

**Agenda Item 2.2: ESCOP Communication & Marketing recommendation to de-activate
Presenter: Jerry Arkin/Arlen Leholm**

The ESCOP Communication and Marketing Committee (ESCOP C & M Committee) members met by phone this October for the purpose of determining how the ESCOP Communication and Marketing Committee would like to proceed, in the future, after the major work this past year in launching the System Communication and Marketing effort.

The ESCOP C & M Committee observed that the System Communication and Marketing Implementation Committee (System Committee) provides an opportunity to form short term “Working Groups”, within its operating guidelines, to address specific issues or topics. The ESCOP C & M Committee believes that the short term “Working Groups”, within the System Committee, could meet the needs and purpose of our existing ESCOP Committee. Additionally, several of our ESCOP Committee members commented that to launch any of our ESCOP efforts would take close coordination with AHS, ECOP, ICOP, and ACOP. Working Groups within the System Committee may actually improve our impacts and could involve many individuals who have contributed to the ESCOP C & M Committee. (See the operating guidelines contained in the ESS annual meeting update Agenda Item 10, below.)

The ESCOP Communication and Marketing Committee voted unanimously to recommend to the ESCOP Executive Committee, at its next business meeting this November in Chicago, that the ESCOP Communication and Marketing Committee be de-activated and its work become part of the System Communication and Marketing Committee with the expectation that Working Groups would be formed to meet our specific future needs.

At a recent meeting of the regional Executive Directors of the five Regional Associations of Experiment Station, the following suggestions were made for next steps for the System Communication and Marketing Implementation Committee.

- (1) Recommend the System Committee report to the BAA Policy Board of Directors.**
- (2) Recommend the System Committee have one person from its committee serve as a non-voting member on the Budget and Advocacy Committee and have one Regional Executive Director Staff person from the System Committee meet with the Budget and Advocacy Committee (This would increase the connectivity of the overlapping goals for the System Committee and the Budget and Advocacy Committee.)**
 - a.** Here is the logic. A major goal of the two committees, BAC and C&M, is the same—more money from congress for our programs. The means are different and must be different. BAC through advocacy and C&M through educating congressional members through non advocacy means. To increase connectivity of overlapping goals for the two committees, we required in our formal consulting contracts close coordination between our advocacy firm, Cornerstone, and our Marketing firm, The Podesta Group. Having a non-voting member

from the System Committee attend BAC meetings would not require by-law changes for BAC yet would increase the chances for the System C&M effort to succeed.

- (3) **The System Committee should review its membership to make sure the needs of all member entities are met as it moves from an implementation committee to a longer term policy/working committee.**
- (4) **Have the System Committee drop Implementation from its title.**

Action Requested:

- (1) Approval to de-activate the ESCOP Communication and Marketing Committee.
- (2) Review and have the ESCOP Executive Committee make recommendations for the four suggested next steps for the System Committee.

**ESS 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-researchgates_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 inquiries 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