## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2015-11-11** | | **Description: clock** | 9:00 am CT | | **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)=  **[X]** Dave Craft\*(SSI - AR)  **[ ]** Melinda Sposari\* (Fertilizer Institute)  **[X]** Matthew Bernard (Capstone Consulting, Inc.)  **[X]** Randy Beard (River Valley Cooperative)  **[]** James Nolfo(BASF) | **[ ]** Victoria Peoples\* (Bayer – CPC)  **[X]** Susan Ruland\* (AgGateway)  **[X]** Brandon Olstad\* (Claas)=  **[X]** Jody Costa (Barcoding, Inc.)  **[X]** Shane Snyder (Barcoding, Inc.)  **[X]** Sarah Moster(BASF)  **[X]** Wendy Smith\* (AgGateway)  **[X]** Hylon Kaufmann (Farm Market iD)  **[X]** Andrew Briggs  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Kristin Nottingham | | |  | | |
| 1. Antitrust Guidelines | | Kristin Nottingham | | | All agreed upon signing into the Annual Conference. | | |
| 1. Approval of Prior Meeting Minutes from 10/01/15 | | Kristin Nottingham | | | Natasha Approved. Jody Seconded. | | |
| 1. Review Action Items | | Kristin Nottingham | | |  | | |
| 1. Newsletter Planning - December | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Monday, November 23 |  | | 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 | | Specialty Council | Susan Ruland | | Enabled By | Susan Ruland | | New Board of Directors | Susan Ruland | | Award Winners | Susan Ruland | | Social Media | Kristin Nottingham | | | |
| 1. Newsletter Planning – January/February | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, January 12 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | AgGateway Global Network | Rod Conner | | 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 | | Board of Directors | Susan Ruland | | Emerging Technologies | TBD | | | |
| 1. Marketing Plan | | Susan Ruland | | | * The Awareness Survey stayed flat. Susan didn’t do a lot of outreach outside of AgGateway members.   + 3 waves of research     - 2013: Benchmark - 11% awareness     - 2014: Increased to 15% awareness     - 2015: Remained 15% awareness * May do a Member Satisfaction Survey next. * Strategic Plan – Susan had handouts   + Discussed Objectives, Mission Statement, Key Strategies   + Need to find out ‘Why companies want to be involved in AgGateway’ instead of only what AgGateway is.     - Could have this included in the Mission Statement and/or as a video.   + Susan mentioned a digital graphic video or to stay with peers discussing AgGateway.   + Need to know how strategies and tactics are related.   + Need measurable goals. | | |
| 1. Committee Plan | | Kristin Nottingham | | | Kristin is going to finalize this and send to committee. Will discuss during the December call. | | |
| 1. Social Media  Google Analytics | | Jody Costa | | | * Gave an overview of Social Media Task Force and Hootsuite. * 2016 theme is #eAgriculture. * Get councils more involved. We can include their news on social media. * Do councils want to sponsor a drawing or have a contest on social media? * Specialty Council is a new council, may be able to get new members involved. * We need to raise awareness of AgGateway on social media.   + Tweet new members.   + Work with member groups.   + My Job Depends on Ag – group we may consider following. * Idea for MYM or Annual Conference – Have a Twitter wall where attendees can see the Twitter feed on a screen – possibly at the Registration desk.   + Could have a contest.   + Social media class. | | |
| 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.  Council Members – Do we have members from each council? | | |
| 1. Other Discussion Items | | Kristin  Nottingham | | | No other discussions items. | | |
| 1. Council Reporting Points | | Kristin Nottingham | | | * If there are any newsletter articles or items to add on social media, let us know. * Would any councils like to have a contest on social media and donate a prize? | | |
| 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 | *Complete.* |
| Kristin | Send calendar invite for December with correct call-in information. | *Complete.* |
| Kristin | Add Social Media Calendar to Meeting Agenda/Minutes. | *Complete.* |
| Kristin | Finalize Committee Plan and send to committee. |  |
| Jody | Look into trendy tweets for social media – what are people tweeting about? |  |
| Susan | Events Calendar. |  |
| Kristin | Reach out to new attendees. |  |

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:

|  |  |
| --- | --- |
| Week | Poster |
| 11/23 | Natasha |
| 11/30 | Kristin |
| 12/07 | Jody |
| 12/14 | Andriana |
| 12/21 | Susan |
| 12/28 | Brandon |
| 1/4 | Natasha |
| 1/11 | Kristin |
| 1/18 | Jody |
| 1/25 | Andriana |
| 2/1 | Susan |
| 2/8 | Brandon |