



**New Committee Officers and Key Contacts**  
**September 1, 2024 – August 31, 2025**  
*(See submission instructions at end of document)*

Committee Name	Communications	Submission Contact Name:	Hayley Pierce
Chair	Erica Shambley, Virginia State, <a href="mailto:eshambley@vsu.edu">eshambley@vsu.edu</a>	Submission Contact E-mail	hayley.pierce@uky.edu
Vice-Chair	Derrick Meads, University of Kentucky, <a href="mailto:dimead3@email.uky.edu">dimead3@email.uky.edu</a>	Submission Contact Phone	859-257-8246
Secretary	Vickey D. Williams, Alcorn State University, <a href="mailto:vwilliams@alcorn.edu">vwilliams@alcorn.edu</a>	Date of Submission	August 21, 2024
PLC Representative 1862	Chris Elam, Texas A&M, <a href="mailto:chris.elam@ag.tamu.edu">chris.elam@ag.tamu.edu</a>	PLC Representative 1890	Michelle Burchett, Virginia State, <a href="mailto:mburchett@vsu.edu">mburchett@vsu.edu</a>
1862 Advisor	Dr. Justin Rhinehart, University of Tennessee	1890 Advisor	Mark Latimore, Jr., Fort Valley State, <a href="mailto:latimorm@fvsu.edu">latimorm@fvsu.edu</a>

**Annual Plan of Work**  
**September 1, 2024 – August 31, 2025**

Item to Accomplish	Responsibility (Names of people assigned to item)	Key Contact (Person who will serve as a key contact for item)	Goal Date (Anticipated completion date)	Completion Date (to be filled in when completed)
Build remaining modules of the Communications Training curricula, including slide decks for Marketing Local Programs, Social Media, Media Relations, Crisis & Issues Management, Bridging the Gap	Marketing Local Programs – Derrick Meads, Hayley Pierce, & Amy Carpenter-Driscoll Social Media – Cassie Ann Kiggen & Jo Stafford Media Relations – Tobie Blanchard, Lisa Stearns, Mike Clardy, Denise Attaway Crisis & Issues Management – Frankie Gould, Lyndall Stout & Liz	Hayley Pierce	February 2025 for those in progress currently; August 2025 for new modules	

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	Bridging the Gap – Candace Clark & Amiri Muhammad Communications for New Employees – Cassie Ann Kiggen, Jo Stafford, Lisa Stearns & Tom Video/Photography – Rebecca Miller, Ervin Williams, & Latasha Ford Accessibility – Lori Greiner & Art Shirley			
Capture and amplify success stories of member institutions for collaborative quarterly news releases.	Frankie Gould, Tobie Blanchard, Tracy Courage, Jens-Kristian Kiel, Lyndall Stout, & Latasha Ford	Frankie Gould	August 2025	
Develop a new, modern PLN digital brand	Amy Carpenter-Driscoll, Tracy Courage, Jens-Kristian Kiel, Carmen Kelly	Tracy Courage	August 2025 (announced at next conference)	
Implement accessibility best practices at the 2025 PLN conference (e.g. live captioning, accessible documents, etc.)	Carmen Kelly, Lori Greiner, Art Shirley, Hayley Pierce, Vickey Williams, Ervin Williams, and Rebecca Miller (to inform plans)	Lori Greiner	August 2025	
Explore how to update PLN website to make it both accessible and modern, determine costs and resources needed, and develop a timeline for implementation	Carmen Kelly, Latasha Ford, Chris Elam, Hayley Pierce, and Lori Greiner	Chris Elam	August 2025	

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Subject to approval and funding from AEA and ASRED, develop a coordinated strategic, paid digital campaign to promote Extension.	Communications	Frankie Gould, Cassie Ann Kiggen, Jo Stafford, Lyndall Stout, ChaNae' Bradley	August 2025 (for launch in 2026)	

Quarterly Conference Call Schedule: (Dates/Times – Please indicate time zone)

September 24, November 19, March 25, June 24

To add more lines, if needed: Place curser in last box of the last row. Hit “tab.” Another row should appear.

***Submission instructions:***

- Rename the document with your committee name initials (ANR, CRD, COM, FCS, 4H, ITS, MM, PSD, PLC) such as: ANRplanofwork.doc
- Email document to [r.scammahorn@msstate.edu](mailto:r.scammahorn@msstate.edu)
- If you have problems, contact Roseanne Scammahorn at [r.scammahorn@msstate.edu](mailto:r.scammahorn@msstate.edu)