

Rangelands Partnership Expanded Executive Committee GotoMeeting Notes
June 11, 2015

Participants: Amber, Barb, Jeanne, John H., Kelly, Lovina, Matt, Rachel

Unable to Participate: Beth, Mark, Nicole

Others to Invite to Next Meet-up: Nancy Marshall, Laura Goodman – other suggestions?

Agreement to hold monthly check-ins/discussions/action planning every second Thursday

- **next GotoMeeting Check In will be held on July 9th, 1:00pm PDT**

DRAFT GotoMeeting Agenda Topics Outline with reports from meeting

- 1) Technical update and issues
 - a. Matt reported that due to redesigning Wrangle at the same time as the Global Rangelands suite of websites, the new date for the soft launch will be around mid-July with Wrangle being completed by August 31, 2015.
 - b. Lovina said Lauren Svejcar has been hired by Univ. of Idaho to work with Laurie Abbott on migrating content to the new Wrangle site. Lovina is particularly excited about the new Wrangle as she will be using it in a class in the Fall.
 - c. John suggested the California Range and Pasture database be a separate collection; he will send a new file for Amber to edit for uploading as there have been new additions to the database.
 - d. There was general agreement that searching from Rangelands West should only have materials from North America.
 - e. Amber has been cleaning up the GSSA research database files so they will be ready to upload with the relaunch.
- 2) Marketing campaign brainstorming
 - a. Everyone liked the meme idea and that it could be used as part of the relaunch marketing campaign (Amber to create a step by step guide for creating and submitting memes)
 - b. Need to create a press release
 - c. Need a one page handout
 - d. Need to plan a relaunch event at UA; use as model for others
 - e. Create marketing tools – posters, stickers (I “heart” rangelands”)
 - f. Have counties issue proclamations
 - g. Coordinate with College Communications departments
 - h. Announcements should be sent out to:
 - i. Ag teachers
 - ii. Student groups, i.e. Tierra Seca, Range Camp
 - iii. Vocational ag instructors (in CA)
 - iv. NRCS network
 - v. NGOs (science-based information)
 - vi. California Division of Ag Resources in Davis (Twitter)

- i. Feature introductory videos, tutorials etc. on social media outlets
 - j. Possibly translate into Spanish
 - k. Feature smart phone mobile versions
- 3) Social Media outlets
- 4) Content development
 - a. State sites
 - i. Need to send a reminder on the listerv that state website content needs to be entered into the Global Rangelands/Rangelands West database for it to be available through the search box.
 - b. International
- 5) Follow-up from Las Cruces meeting – Barb sent reports to E.C., but needs to send to Ann and Rachel
- 6) SRM 2016 annual meeting plans
 - a. International Year of Rangelands planning – in progress; presentation to SRM Board during July conference call
- 7) Communications and Newsletter
 - a. Barb has to move to a MailChimp platform if the ScoopIt Newsletter will be viewable from other than gmail email addresses; Lovina said she could help as she uses MailChimp.
 - b. California Coalition Newsletter comes out twice a month; John to send contact information for Karen so we can send information on Global Rangelands etc. that could be included in the Newsletter.
 - c. *John suggested an invitation to participate in the Rangelands Partnership should be sent to Leslie Roche who has been hired to replace Mel George. She received the SRM Young Scientist award.*
- 8) Webinars/Tutorials – Sheila is coordinating this as part of the final objectives for the NIFA eXtension optimization grant.
- 9) Videos/Multimedia – need update from Alan and Cody
- 10) Member website – Rachel will be helping Ann in developing the Member site; Jeanne will see about creating one Drop Box for all Rangelands Partnership materials
- 11) Proposal/project initiatives
 - a. WSARE opportunities
 - b. UC Davis proposal (2016) – Barb needs to follow-up with Emilio Laca; John is on the project development team for the proposal.
- 12) Expanding partnerships
 - a. International engagement
- 13) Wikipedia Editathon for agriculture
- 14) Summer meeting schedule
- 15) 2016 Annual Meeting planning