

Roadmap Communications Plan

Status Update & Next Steps

February 2, 2026



Critical National Priority:
Addressing Societal Challenges
Through Increased Federal
Investment

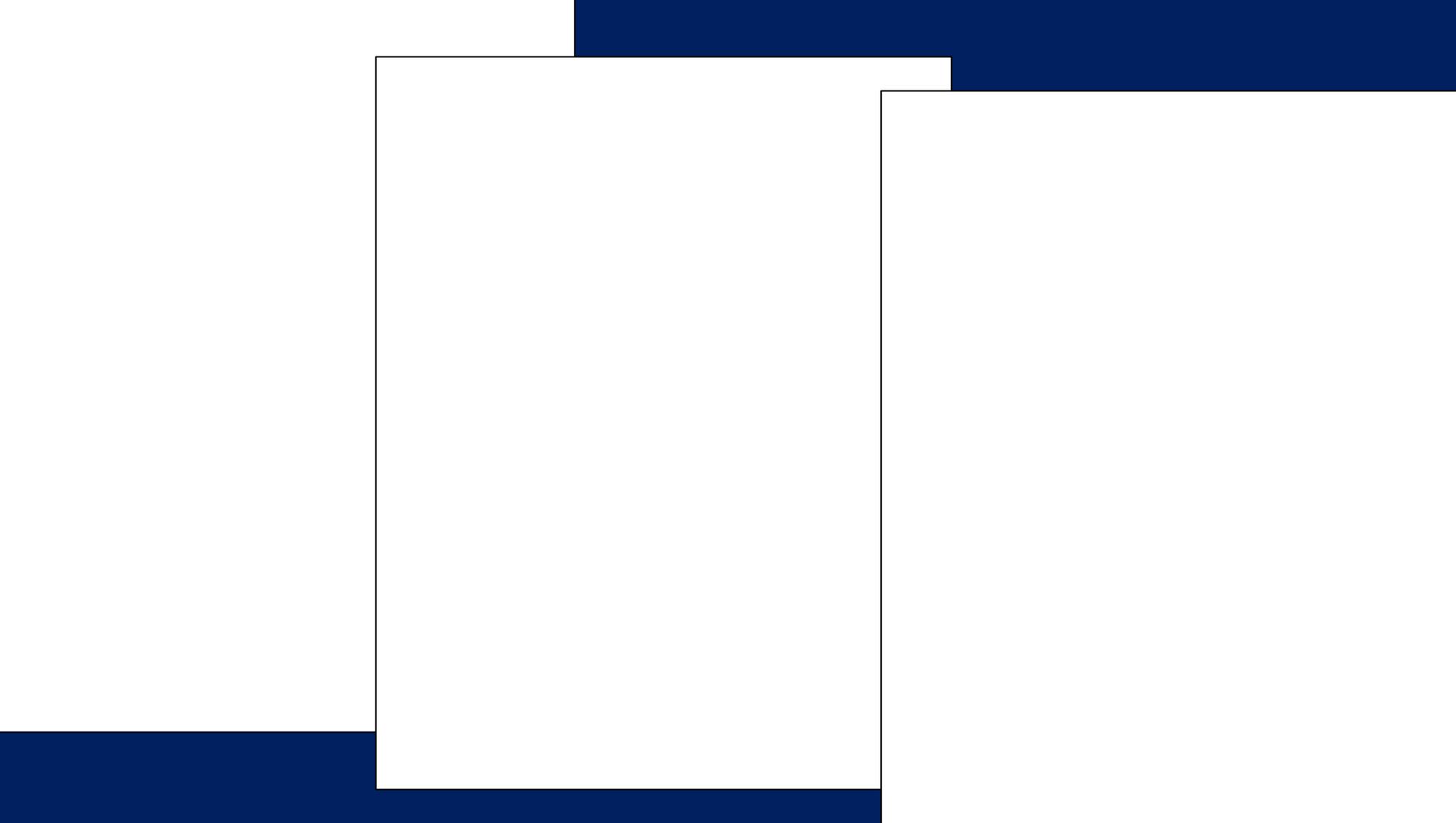
10-Year Roadmap

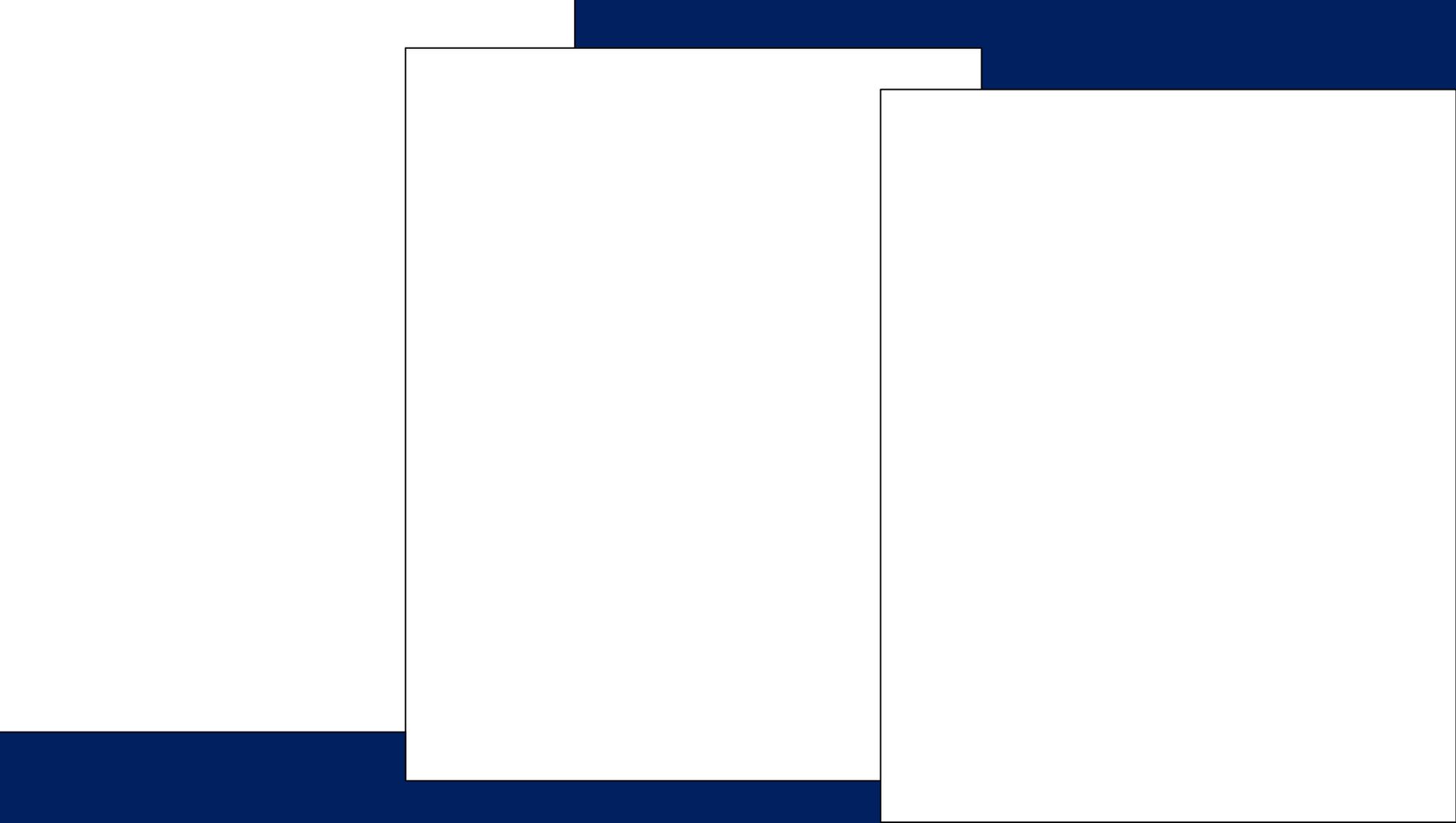
Foundational Focal Areas (Pillars)

Bold and Specific Outcome Goals

Risks of Inaction







Cutting Across LGU Missions

- Integrated LGU Roadmap – December 2024
- Governance Committee – April 2025
- Engaged Communications Consultant – July 2025



Stephanie Pearl:
spearl@adaptiverootsconsulting.com

Sarah Hubbart:
shubbart@adaptiverootsconsulting.com



The Goal

Develop a communications strategy for a long-term advocacy campaign that **results in increased federal investment in agricultural research, education, and Extension.**

The Approach

Track 1: Message Development

Track 2: Communications Strategy

Fall 2025 message refinements

Refining messaging, gathering input on:

1. Drafted a reframed “Call to Action” (vs. Roadmap) with a concise unifying message
2. Converted 6 “Roadmap pillars” into “societal benefits”

- Building Sustainable Food Systems
- Supporting More Resilient Lands and Communities
- Protecting America’s Water Supply
- Improving America’s Nutrition and Health
- Promoting Economic Development for Thriving Communities
- Promoting Positive Youth Development

How will these documents work together?

- “Call to Action” = core document, unifying message that everyone has in hand
- “Societal benefits” = pick and choose the ones relevant to your audience
- Success stories, other supporting materials = pick and choose the ones most relevant to your audience

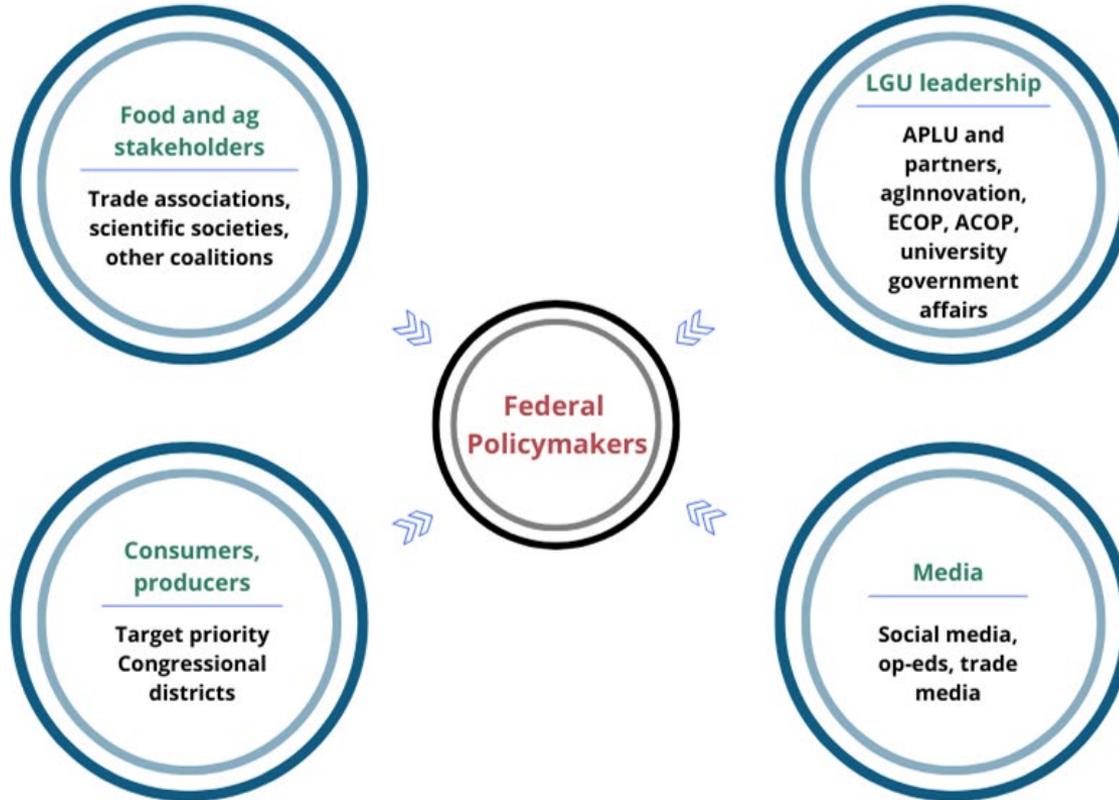
Still a work in progress!

- Strong commitment to keeping this initiative outcomes-based
- How bold?
 - Current draft places emphasis on immediate, tangible challenges
 - Feedback points toward “moonshot” future outcomes + keeping specific, quantifiable targets
- Refining highlighted land-grant solutions
- Considering key priorities to elevate in the Call to Action

Message Development: Next steps

- Cross-cutting teams to refine each of the 6 societal benefits documents strengthen each and develop a shared vision
- Message testing will inform additional refinements and will engage:
 - Additional members of the LGU community
 - Policymakers
 - Food and ag stakeholders

Target Audiences



Communications Plan Framework

Goal 1: Build shared, internal consensus around a unified, data-informed strategy that effectively supports expanded federal investment in agricultural research, education, and Extension.

- Strategy 1.1: Finalize the Call to Action and supporting materials.
- Strategy 1.2: Conduct message testing to refine materials.
- Strategy 1.3: Maintain internal engagement by sharing regular project updates and soliciting timely input.

Communications Plan Framework

Goal 2: Increase Congressional and stakeholder awareness and support for expanded federal investment in agricultural research, education, and Extension.

- Strategy 2.1: Demonstrate the local impact and national value of LGU research, education and Extension.
- Strategy 2.2: Equip advocates with cohesive, actionable messaging.
- Strategy 2.3: Engage trusted community voices to carry the message.

Communications Plan Framework

Goal 3: Engage agricultural stakeholders to build a unified call for expanded investment in agricultural research, education, and Extension.

- Strategy 3.1: Convene allied organizations to build support for the Call to Action.
- Strategy 3.2: Elevate research investment as a priority within stakeholder networks.
- Strategy 3.3: Build and formalize a coalition of aligned organizations.
- Strategy 3.4: Align communication calendars and outreach across coalition.

Communications Plan Framework

Goal 4: Elevate the Call to Action at the local, state, and regional levels.

- Strategy 4.1: Engage with targeted media in priority Congressional districts to highlight messages.
- Strategy 4.2: Build capacity for LGU leaders to engage with targeted stakeholders, advocates, and policymakers to highlight messages.

Next steps

- Draft an implementation plan for communications strategy
 - collaborate closely with APLU FANR Communications and Marketing Committee
- Determine where communications materials for these efforts will live
- Plan and initiate coalition-building
- Continue to provide progress updates to keep internal parties apprised (e.g., emails, talking points, slide decks, FAQ)