## Description: AG_logo.gif Communications Committee Meeting Agenda

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Description: calendar** | **2013-06-19** | | **Description: clock** | 1:00 pm CT  ⦁ 2 hours | | **Description: telephone** | **Face to Face at the Mid-Year Meeting** | | **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**   |  |  | | --- | --- | | **[]** Nancy Appelquist \*(Entira)  **[]** Andriana Doukas\* (Agrian)  **[]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[]** Sarah Novak\* (AFIA) | **[]** Victoria Peoples\*(Bayer CropScience)  **[]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*(SSI)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Introductions | | Nancy Appelquist | | |  | | |
| 1. Meeting Minutes | |  | | |  | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | |  | | | |
| 1. Approval of Prior Meeting Minutes from 5/3/13 | |  | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |
| 1. MCC Committee Split Update | | Susan Ruland | | |  | | |
| 1. Newsletter Planning – current | | 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 | | Leadership Profile – Charlie Nuzzolo | Susan Ruland | | Council Article: Crop Nutrition | Mike Carrabine | | AFIA-IT Innovation award | Susan Ruland | | Annual Conference | Karen Thomas | | Benchmarking Survey Research | Susan Ruland | | SPADE update | Susan Ruland | | Mid-Year meeting thank sponsors | Julie Benick | | | |
| 1. Newsletter Planning - next | | Nancy Appelquist | | | |  |  | | --- | --- | | Due Date: Friday July 26 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Leadership Profile | Susan Ruland | | Council Article: Grain | Scott Cavey | | Individual Project Update | Marilyn Hunter | | Annual Conference (sponsorship?) | Karen Thomas | | Gateway to Ag Careers - solicit nominations/sponsors | Donna Skene | | Annual Conference article & registration link | Karen Thomas | | Ron Storms Award call for nominations |  | |  |  | |  |  | | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | |  | | |
| 1. 2013 Objectives | | Nancy Appelquist | | |  | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | |  | | |
| 1. Branding Guidelines | | Susan Ruland | | |  | | |
| 1. New Business | | Nancy Appelquist | | | **Leadership profile – we need someone to replace Marcia**  **Recruit more members for our committee**  **Ideas for improvement** | | |
| 1. Review New Action Items | | Note Taker | | |  | | |
| 1. Upcoming Meetings | | Note Taker | | | ***Next meeting will be Friday 7/5 at 11:00am ET*** | | |

|  |  |  |
| --- | --- | --- |
| **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* |
| 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 | *completed* |
| 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. | *completed* |

Note Taker Schedule:

|  |  |
| --- | --- |
| **Meeting Date** | **Note Taker** |
| ~~11-Jan~~ | ~~Andriana~~ |
| ~~1-Feb~~ | ~~Lorie~~ |
| ~~1-Mar~~ | ~~Victoria~~ |
| ~~5-Apr~~ | ~~Marcia~~ |
| ~~4-May~~ | ~~Jessica~~ |
| 17-Jun | Meri |
| 12-Jul | Sara |
| 2-Aug | Susan |
| 6-Sep | Dave |
| 4-Oct | Andriana |
| 1-Nov | Lorie |
| 6-Dec | Victoria |

Newsletter Article Due Dates:

|  |  |
| --- | --- |
| **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 |