Executive Committee Plus Others Meeting Notes - September 10, 2015

Attendees: Nicole, Rachel, Ann, John H., Amber, Sarah, Jeanne, Matt, Barb

John Harper announced there is a new Extension Range Specialist who replaced Mel (Dr. Leslie Roach). Given the need to bring in the next generation to replace retirees, John would like to have Leslie invited to officially join the CA Rangelands Partnership team. John and Mel will to brief her and ask her to consider becoming involved. They will also ask her to join monthly meetings of the EC+. She has technical skills and would be capable to take over CA Rangelands page. Also, Elise Gornish, Range Restoration Ecologist might be another good recruit. She has a proposal into CA to put together a page on CA range restoration. This would be a good fit with RW, especially for new topics pages.

Issue for discussion at some point: If some states have multiple outreach rangeland management sites, it might be more time and resource efficient to focus efforts on only one and have it serve as RW member site.

- Report on eXtension Rangelands issues (on behalf of Beth) – AZ team was told this past week that the content on eXtension Rangelands needs to be moved to RW before the eXtension Rangelands site is taken down at the end of September. Matt suggested we need to do an inventory of content on the site (FAQs, Fact Sheets by topic with links, images etc.). Then consider: What would fit where? If the content on eXtension Rangelands is a web page, it may be difficult to scrape content. May have to go to original authors. Need to know how text was uploaded. (Ask John, Beth, Rachel). John H. suggested we could go to site and download pages as pdfs as a stop gap. Also, need to look at DLIOs that point to eXt Rangelands and grab content to save as pdf and attach to GR DLIO. Another option is to load Adobe Acrobat as it will create a better pdf – select just text when moving to RW if problems with image copyrights. In Drupal, can the site be saved offline so we could work with it later to buy some time. In cursory look at eXtension Rangelands site:
  o Looks like some pages have attribution including some images that have Creative Commons designation
  o Question: are there any other special content/services from eXtension for states that are members? A directory of people?
  o Ask John T. if we should talk to Jim D. about this before all changes are made and site goes down. What might be unforeseen consequences?

Matt update: (a) Wrangle – content moved over from old site; just received updated GIS layers and will now be plugged into site; AZ part almost done. (b) then GR/RW will be on front burner and should be able to do soft launch at end of September.
Alyson MacDonald (from phone call with Barb)– requests marketing/PR material for relaunch that can also be used to help her introduce GR/RW to new administrators. She is working to get support for maintaining/updating the Texas Rangelands website.

Jeanne mentioned there are many materials in RW Drop Box including Press Release from 2013; also we have the glossy brochure to use as we prepare material (will need to be updated and reprinted with new site screen shots); should review input from annual meeting and need a plan for social media too.

Sustainability Survey – to go out soon after relaunch; will have different sections to focus on various aspects of the organization, engagement, funding options etc. Nicole, Amber and Barb held a conference call to discuss. Barb to start a draft along with Nicole and Amber that will be sent to EC+ for comment and suggestions.

Also, need to have firm accounting of the WY RW fund. SWAG: Do we want to use some of the funds for handouts at conferences and annual meeting; some to be offered for sale. John H suggested “range nerds” t-shirts? Jeanne suggested aprons for BBQs; shower timer, or prop for back of cell phone, tire pressure gauges; Sarah suggested beer koozies; cut out decals to put on water bottles, cheap pocket knives; Nicole suggested pens. Decided to ask John T. what worked best for his department.

Nicole reported on the results of the Annual Meeting Poll so far. About 11 responses so far with March dates having the highest interest.

Budget for annual meeting - (need update from Lovina)

Member site questions – should it be the place for all past RP information? Meeting minutes? Maybe create an archive? May not need to keep monthly minutes on Member site, may be other options. (Lovina suggested that the Member site should not become a dumping place). Barb mentioned that in past, the member site only had the minutes from the annual meeting along with photos and presentations; also organizational documents. Jeanne noted the logos were available and other marketing material. Need input from others to make decision. AZ Team with have conference call with Ann and Rachel

Options for a Task Manager: Redbooth can be used/linked to other management tools like dropbox. Google Keep not so good for assigning tasks.

Next conference call GOtoMeeting meeting – October 8th, 1:00pm MST

Suggestion for Next Agenda: Marketing Plan for Relaunch (Internal and External); see notes from earlier discussion below

FROM AUGUST GOTO MEETING: Lovina and Jeremy have created the first metadata list from an institutional repository – hurrah! (Jeanne to follow-up on where to incorporate into current collections; suggestion is to put IR content into Rangelands West collection but make sure there are appropriate tags to identify the state content when searching database)
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