## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-09-03** | | **Description: clock** | 2:00 pm ET | | **Description: telephone** | Call Number: 1-712-832-8320  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) | **[X]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[ ]** Brandon Olstad\* (Claas)=  **[ ]** Jody Costa (Barcoding, Inc.)  **[ ]** Shane Snyder (Barcoding, Inc.)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Kristin Nottingham | | | Kristin. | | |
| 1. Antitrust Guidelines | | Kristin Nottingham | | | All Agreed. | | |
| 1. Approval of Prior Meeting Minutes from 08/10/15 | | Kristin Nottingham | | | Susan moved to approve. Natasha seconded. | | |
| 1. Review Action Items | | Kristin Nottingham | | | Went through the list. Some are complete, and some will remain. | | |
| 1. Newsletter Planning - October | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, September 15 |  | | Title/Subject | Author | |  |  | | New Member Articles | Natasha Lilly | | AGIIS & Automated Access to Unique Identifiers | Chris Crutchfield / Josh Wall & Josh Wall – Susan was thinking to use the Unique Identifiers Press Release as an article. Josh, is there a separate topic for the regular column? | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | GTAC Article | Kristin Nottingham | | AIDC Working Group | Jody Costa | | Allied Providers Branding Program | Susan Ruland | | Annual Conference | Dennis Daggett | | | |
| 1. Newsletter Planning - November | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, October 13 |  | | 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 | | AIDC Working Group | Jody Costa | | Annual Conference | Dennis Daggett | | PAIL Project | TBD | | New Council – Specialty Council | Victoria Peoples | | | |
| 1. Marketing Plan | | Susan Ruland | | | * Awareness survey is out. Should get results mid-October. * Held executive staff meeting in August. * About to begin working on the 10 Year Anniversary video. * The draft of the 10 Year Anniversary brochure is currently in review. * Promotion of the Annual Conference – need to get a Conference brochure for the webpage. * The latest Annual Conference agenda is being posted to the website soon with details. * Enabled By logo is coming along. * AGIIS – Automated Access to Unique Identifiers will be in a Press Release. * PAIL project is wrapping up in October; making great progress. * Hopefully, we will get some applications for the Innovation Showcase – Susan has not touched base to see if there are any applications or not. | | |
| 1. Committee Plan | | Kristin Nottingham | | | Have everyone on the committee read the document and any goals for the 2016 year. Will send this out and discuss at the Annual. | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | | * Working on the video. * Working on the communications piece. | | |
| 1. Social Media | | Jody Costa | | | The Vice Chair position is going to be responsible for monitoring the Social Media Task Force and making sure everyone is updating Hootsuite on his or her week. | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | Susan is pulling together an eBlast about the Ron Storms Award. Andriana is sending an eBlast as well to Council Chairs. | | |
| 1. Council Reporting Points | | Kristin Nottingham | | | * Remember to use the Communications Committee for any communications needed whether in the newsletter or social media. * Reminder about the Ron Storms Award, Innovation Showcase, and Gateway to Ag Careers. The deadlines are approaching. More information is online on the Events and Awards webpage. | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Thursday, October 1 @ 2pm ET** | | |

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| **Active Action Items List as of 09/03/15** | | |
| **Accountable** | **Action** | **Status** |
| All members on Social Media | ‘Like’ AGW’s posts – *ongoing* | *Complete / Ongoing.* |
| Susan | Reach out to Mike Carabine about the Crop Nutrition Article | *Crop Nutrition was going to try to get an article for August, but haven’t seen anything yet. Susan is going to follow up. Waiting on their ‘newsletter’.* |
| Susan | Find a location for the Allied Providers Matrix on the AgGateway website | *Susan has given some thought to this as well as a few new programs coming out. Nothing set in stone yet. In process. Has progressed.* |
| Andriana | Inquire about ADAPT for October eNews | *In process.* |
| Susan | Reach out and ask about an article for Seed Connectivity 2 | *Susan is keeping this on her radar. Complete.* |
| Susan | Susan is going to review Leadership Profile list and get Wendy’s help when needed. | *Susan is going to help Brandon ping those people. Went really well. New one for this month, and more in the works. Complete.* |
| Susan | Check with Jim Wilson about analytics tool to track the website | *Google Analytics is setup. Jody had some ideas and can highlight to the committee. Can figure out how we are doing and what areas of the website are being used. Will discuss more at next meeting, such as if someone can monitor this.* |
| Kristin | Reach out to Natasha about adding the role of reminding the Social Media Task Force whose week it is to update Hootsuite to the Vice Chair position. | *Complete.* |

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~~ | ~~Kristin~~ |
| ~~10-Aug~~ | ~~Victoria~~ |
| ~~03-Sep~~ | ~~Susan~~ |
| 01-Oct | Dave |
| 05-Nov | Natasha |
| 03-Dec | Kristin |