



Communications Committee Officers and Key Contacts September 1, 2016 – August 31, 2017

Committee Name	Communications	Submission Contact Name:	Michelle Olgers
Chair	Michelle Olgers	Submission Contact E-mail	molgers@vsu.edu
Vice-Chair	Lori Greiner	Submission Contact Phone	804-524-6924
Secretary	Stacy Herrick	Date of Submission	8-25-16
PLC Representative 1862	Elizabeth Gregory North	PLC Representative 1890	ChaNae Bradley
1862 Advisor	Dr. Tom Dobbins	1890 Advisor	Dr. L. Washington Lyons

Annual Plan of Work September 1, 2016 – August 31, 2017

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)
1) Develop BMPs for development and distribution of Extension publications. 2) Develop BMPs for training authors and reviewers.	Lori Greiner, Michelle Olgers, Angela Rowell	Lori Greiner	August 2017	August 2017 -Completed recommendations for best management practices for peer-reviewed publications and will submit them to ASRED for review and approval.
1) We will create core curriculum for five key competency areas for communications and marketing for Extension	-- Media Relations – Jonathon Veit, and Ruth Borger -- Writing Basics – Suzanne Street and ChaNae Bradley	Angela Rowell, Stacy Herrick	August 2018 (revised)	1) Developed curriculum competency outline template. 2) Determined that

<p>educators and professionals.</p> <ol style="list-style-type: none"> 2) We will collaborate with eXtension to explore opportunities for curriculum delivery. 3) Present the curriculum and implementation proposal to AEA and ASRED. 	<p>-- Branding Ambassador – Elizabeth Gregory-North, Richard Campbell, Maurice Perkins and Frankie Gould -- Social Media – Matt Browning, LaRachelle Smith and Lori Greiner -- Marketing Local Programs – Wendi Williams and Angela Rowell</p>			<p>curriculum delivery is beyond the scope of the communication committee. (August 2017)</p>
<ol style="list-style-type: none"> 1) Explore the development of criteria for an awards program to recognize communications excellence among non-communicators. 2) Collect examples of award programs from each institution. 	<p>Everyone</p>	<p>Frankie Gould</p>	<p>August 2017</p>	<p>Explored criteria and gathered examples for a non-communicator award program. (July 2017)</p>
<ol style="list-style-type: none"> 1) Complete position paper on the value and impact of integrated strategic communications. 2) Post to committee website and ask Rachel to share with membership. 3) Submit to JOE and JAC for publishing and explore other methods of distribution. 	<p>Everyone</p>	<p>Elizabeth Gregory North</p>	<p>November 2017</p>	<ol style="list-style-type: none"> 1) Completed the position paper (August 2017) 2) Will post to committee website (August 2017) 3) Decided not to submit the paper to JOE and JAC (August 2017) 4) Will submit the paper to ASRED and AEA for review (August 2017)
<ol style="list-style-type: none"> 1) Collaborate with the FCS Committee to help refine key messages to promote the value of Extension FCS programming. 	<p>Hayley Pierce, Lisa Stearns, Ruth Borger, Susan Deatherage</p>	<p>Elizabeth Gregory North</p>	<p>August 2017</p>	<p>Gave a presentation to the FCS committee about creating “sticky” messages. (August 2017)</p>