

Agenda Item 10: Communication and Marketing Committee Report

Annual Update of Progress on the System Communication & Marketing Efforts

Presenter: Gerald Arkin/Arlen Leholm

Summary of Key Actions Taken This Past Year

- In September of 2007, The Podesta Group, a Washington DC based Public Relations/Marketing firm, was selected pending a positive ESCOP assessment vote.
- ESCOP approved a three year \$300,000 per year assessment for the marketing effort in November 2007.
- In the fall of 2007, the "System Communication and Marketing Implementation Committee (SCMIC)" was formed to oversee and guide a coordinated and targeted educational effort to increase awareness of AES and CES. **(See operating guidelines below; also www.wisc.edu/ncra/Marketing/OperatingGuidelines07172008.mht)**
- ECOP joined the System Marketing Effort in the spring of 2008 with a commitment of \$100,000 for three years.
- Contracts and Scopes of Work between NASULGC and The Podesta Group and Cornerstone were completed in April of 2008.
- Operating metrics to judge the success of this effort were finalized by SCMIC. www.wisc.edu/ncra/Marketing/CommunicationsMetrics06112008.mht
- A one-page communication document was finalized by SCMIC: www.wisc.edu/ncra/Marketing/CommunicationUpdate06112008.mht
- Members of SCMIC, along with John Scofield of the Podesta Group and Hunt Shipman of Cornerstone, lead the Joint session on "Launching the System's Communication and Marketing Plan" in Puerto Rico on July 23 at the Joint COPs meeting.
- A state visit to LSU by Representative Rodney Alexander was held in coordination with the LSU directors of Research and Extension and The Podesta Group.
- Podesta and Cornerstone filed their first Quarterly Progress Report in August 2008.
- **Great progress has been made in recent weeks.**

A Great piece in USA TODAY on crop research funding. It was the lead story in the business section. See the link below for the USA Today, July 31 article:

http://www.usatoday.com/money/industries/food/2008-07-30-food-research-gates_N.htm

Our Cornerstone and Podesta Colleagues worked with members of Senator Harkin's staff in producing the excellent op-ed article *Farm Bill Advance's Nation's Land-Grant Universities*, which appeared in the August issue of *A Public Voice*, NASULGC's Online Newsletter. Harkin's op-ed will be the featured article in our first electronic newsletter that will be sent to Congress as soon as they return from break:

<http://www.nasulgc.org/NetCommunity/Page.aspx?pid=1009&srcid=836>

System Communication and Marketing Implementation Committee (SCMIC) Operating Guidelines

Purpose of SCMIC

The System Communication and Marketing Implementation Committee (SCMIC) was formed to oversee and guide a coordinated and targeted educational effort to increase awareness of AES and CES. SCMIC is the policy making body that will oversee the development, implementation and effectiveness of this targeted educational effort, including coordination with NASULGC and consulting firms hired to advance this initiative. Academic and international programs are also included in this effort.

SCMIC is the responsible entity specified in the contract between NASULGC and the Podesta Group and in the contract between NASULGC and Cornerstone for oversight of the work of the Podesta Group and Cornerstone. The Chair and Vice Chair of SCMIC along with Vice Presidents at the Podesta Group and Cornerstone will review the Scope of Work plans, impediments, and non-advocacy accomplishments on a quarterly basis. (For more details see the Scope of Work and Contract documents for the Podesta Group and the Scope of Work and Contract documents for Cornerstone.)

Membership of SCMIC

The System Implementation Committee is made up of two Deans from Colleges of Agriculture, the Extension Committee on Organization and Policy (ECOP) and Experiment Station Committee on Organization and Policy (ESCOP) Chairs, the ESCOP and ECOP Marketing Committee Chairs, one member each from Academic Programs Committee on Organization and Policy (ACOP) and International Programs Committee on Organization and Policy (ICOP), and staff from the regional associations and NASULGC. ECOP and ESCOP will designate appropriate Association Executive Directors to serve on SCMIC.

Current members of SCMIC

- Executive Vice President and Dean Jimmy Cheek & Dean Wendy Wintersteen
- ESCOP & ECOP Chairs, Bruce McPheron & Elbert Dickey
- ESCOP & ECOP Marketing Chairs, Gerald Arkin, & Doug Steele
- ACOP & ICOP Members, Leon Slaughter & Bob Haggerty
- NASULGC, Ian Maw & James Wade
- NCRA, Arlen Leholm & ARD, Carolyn Brooks

Governance of SCMIC

- The Chair and Vice chair of SCMIC will be the ESCOP and ECOP chairs. The ECOP and ESCOP chairs will alternate annually, on January 1st, as Chair and Vice Chair of SCMIC.
- SCMIC may create working groups to perform various implementation functions. The working groups will be responsible to SCMIC.
- SCMIC will develop operating guidelines and modify them, as necessary, over time.
- SCMIC will meet in person at least once annually. It is anticipated that much of the day to day work can be performed by working groups created by SCMIC. SCMIC will meet by phone conference as necessary to transact its business and approve policy decisions.

SCMIC Operating Procedures

Development of operating procedures for SCMIC is a vital tool for the SCMIC Institution members to take ownership for the effort and in making decisions about its effectiveness. An operating plan serves to organize functions and aids the planning, coordination and management of those functions, plus adds clarity to the SCMIC purpose.

- **Communication Protocol—a key factor in success of the overall effort will be clarity on communication processes.**
 - ECOP and ESCOP will designate appropriate Association Executive Directors to serve on SCMIC.
 - Current Association Executive Directors serving on SCMIC include Arlen Leholm, NCRA; Carolyn Brooks, ARD; and James Wade, NASULGC.
 - Additionally, Regional Executive Directors in Extension and the Experiment Stations will be the initial point of contact for the Podesta Group and Cornerstone in developing strategy for targeting specific stakeholders for the educational campaign. It will be the responsibility of the Executive Directors to help the Podesta Group and Cornerstone develop the proper communication contacts for each state. Each state may have unique external communication protocols that must be followed for success. It is expected that initial inquires at the state level would include the directors of the Experiment Station and Extension to make sure appropriate communication protocols internal to a specific university are followed.
 - John Scofield of the Podesta Group and Hunt Shipman of Cornerstone are the current key consulting firm primary contacts for this effort.
 - SCMIC has created a work group that will assist in development and implementation of communication protocols and strategy.
 - This work group currently consists of Ron Brown, Colin Kaltenbach, Arlen Leholm, Bill Ravlin, and James Wade.
 - This work group will work directly with the regional Executive directors and the Podesta Group and Cornerstone.
 - This work group will coordinate with the ESCOP & ECOP Marketing Committees.
 - Communication faculty and staff resources located at our land grant institutions will prove very valuable in implementing this targeted educational effort. The Podesta Group and Cornerstone will coordinate with state communication faculty and staff resources to leverage resources as much as possible.
- **Reporting Protocol**
 - The Podesta Group and Cornerstone and the Chair and Vice Chair of SCMIC will develop a quarterly summary document that highlights progress on the Scope of Work, any impediments, and accomplishments of the targeted educational effort and share that document with SCMIC. An annual report will be prepared by November 1 of each year.
 - The System Communication and Marketing Plan: Proposed Metrics and the two Scope of Work documents will be the guide for the quarterly reports.
 - SCMIC will report progress of this effort to all relevant entities during the annual November NASULGC meeting.

Action Requested: Information only