

April 12, 2018

TO: Craig Beyrouthy, Alan Grant, Chuck Hibberd, Ed Jones, Ian Maw, Rick Rhodes, Hunt Shipman, Gary Thompson

FROM: Rick Klemme

RE: Summary of 4/11 Meeting

Colleagues,

The following is my summary of what I heard (with some possible personal biases) from last evening's meeting. I have organized these with a goal, a business plan framework and a series of expected outcomes (ordered more by my stream of conscience than priority). My apologies (Rick R) if this duplicates CMC work; it is intended to capture the conversation as a building block -with CMC work -for this group to move the conversation forward towards a Joint COPs conversation. Finally, it does have an over-arching theme around advocacy.

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Goal: A holistic communication strategy that mobilizes Deans and Directors to affectively respond to calls for action by building long-term relationships and providing information that supports the long-term priorities of the policy board.

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Business plan framework: develop and or request a business plan from existing or potential entities that meets the overall goal above and addresses the expected outcome as detailed below.

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Expected outcome: Deans and Directors will have the capacity to effectively advocate for the policy board priorities. This capacity building set of expected outcomes will have the following components designed to develop streamline protocol for creating and delivering advocacy messages.

Strengthen ongoing relationships with campus and/or system federal relations staff.

Strengthen ongoing relationships with Deans, Vice Presidents, Provosts, Presidents, and Chancellors – whatever is appropriate for a Dean/Director's environment.

Strengthen stakeholder capacity so they have a solid foundation about Cooperative extension and experiment station in their state, develop effective written and verbal communication skills necessary to deliver advocacy messages, and assure timely follow through when advocacy messages are requested.

Strengthen relationships with congressional members and their respective staff in order that they will be receptive to advocacy messages.

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Expected outcome: targeted audiences (congressional members and their staff, stakeholder groups, and Institutional partners) will:

Have an awareness and understanding of the value of cooperative extension and experiment stations in their respective states.

Understand the potential of Cooperative extension and experiment stations to address emerging issues.

Have the philosophy that cooperative extension experiment stations are the first resources considered when issues emerge.

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Expected outcome: Communication networks will be developed and strength and support the work of communicators and developing effective messages. These networks will:

Deliver peer-based capacity building.

Provide mentoring and support.

Develop consistent messaging and appropriate message to reach targeted audiences.

(The caveat with this expected outcome is that there are a wide range of decision-making environments in which communicators work.)

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Expected outcome: A process exists to identify priority issues to be effectively communicated. Components of this expected outcome include:

Coordinating section level priorities.

Building a foundation of research and evidence-based information supporting these priorities.

Connect these priorities with members of Congress with strong interest in these priorities.

Develop reasonable funding targets with partner funders.

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Expected outcome: Message testing frameworks will be developed and implemented to effectively deliver communication messages to target audiences. This outcome needs more work.

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Expected outcome: A value proposition exist that Deans and Directors can use as the core support for capacity funding. Components of this expected outcome include:

- Developing a database of research based content that supports this expected outcome.
- Developing concise messages that clearly communicate the value proposition to target audiences.

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Expected outcome: Deans and Directors have strategies to use in developing productive partner relationships with respect to the priorities of the policy board. Components of this expected outcome include:

- Developing and strengthening ongoing relationships with key representatives of partner organizations.
- Developing and delivering consistent messaging that is driven by the foundation of policy board priorities and principles.