

October 2015 EC Conference Call Notes from Barb

Participants: Beth, Nicole, Mark, Lovina, Amber, Sheila, Jeanne, Barb, Kelly

NOTICE: Meetings will now start at 2:30pm on the 2nd Thursday of the month

- 1) Discussed options for a soft launch of new websites
 - a. Agreed to ask Partners to test it in parts. First part will be to test using the search function on the Global Rangelands home page
 - b. This will be a private link to development site that Google cannot see (tell members not to share it)
 - c. Is there some incentive that can be given to those who provide comments?
- 2) eXtension discussion (Beth provided overview of issues)
 - a. eXtension Rangelands has unpublished pages (eXtension has unlinked them due to either lack of use or issues with photo copyright; eXtension Rangelands is no longer listed on eXtension home page)
 - b. Amber and Kelly are working to match unpublished content and fact sheets to appropriate topics on Global Rangelands/Rangelands West
 - c. Amber is taking the Animal Health-related content and moving it to a new Highlighted Topic that AZ is developing
 - d. FAQs are gone
 - e. URLs for eXtension Rangelands content are changing; need to be changed in the GR/RW database
 - f. Need to make/revise metadata records for eXtension Rangelands resources
 - g. Need to make references live links where possible (maybe assign to student workers?)
 - h. [something about contacting authors to boil down fact sheets???)
- 3) WERA Proposal is due by January 15th – 3rd proposal; 2nd renewal (Beth is taking lead)
- 4) Hawaii meeting – Mark is working on sorting out the venue. There is now a satellite campus in Kona area that will make it easier and less expensive to hold the meeting. Save the Date article was put in Newsletter (sent out on 10-26-15 – should also post as a listserv message)
 - a. Lovina will be EC contact for Mark and will provide assistance with up-front funding that may be needed
- 5) Lovina and Rachel have been reorganizing DropBox folders to help organize resources for Member Site development
 - a. Jeanne to check on student dropbox
- 6) Outreach, Communications, and Website Committee and Rangelands Partnership will co-host a Sunday afternoon session/meeting at the Corpus Christi SRM annual meeting
 - a. A conference call will be held on November 9th to start planning agenda
 - i. Relaunch of GR/RW
 - ii. Mark to invite everyone to Hawaii meeting (March 2016)

7) TOPICS FOR DISCUSSION WITH EC (Request from AZ Rangelands Team)

- a. Feedback on sustainability survey so it can be turned over to John Harper
- b. 3rd WERA proposal update
- c. Assistance with marketing strategy (see previous outlines below)
- d. Direction for next round of content development
 - i. Teaching Clearinghouse status and plans
 - ii. Fun facts for Global Rangelands home page (Did you know??? And include some info on what is available on websites; all the new videos)
- e. Review and assistance with social media goals
 - i. Question about ScoopIt
- f. Member site contributions
 - i. Request everyone help populate
 - ii. Need to add instructions for adding DLIOs and Harvesting (guide and PPT)
 - iii. Social media plan and reports etc.

MARKETING SUGGESTIONS

Notes from EC+ July Meeting – Suggest need to breakdown into a Guide with more details and assign responsibilities and target deadlines

- 1) Planning and assignments for relaunch marketing campaign – should we create teams to prepare different parts of a guide for all the partners to use? - Everyone
 - a. Ads – SRM, GSSA, CA Coalition
 - b. Press releases
 - c. Handouts (who to fund?)
 - d. Guide for county proclamation requests
 - e. Contacting key groups
 - f. Local launch events
 - g. Swag?

Abbreviated Notes from Annual Meeting – not really focused on relaunch, but included here just in case

- 1) Marketing and Public Relations
 - a. Start shared Instagram account – update it
 - b. Linked In group – join the group; someone posts and then there is a discussion
 - c. Everyone needs to use social media
 - d. Share and like things to raise visibility
 - e. How to raise awareness strategies
 - i. Rotating ...in AZ we really like grass...
 - ii. We are rangelands...something unique about state (humor – range nerd)
 - iii. Hash tag consistent across all – 8-12 characters – integrate so we all on same conversation (SRM – respect on the range);

- f. International Year of Rangelands
 - i. Concerted effort among all the partners
 - 1. K-12
 - 2. County fairs
 - 3. Classroom
 - 4. Cody's inspirational video
 - 5. John Harper connection with movie theaters
 - 6. Will need marketing teams