Education and Outreach Working Group Meeting
Group Purpose Discussion
May 5-6, 2015
Dallas, TX

Group Purpose Discussion

- What can we accomplish as a group?
- How can we help each other?
- Impacts and return on investments
- Gather information
- To help people by producing clean plants
- Ensure uniformity and consistency in messaging
- Cross pollinate ideas
- Network across commodities
- Ensure consistent messaging
- Maintain program (NCPN) credibility
- Set goals for education and outreach for the different Tier 2 groups
- Collaborate to share information and create uniformity among group members
- Identify common opportunities and challenges to ensure marketing is being done effectively and efficiently (What are our common interests? Common audiences?)
- Set quality control standards for E/O materials or products produced on behalf of NCPN
- Beg, borrow and steal marketing and graphics materials etc. (reconfirm as a group this is okay)
- Maintain a shared image library (collaborative tools)
- Inform each other of resources available
- Identify shared resources
- Develop, maintain and implement national communications plan
- Manage the repository of developed products (archive)
- Educate governing board on the need for products/ raise issues
- Organize information
- Project the image of sustainability