity 2 |  |
| Susan | Send invite to Brandon to join the Social Media Task Force |  |
| Jody | Send Brandon credentials for Social Media Task Force |  |
| Brandon | Share website to use to see who is our biggest user of the #AgGateway15 | *Complete.* |
| Susan | Talk to Brent about discussion groups in LinkedIn or Yammer – do we even want to get into Yammer? |  |
| Jody | Create schedule for Social Media Task Force |  |
| Kristin | Reach out to Membership Committee about what AgGateway is and how to spread the word to new and existing members about the different committees and councils. |  |
| Kristin | Send description of different roles to the Committee. |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
| ~~08-Jan~~ | ~~Kristin~~ |
| ~~05-Feb~~ | ~~Andriana~~ |
| ~~12-Mar~~ | ~~Kristin~~ |
| ~~09-Apr~~ | ~~Brandon~~ |
| ~~07-May~~ | ~~Melinda~~ |
| ~~04-Jun~~ | ~~Kristin~~ |
| 02-Jul | Dave |
| 06-Aug | Victoria |
| 03-Sep | Susan |
| 01-Oct | Sarah |
| 05-Nov | Natasha |
| 03-Dec | Kristin |