## Description: AG_logo.gif Communications Committee Meeting Minutes

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| |  |  | | --- | --- | | **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**   |  |  | | --- | --- | | **[X]** Nancy Appelquist \*(Entira)  **[X]** Andriana Majarian\* (Agrian)  **[X]** Lorie Gasso\* (CSC/AgGateway)  **[]** Meri Kotlas (AgGateway)  **[]** Sarah Novak\* (AFIA) | **[]** Victoria Peoples\*(Bayer CropScience)  **[X]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*(SSI)  **[X]** Paul Cooley (RiceTec) - Guest  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | |  | | | Andriana Majarian | | |
| 1. AgGateway Antitrust Policy | |  | | | |  | | --- | |  |   Agreed. | | |
| 1. Approval of Prior Meeting Minutes from 5/3/13 | | A quorum was not present for the approval of the prior minutes | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | | Notes below. | | |
| 1. MCC Committee Split Update | | Susan Ruland | | | Susan provided an update on the newly formed committee, which is being led by Marcia Rhodes. The committee’s first goal is to focus on onboarding new members. | | |
| 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/Member Services | 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 |  |   **Action Item:**  **Susan to communicate to the conference committee that they have dedicated space in the newsletter and to plan accordingly.**  **Nancy to ask Rod to write an article in August that focuses on Members Services and/or take the month off and dedicate the space to Member Services.** | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Susan Ruland | | | Proposals have been reviewed and a vendor has been selected. A discussion took place about including members of the communications committee as part of a sub-group.  **Action Item: Susan to discuss the sub-group idea with Wendy** | | |
| 1. 2013 Objectives | | Nancy Appelquist | | | Susan reviewed the objective and goals. Majority of goals have been accomplished or in progress. These include maintain and promote AgGateway brand/image with councils, awareness research, support of the membership committee, media relations, AgGateway presentation improvements including video production, updates to the trade show banners and booth materials, and newsletter improvements. | | |
| 1. Marketing and Communications – calendar update – 30/60/90 report | | Susan Ruland | | | No report | | |
| 1. Branding Guidelines | | Susan Ruland | | | No report | | |
| 1. New Business | | Nancy Appelquist | | | Andriana will replace Marcia in handling the Leadership Profile articles.  Recruitment for the committee was discussed and an action plan was discussed.  **Action Items:**  **Susan will provide the Leadership Profile list to Andriana.**  **Andriana will publish the list as part of the minutes**.  **Susan to discuss with Wendy the need for other councils to have representatives on the communication committee to ensure the committee is representing the needs of the councils appropriately.** | | |
| 1. Review New Action Items | | Note Taker | | | **Please see additional items below** | | |
| 1. Upcoming Meetings | | Note Taker | | | *Next meeting will be Friday 7/12 at 11:00am ET* | | |

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| **Active Action Items List as of 06/19/2013** | | |
| **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 | *Open - Postpone until membership drive is planned* |
| Susan | When available share the roles and responsibilities between the Membership and the Communications Committees. | *Committee is focusing on the onboarding portion and Marcia Rhodes has volunteered to be the chair of the membership committee.* |
| Susan | Susan to update the website with information about the MCC split into two groups – Committees page, etc. | *In process* |
| 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. | *Vendor has been selected. To discuss the need for representatives from the M&C committee to assist on the project from this point forward.* |
| Nancy | Nancy to ask Rod to write an article in August that focuses on Members Services and/or take the month off and dedicate the space to Member Services. |  |
| Susan | To communicate to the Conference Committee to plan out their activities from July to November for the newsletter |  |
| Susan | Will forward the Leadership Profile article list to Andriana to publish as ongoing item within the agenda/minutes |  |
| Nancy | To brainstorm with Sarah Novak when she returns from leave to assist with leveraging association ties. |  |
| Susan | Research which committee owns the Ron Storms award and ask if the communications committee can assist with the review of criteria |  |
| Susan | To discuss with Wendy the need for other councils to have representatives on the communication committee to ensure the committee is representing the needs of the councils appropriately. |  |
| Andriana | To take over the leadership profiles from Marcia |  |

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~~ |
| ~~19-Jun~~ | ~~Andriana~~ |
| 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 |

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| **Leadership Article** | **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 |

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| **Council Article** | **Name** | **Council** | **Newsletter Published** |
| 21-Jun | Michael Carrabine | Crop Nutrition | July |
| 26-Jul | Scott Cavey | Grain | August |
| 16-Aug | Day Hoyt | Crop Protection | September |
| 20-Sep | Teresa Anderson | Feed | October |
| 18-Oct | Charlie Nuzzolo | Allied Providers | November |
| 15-Nov | Andres Ferreyra | Precision Ag | December |
| 17-Jan | Jeff Keiser | John Deere | January/ Feb |