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   a. eXtension Rangelands has unpublished pages (eXtension has unlinked them due to either lack of use or issues with photo copyright; eXtension Rangelands is no longer listed on eXtension home page)
   b. Amber and Kelly are working to match unpublished content and fact sheets to appropriate topics on Global Rangelands/Rangelands West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