## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-10-01** | | **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)  **[ ]** 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)=  **[ ]** Jody Costa (Barcoding, Inc.)  **[ ]** 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 09/03/15 | | Kristin Nottingham | | | Susan Approved. Brandon Seconded. | | |
| 1. Review Action Items | | Kristin Nottingham | | | Went through these, some are ongoing and marked one as complete. | | |
| 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 | Susan Ruland | | PAIL Project | Dan Burn | | New Council – Specialty Council | Victoria Peoples | | | |
| 1. Newsletter Planning - December | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, November 17 |  | | Title/Subject | Author | |  |  | | 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 | Susan Ruland | | | |
| 1. Marketing Plan | | Susan Ruland | | | * AGIIS Press Release went out Oct 1, we need to also share this on Social Media. Josh Wall has a communication effort for the expanded access. Also, there are new materials on the website for AGIIS. * Susan will present the survey results to the committee at the Annual Conference. * Susan and Meri are working on a promotional brochure for the Annual Conference. | | |
| 1. Committee Plan | | Kristin Nottingham | | | Come to Annual Conference with ideas. | | |
| 1. AgGateway’s 10 Year Anniversary | | Susan Ruland | | | The video is coming together for the Annual Conference. Waiting on footage to be sent back. | | |
| 1. Social Media | | Jody Costa | | | * Brandon is going to add the AGIIS Press Release to Social Media. * Natasha is sending automatic replies for the Social Media Task Force when it is their respective week. * We are adding a Social Media Calendar to the Agenda/Minutes so everyone can see who is posting on what weeks. * Will discuss Google Analytics at Annual Conference. | | |
| 1. New Business Committee Assignments | | Kristin Nottingham | | | Committee Positions –  Newsletter Manager – Open – This person is in charge of pulling all articles from different people together and organizing them, reviewing them, and sending on to Chairperson and Susan. | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | * The Communications Committee is going to review the theme description for the 2016 Annual Conference and have all changes back to the Conference Committee before the 2015 Annual Conference. The Conference Committee wants to present this at this year’s Annual Conference. | | |
| 1. Council Reporting Points | | Kristin Nottingham | | | * Remind everyone that if they have any ideas for newsletter articles or to add on Social Media to let the Communications Committee know. | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Wednesday, November 11 @ 9:00am – 10:50am CT @ Annual Conference** | | |

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| **Active Action Items List as of 10/01/15** | | |
| **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 is going to ask about this on her staff call on Monday, Oct. 5.* |
| 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. Kristin is going to ask Andriana about this because she was unable to attend the meeting.* |
| 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 needs to add an agenda item for this. Susan is going to bring basic information of what we have so far to the Annual Conference. Complete.* |
| Brandon | Send Susan Leadership list | *Complete.* |
| Brandon | Post AGIIS Press Release on Hootsuite |  |
| Kristin | Send calendar invite for December with correct call-in information. | *Complete.* |
| Kristin | Add Social Media Calendar to Meeting Agenda/Minutes | *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~~ | ~~Kristin~~ |
| 11-Nov | Natasha |
| 03-Dec | Kristin |

Social Media Calendar:

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| --- | --- |
| Week | Poster |
| 10/05 | Brandon |
| 10/12 | Natasha |
| 10/19 | Kristin |
| 10/26 | Jody |
| 11/02 | Andriana |
| 11/09 | Susan |
| 11/16 | Brandon |
| 11/23 | Natasha |
| 11/30 | Kristin |
| 12/07 | Jody |
| 12/14 | Andriana |
| 12/21 | Susan |