##  Description: AG_logo.gif Communications Committee Meeting Agenda

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| **Description: calendar** | **2015-11-11** |
| **Description: clock** | 9:00 am CT  |
| **Description: telephone** | Call Number: 1-712-832-8320Meeting Code: 806603 |
| **Description: monitor** |  |

 | **Contact**: Committee Chair ⦁ Kristin Nottingham ⦁ 217 774 2105 ⦁ knottingham@agvance.netCommittee Vice Chair ⦁ **Description: users1 Attendees**

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| **[ ]** Kristin Nottingham\* (SSI - Chair)**[ ]** Andriana Majarian\* (Agrian)**[ ]** Natasha Lilly\* (Effingham Equity)=**[ ]** Dave Craft\*(SSI - AR)**[ ]** Melinda Sposari\* (Fertilizer Institute) | **[ ]** Victoria Peoples\* (Bayer – CPC)**[ ]** Susan Ruland\* (AgGateway)**[ ]** Brandon Olstad\* (Claas)=**[ ]** Jody Costa (Barcoding, Inc.)**[ ]** Shane Snyder (Barcoding, Inc.)(\*Voting companies/\*\* alternates) |

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| **Description: note** |  |
| Topic | Topic Leader |  | *Notes* |
| 1. Meeting Minutes
 |  Kristin Nottingham |  |
| 1. Antitrust Guidelines
 | Kristin Nottingham |  |
| 1. Approval of Prior Meeting Minutes from 10/01/15
 | Kristin Nottingham |  |
| 1. Review Action Items
 | Kristin Nottingham |  |
| 1. Newsletter Planning - December
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| **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 |

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| 1. Newsletter Planning – January/February
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| **AgGateway Newsletter Articles** |  |
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| Due Date: Tuesday, January 12 |  |
| 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 |

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| 1. Marketing Plan
 | Susan Ruland |  |
| 1. Committee Plan
 | Kristin Nottingham |   |
| 1. Social Media Google Analytics
 | Jody Costa  |  |
| 1. New BusinessCommittee 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 |  |
| 1. Council Reporting Points
 | Kristin Nottingham |   |
| 1. Upcoming Meetings
 |  | **Next Meeting – Thursday, December 3 @ 2pm ET**  |

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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 |