## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **Description: calendar** | **2013-05-03** | | **Description: clock** | 11:00 am EDT  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-619-326-2730 Meeting ID: 806603** | | **Description: monitor** | |  |  | | --- | --- | |  |  | | | | | | **Contact**: Committee Chair ⦁ Nancy Appelquist ⦁ 845 544-1985 ⦁ [Nappelquist@entira.net](mailto:Nappelquist@entira.net)  Committee Vice Chair ⦁ Andriana Doukas ⦁ [559 492-5510](tel:559.492.5510) ⦁  [andriana@agrian.com](mailto:andriana@agrian.com)  **Description: users1 Attendees**   |  |  | | --- | --- | | **[x]** Nancy Appelquist \*(Entira)  **[x]** Andriana Doukas\* (Agrian)  **[x]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[x]** Sarah Novak\* (AFIA)  **[]** Jessica Perry\* (Mosaic) | **[]** Victoria Peoples\*(Bayer CropScience)  **[x]** Marcia Rhodus\*(Monsanto Co)  **[x]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*(SSI)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | |  | | | Susan | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | | All agreed to abide | | | |
| 1. Approval of Prior Meeting Minutes from 4/5/13 | | Marcia moved, Nancy seconded. Minutes approved | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |
| 1. MCC Committee Split Update | | Susan Ruland | | | Action: Susan to update the website with information about the split – Committees page, etc.  Action: Susan to forward Membership Committee roles and responsibilities to the committee when available from Wendy and Rod. | | |
| 1. Newsletter Planning – current | | Nancy Appelquist | | | |  |  | | --- | --- | | **Due Date:** Friday May 17 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Crop Protection | Cindy Camacci | | Mid Year Meeting - Not Too Late To Register | Julie Benick | | Individual Project Update | Marilyn Hunter | | Leadership Profile – Randy Beard | Susan /Marcia | | Annual Conference | Karen Thomas | | PAIL article | Susan Ruland | |  |  | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | Due Date: Friday June 21 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Feed – (possibly the AFIA-IT innovation award) | Phil Kubesh | | Individual Project Update | Marilyn Hunter | | Annual Conference | Karen Thomas | | Mid-year meeting wrap up | Julie Beneck | | Leadership Profile – Charlie Nuzzolo | Susan Ruland | |  |  | | Next issue story ideas: |  | | Gateway to Ag Careers – solicit nominations/sponsors | Donna Skene | | ACTION: Nancy to put these on the August roster |  | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | | Susan gave a summary of the RFP document she had distributed to the committee, noting that the deadline for proposals is today and that four proposals have been submitted. She named the four companies and both Marcia and Sarah noted that they had done work with John Mattingly (AgMetrics company name?).  ACTION: Susan will keep the committee apprised of the analysis she and Wendy have made of the proposals and ask for feedback from the committee before choosing the vendor to conduct the research.  The committee made the suggestion to collect email addresses from Councils at the MYM as they’re sitting in meetings – that this will be a great time to get names and emails for the “internal” list.  ACTION: Susan to make sure that someone is assigned to ask each Council to capture names and emails at the MYM. | | |
| 1. 2013 Objectives | | Nancy Appelquist | | | Because Nancy was not at her desk while on the call, Susan walked the committee through the 2013 Objectives & Goals document, which she had distilled down from the larger 2013 Communications Plan (which the committee reviewed earlier this year and which is posted on the committee page).  Susan suggested that this shorter document could be used each month as a touchpoint for action and progress on our 2013 Objectives – which would be reported during the “Marketing and Communications calendar update” agenda item.  The committee expressed support for the document and the plan, one member noting that it was exciting to have a working document to work off of, and another saying the document seems comprehensive and clearly defined.  The committee suggested that the document might also be used as a recruiting document, demonstrating to prospective committee members what we’re working on, and things we’re working on and that you can help support.  ACTION: Nancy to post the 2013 Objectives and Goals document to the committee page. | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | | Susan gave a quick update (in the interest of time), including:   * Photos/Videos: We’re planning to shoot both still photos and video during one day at the MYM, including some interviews with key staff on current activities/projects. * Press Releases: Working on PAIL press release (irrigation project) as a co-release with the North East Energy Alliance (NEEA) in mid-May.   Meetings/Trade Events:   * May – AgCIO – Rod, Kentucky, May 19-22 * June – MYM (conflicts w/ ASTA Convention in Nashville). EITA New Agriculture – tentative; Cornell University, Ithaca, June 27-28 * July – OFA (horticulture) short course, Columbus Oh, July 13-16 | | |
| 1. Onboarding Presentation/Podcast | | Susan Ruland | | | This project will now be under the purview of the Membership Committee. The Communications Committee will support the Membership committee as needed with communications (helping draft materials, etc.) – but now that this presentation is drafted, it’s up to the Membership Committee to decide how and when to launch the onboarding webinars. | | |
| 1. Branding Guidelines | | Susan Ruland | | | Susan and Lorie reported that the Allied Providers Council reviewed a revised approach to an “Approved Vendor” logo during their last call, and that the draft at that point fitted with AgGateway’s branding guidelines, as a sub-brand of the AgGateway logo. The logo and “Approved Vendor” plan will come before the Communications Committee again once the AP Council has completed its draft criteria. | | |
| 1. New Business | | Nancy Appelquist | | | **Aug newsletter…** | | |
| 1. Review New Action Items | | Note Taker | | |  | | |
| 1. Upcoming Meetings | | Note Taker | | | ***Next meeting will be at the MYM -- 6/19/2013, 1-3 pm. Most on committee said they would be there. Sarah will be on maternity leave and unable to attend.*** | | |

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| **Active Action Items List as of 05/03/2013** | | |
| **Accountable** | **Action** | **Status** |
| Nancy | Send council chairs responsible for article an email each month with bullet points: 1. Describe major goal for 2013. 2. In what projects/initiatives are you involved. 3. Value their council provides to members or to AgGateway | *Ongoing: This will continue to happen each month.* |
| Wendy/Susan | Revisit the idea that we have a membership drive article in the April 1st newsletter. | *Open - Postpone until membership drive is planned* |
| Wendy | Will send a list of the chairs and their email address to Andriana. | *As part of the mentoring effort, now under the purview of the new Membership Committee.* |
| Susan | When available share the roles and responsibilities between the Membership and the Communications Committees. |  |
| Susan | Susan to update the website with information about the MCC split into two groups – Committees page, etc. |  |
| Nancy | Put Gateway to Ag Careers – solicit nominations/sponsors on the newsletter line up for August |  |
| Susan | Keep the committee apprised of the analysis she and Wendy have made of the proposals and ask for feedback from the committee before choosing the vendor to conduct the research for the benchmark survey. |  |
| Susan | Make sure that someone is assigned to ask each Council to capture names and emails at the MYM for the benchmark survey. |  |
| Nancy | Post the 2013 Objectives and Goals document to the committee page. |  |

Note Taker Schedule:

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| --- | --- |
| **Meeting Date** | **Note Taker** |
| ~~11-Jan~~ | ~~Andriana~~ |
| ~~1-Feb~~ | ~~Lorie~~ |
| ~~1-Mar~~ | ~~Victoria~~ |
| ~~5-Apr~~ | ~~Marcia~~ |
| ~~4-May~~ | ~~Jessica~~ |
| 7-Jun | Meri |
| 12-Jul | Sara |
| 2-Aug | Susan |
| 6-Sep | Dave |
| 4-Oct | Andriana |
| 1-Nov | Lorie |
| 6-Dec | Victoria |

Newsletter Article Due Dates:

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| --- | --- |
| **Article Due Date** | **Newsletter Published** |
| 18-Jan | January/ Feb |
| 15-Feb | March |
| 15-Mar | April |
| 19-Apr | May |
| 17-May | June |
| 21-Jun | July |
| 26-Jul | August |
| 16-Aug | September |
| 20-Sep | October |
| 18-Oct | November |
| 15-Nov | December |
| 17-Jan | January/ Feb |