

September 14, 2017  
DAFVM Senate

Members present at meeting:

Jason Barrett, Ryan Butler, Marina Denny, Matt Griffin, Skip Jack, Caleb Lemley, Jiaxu Li, John Long, Bisoondat Macoon, Jay McCurdy, Florencia Meyer, Stephen Meyers, Wes Neal, Brittney Oliver, Donna Peterson, Raja Reddy, Eric Stafne, Amanda Stone, Jason Street, Lurleen Walters, Kelley Wamsley

Excused:

Tom Allen, Simone Hinz, Anna Linhoss, Mariah Morgan, Scott Samson, Kelly Wamsley, John Willis, Lifang Yan

Absent:

David Christiansen, Chuo Li, Bindu Nanduri, Julie Parker, Keun Seo, Kurt Showmaker

- Meet convened at 1:30 p.m.- Jason Barrett, President
- Minutes moved Raja Reddy  
2<sup>nd</sup> Skip Jack
- Standing Report

Dr. Hopper-

- Gave a report of members of the P&T committees for the various divisions
- enrollment & Ag Life Forestry
- -Successful election of P&T Committee
- 27 people have submitted for P&T

Dr. Bohach

- Kudos to DAFVM Senate for your role in making it happen
- BUDGET- Legislature FY 2017
- Fill vacant positions
- Possible 3% faculty pay raise

Dr. Moore

- Mississippi Bicentennial
- September 22, Ag Unites
- Exhibit in Old Main Gallery with Artifacts ex. Dairy Artifacts, several, (don't worry about PETA)

Dr. Denny Report from Holland

- Always meet post DAFVM therefore report will always be from previous month
- Discussion of Federal changes to Title 9
- New policies for grad students that do not meet library deadline for graduation
  - 0 credit hour course for \$100
  - allow grad to select non-faculty member to committee
  - still voting members
- Faculty senate will have representation at P&T workshops

Dr. Jackson

- to lead P&T document/guidelines for Extension
- Provide explanation of steps
- Better articulate the tie to faculty Extension teaching appointment
- Supplement new Charters

A brief recess was taken in order to pose for the DAFVM Senate Picture taken by Kevin Hudson

Dr. Barrett stated the emphasis on the importance of communication and that each of the special guests would explain what they do in order to promote better communication and promotion in their areas.

Special Guests

-Katie Timmerman- CVM Communications Director

Career- 5 ½ years Vet 3

Dean Academics & Outreach

- How CVM promotes
  - Print media-Pegasus Press Magazine- big Alumni outreach
  - An attractive representation
  - Brochures- balance funds- outreach & activities keep it
  - Point to electronic sources
  - VET ASPIRE, VET CAMP (examples)
  - Specialty care mailers
  - New staff postcard
  - Targeted mailings to alumni
  - Try to keep print & electronic balanced
  - Layer communication approaches
  - Electronic & social media
  - Website up to date with the latest
  - Who working where
  - Vet school blog- how to bring print & electronic visions together
  - Cross referencing
  - Social Media- huge part of communication
  - Facebook (7,000), Twitter (2,000), Instagram, LinkedIn
  - Wise Center Wednesdays- Broad Overview of wise center

Elizabeth North

- Fully intension to serve all in Division marketing brand graphic design, etc.
- Extend knowledge
- Wide spectrum
- Goals
- Better customer service
- Consultation
- Stronger support
- Extension Program Planning
- Materials

- Promote impact
- Set P.P.
- Priorities
- Focus on content- moves across media
- Improve Work Flow
- Customer Service Rep
- Developing 1 intake form
  
- Base camp being used
- Extension Matters- tell the story
- Landmarks Magazine
- Farmweek- reach new audience
- AHRnc

Karen Brasher

AG & Resources

- Service 2/3 of DIV 1 written
- Thank you for sharing your services
- Manage 40 websites
- Branding for Recruitment
- Room for Growth
- Lots of Opportunity for Expansion
- A little video work
- FWRC- Research for MDWF State Forestry
- Social Media with Forestry
- MAFES- rolled into CALS
- Research initiatives tell story
- MAFES Discovers
- Print online
- Good Impact
- Archive of all on website
- MAFES Sales store- recently rebranded make connection MAFES
- Where the ingredients come from
- Variety trials- unbiased
- Florist & Boost sales
- HAIL State Tailgate
- Bulldog Forest
- Ag Communications; Office of Public Affairs
- Influence
- Renew 4,000
- Let us know what's Happening

Checky Herrington-Public Affairs

- Reputation-Tell our story
- Fowl Groups & Research
- Branding

- Generate energy to increase enrollment
- Employee communication

#### Chair Report

- EAC Update
- Requesting funding to that of the FY 2017 budget
- Evaluation instrument for Extension Associates
- Have a calendar for Programmatic efforts (united)
- Program planning 190

#### Senator Updates

##### Committee

-1 needed replacement for vacant role

##### New Business

A reminder that the role of the senate is to be the voice of the faculty

December function/meeting- Thurs afternoon / Dec 7<sup>th</sup> 3:30 p.m.

Next meeting is October 12 at 1:30 p.m.

Motion was made to adjourn and seconded by Skip Jack

The meeting of the DAFM Senate adjourned at 2:57 p.m.

Respectfully submitted

John L. Long

DAFVM Senate Committee Member

4-H Youth Development