

**Agenda Brief:** Communications and Marketing Committee (CMC)

**Date:** March 7, 2016

**Presenter:** Richard Rhodes III/Daniel Rossi

**Background Information:**

1. Committee Membership:

<b>Voting Members:</b>	<b>First Name</b>	<b>Last Name</b>	<b>Region</b>	<b>Term</b>
Chair (ESS)	Richard	Rhodes III	Northeast	2014-2017
Incoming Chair (AHS)	Beverly	Durgan	North Central	2015-2018
Past Chair (CES)	Scott	Reed	West	2014-2016
AHS Representative	Nancy	Cox	South	2015-2017
CES Representative	Tony	Windham	South	2014-2016
ESS Representative	Daniel	Scholl	North Central	2014-2016
AHS Chair	Louis	Swanson	West	2015-2016
ECOP Chair	Michelle	Rodgers	Northeast	2015-2016
ESCOP Chair	Shirley	Hymon-Parker	1890	2015-2016
ACOP Representative	Cameron	Faustman	Northeast	2015-2017
ACE Representative	Faith	Peppers	South	2014-2016
CARET Representative	Connie	Pelton Kays	North Central	2014-2016
APLU CGA Representative	Dustin	Bryant	South	2015-2017
Nat'l Impacts Database Representative	Sarah	Lupis	West	2014-2016
<b>Non-Voting Members:</b>				
kglobal Liaison	Darren	Katz	N/A	N/A
Cornerstone Liaison	Hunt	Shipman	N/A	N/A
AHS ED/Admin. Rep	Ian	Maw	N/A	N/A
ECOP ED/Admin. Rep	Jane	Schuchardt	N/A	N/A
ESCOP ED/Admin. Rep	Daniel	Rossi	N/A	N/A

## 2. Meetings

- The Communications and Marketing Committee (CMC) met by conference call on January 28, 2016
- The CMC met on March 6, 2016 at the CARET/AHS meeting in Alexandria, VA.

## 3. Updates

- kglobal has released its fourth quarter report (<http://nera.rutgers.edu/cmc/kglobalOct2015Report3rdQ.pdf>). A separate Executive Summary (<http://nera.rutgers.edu/cmc/kglobalQ3ExecSummary.pdf>) is also available for those who just need a broader overview of activities.
- The CMC is focusing on implementing the 2016 Plan of Work (POW). Three working groups were appointed and led discussion at the March meeting on the following general areas of the POW:
  - Message Testing
  - Engaging Communicators
  - Communicating CMC ProgressA series of specific action steps are being developed for each of the strategies associated with these areas as presented in the POW.
- The CMC is also working on a proposal to develop a strategy for reaching out to potential Congressional candidates to explain the value of the LGU's. The proposal will serve a proof of concept for such an effort for future presidential candidates.

**Action Requested:** For information only.