Education and Outreach Working Group Meeting
Key Points/Accomplishments Discussion
May 5-6, 2015
Dallas, TX

Questions Posed

- What is working well?
- What needs to be improved?
- Are the brochures good?
- Are the current products appropriate?
- Are there new products/methods that could be explored for communicating our message?
- Is the website meeting our needs?
- Are we measuring impact of the materials? If not, should we?
- Is our branding message consistent?

Key Points from Discussions

- Recognize differences in outreach needs by commodity (different audiences for each)
- Develop metrics to measure education and outreach
- Identify what the measures are?
- Use Erich’s ppt to message (tailor and simply as needed)
- What is overarching branding message?
- Enhance reputation for producers (How to do this)
- Collect antidotes of disasters
- Role of social media
- Fact sheets/webinars working well
- More consistency in text
- Website metrics needed – how long? How many pages distributed?
- Fact sheets on NGS including sequencing. Clean up flow charts
- Each crop has a trifold, website and 2-3 fact sheets.
- Define champions/coordinators who will push to get things done
- E-newsletter with hyperlinks
- Each center and program should have their own brochures/documents?
- Pathogen lists – state what the threats are. How to push info out.
- Update brochure (National)
- Peer reviews needed
- POP brochure – more uniformity
- Face to face with producers very important and more effective than brochures
- More cooperation with extension (NCPN core)
- Very careful and sensitive to difference across commodities (Regulatory etc.) Very complicated and complex
- NGS technologies – what can be done? Help facilitate that process?
- Get the new brand – permanent, cleaner and a more modern look
• Translate existing and develop economic studies for targeted consumer/producer audiences
• Budget level should be determined by money needs to fulfill education/outreach mission
• How to measure:
  o Impact of Education/Outreach
  o Impact of NCPN
    ▪ For producers
    ▪ Nurseries
    ▪ Consumers
• What are the metrics to measure impacts
• Enhance the reputation of producers by participating in NCPN programs and certification of plants