

Communication committee meeting notes UC Davis August 9 2017

Name	Affiliation	Email
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Jane Dever	TAMU	Jdever@ag.tamu.edu
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Brian Gardunia	Monsanto	Brian.w.gardunia@monsanto.com
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Wayne Smith	TAMU	cwsmith@tamu.edu

Introductions of 2016-2017 Communications Committee officers. Recognition of past Communications Committee chair, Jane Dever, and passing of chair position to Emily Combs. Call for nominations for secretary. Jodi Sheffler nominated for secretary position. No other nominations. Emily Combs calls for a vote and nomination passes unopposed.

Current 2017-2018 Communication Committee Officers:

Chair – Emily Combs

Vice-Chair – Virginia Sykes

Secretary – Jodi Sheffler

Graduate Student Liason – Ammani Kyanam

- Review of mission statement and 2016-2017 accomplishments
 - o Prepared and delivered quarterly newsletters
 - o Included “plant breeding success story” and “graduate student/recent grad/post-doc spotlight”
 - These were received very favorably by members
 - o Informed membership of committee activities as requested

- Overview and discussion of 2017-2018 goals
 - o Prepare quarterly newsletters focusing on NAPB activities, 2017 meeting summary and awards winners, plant breeding and graduate student success stories, funding and workshop opportunities, and 2018 meeting information
 - Newsletter preparation responsibility for 2017-2018
 - Fall 2017 (Oct.)--Emily Combs
 - Winter 2017 (Jan.)—Jodi Sheffler
 - Spring 2018 (Apr.) – Virginia Sykes
 - Summer 2018 (July)—Grad student liason
 - o Distribute press releases focusing on the past meeting, awards winners, and upcoming meetings
 - Jane Dever: need to be diligent with identifying wording that may be perceived as offensive prior to sending out to membership

- Jane Dever: Would be good if we could get Communication Committee chair's identifying information removed from emails that go out to entire membership on behalf of NAPB
 - Work with the executive committee on communication issues which effect NAPB
 - Still problems with some members not receiving the newsletter
 - Issue may be with Access, which is the service that maintains membership lists and sends emails. (Issue seems to be affecting multiple committees and may need to be addressed by Executive committee with input from all committees)
 - Monitor social media pages regularly
 - Additional Discussion
 - How can we involve more breeders from industry?
 - Identify an NAPB advocate in each company to encourage membership to other breeders within that organization?
 - Jane Dever: Can communications committee identify and assign this task to a specific person?
 - Emily Combs: Membership committee may be working on this already. Contact for more info.
 - How do we communicate information to non-NAPB members? Webinars would be relevant to many non-members and might encourage membership in NAPB.
 - Brian Gardunia: Can we post to yammer? Emails may be screened by company servers.
 - Emily Combs: How can we communicate NAPB information without cluttering people's inboxes?
 - Communicating Science Workshop
 - Critical need for scientists, particularly in communicating science effectively to the general public
 - Propose to executive committee that we want to put on a workshop on how to effectively communicate science
 - Potential speaker – Janice Parsons
 - Could also be a good webinar or webinar series
 - Soliciting info for communications committee
 - Jane Dever: This year, it would be good to try to solicit info from all people who sign into communications committee meeting, rather than limiting to only committee members
 - Email Emily Combs (Emily.combs@pioneer.com) with any additional ideas