**Survey Questions to Help Focus the Workshop and Refine the Purpose, Clarify Expectations, and Define Critical Issues:**

<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Response</th>
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<tr>
<td><strong>1.</strong> How important is the Education/Outreach function to the Network? <strong>Using a 5-point scale:</strong> very important, important, neutral/no opinion, not important, this activity should be dropped or reduced &gt;&gt;&gt; briefly explain your answer.</td>
<td>Very important. We need to continually have our stakeholders (mostly nurseries) let policy makers know that the functions of clean plant centers are important to them and economically beneficial to them individually, as an industry and to their growers. The clean plant centers are often at the edge of survival when this is ignored.</td>
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| **2.** What are the top three (3) Education/Outreach pressing issues or priorities that you will want to discuss at the meeting? | 1. Consistency of our message  
  2. Accuracy of the information we provide.  
  3. Clarity of communication. |
| **3.** What items or topics should be added or removed from the proposed Agenda (see attached draft)? Are there any special speakers or participants that you’d like to see at the meeting? | Add an agenda item to review and update our communications plan.  
Possibly remove the agenda item IT needs of NCPN – it is not an appropriate place to discuss the needs except regarding the delivery of output. |
<p>| <strong>4.</strong> What do you want to see as an outcome (or outcomes) of the meeting? | A list of outreach materials that each network should aim to produce and make available to all. Outreach materials should look professional, with good graphics and good quality photos, be clear and easy to understand for the layperson. |
| <strong>5.</strong> What do you hope to accomplish or learn during the meeting? | What kinds of materials are most useful for congressional education and grower education. What the priorities for outreach at each network and what would like to do, and has time for. Has anyone received feedback on our current materials. Are they useful and understandable? Should we conduct a user survey on the effectiveness of the current materials? |
| <strong>6.</strong> Should NCPN Education/Outreach be coordinated at the Tier 1 level; should the initiative have its own dedicated leadership; is it a decentralized function supported by the E/O members; or some permutation thereof? | Decentralized regarding content, with some guidelines and assistance for design to achieve a unified look for NCPN. Tier 2s need the authorization and budget to develop new outreach materials. |</p>
<table>
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<tr>
<th>7.</th>
<th>Can this Education/Outreach function be addressed on an ad hoc / as needed basis only instead of by a working group; possibly using committees to address specific Education/Outreach tasks?</th>
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<tbody>
<tr>
<td></td>
<td>Emphatically yes. An ad hoc group to periodically discuss new materials or review current materials as needed would be an efficient use of time and allow for others who may not be on a formal committee to engage as appropriate without a large commitment.</td>
</tr>
</tbody>
</table>
**Monday, May 4, 2015**

Travel to Dallas as necessary

**Tuesday, May 5, 2015**

8:00 am - 8:30 am Welcome
- Brief NCPN ‘General’ Program Update

8:30 am – 8:45 am Meeting logistics and Introductions
- Technicalities (reimbursements, agenda, etc.)
- Brief Introduction of the Participants
- Goals of meeting – TBD (Moderator)

8:45 am – 9:30 am NCPN E/O Working Group Accomplishments 2010-2014 – Review and Analysis
- National Materials
  - Bi-folds and Info Sheets
  - Fact Sheets
  - Talking Points
- Specialty Crop Materials
  - Info Sheets
- Center Specific Materials
  - Info Sheets
- Disease Specific Materials
  - Info Sheets
- Websites
  - National
  - Crop and Center Specific
  - ‘Collaborative Tools’
- Communications Plans
  - National
  - Crop Specific
- Other Materials
  - Displays, Tablecloths, PowerPoints
- Calendars
  - Inclusion and Update

9:30 am – 10:00 am Anticipated Directions for This Meeting and Anticipated Outcomes from this Meeting
- Based on above; what do you hope that we’ll accomplish with this meeting?
  - Discussion

10:00 am – 10:30 am Economic Studies and NCPN – Role and Linkages to the NCPN E/O Working Group
- Invited Speaker --- TBD

10:30 am – 10:45 am Coffee Break

10:45 am – 12:00 noon Core Issues --- the Future
- NCPN Message >>> What and to Whom
- NCPN E/O Products>>> What and How
- NCPN E/O Products Delivery >>> Who and How
  - Communications Plan
- NCPN E/O Leadership, Processes, and Team
  - Purpose
  - Coordination and Leadership
  - Structure
  - Membership
  - Financing
- CRITICAL DISCUSSION >>> NCPN ‘IT’ Needs and the role of the NCPN E/O Working group
- Role of External groups in the NCPN E/O Process (e.g. the NPDN’s)
- Other ‘Core’ Issues
12:00 noon – 1:00 pm  LUNCH
1:00 pm – 1:30 pm  Collaborative Tools
•  Review of Tools and Discussion
1:00 pm – 2:00 pm  NCPN Message
•  Discussion – Action Items
2:00 pm – 3:30 pm  NCPN E/O Products
•  Discussion – Action Items
3:30 pm – 3:45 pm  Coffee Break
3:45 pm – 5:00 pm  NCPN E/O Products Delivery
•  The NCPN Communications Plan --- Review and Update
•  Discussion – Action Items
5:00 pm  Break for Day --- Dinner

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Wednesday, May 6, 2015

8:30 am -9:00 am Recap of Yesterday's Activities
•  Are we on the right track?
•  Thoughts and Discussion
9:00 am – 10:30 am  NCPN E/O Leadership, Processes, and Team
•  Purpose
•  Coordination and Leadership
  o  Internal Talent vs External Grant --- Comments
•  Structure
•  Membership
  o  Reinvigoration of the NCPN E/O Membership List
  o  Invitation to New Members (e.g. States, others???)
•  Financing
  o  NCPN E/O Request for Applications – Cooperative Agreement Funding
  o  Team Financing
•  Discussion – Action Items
10:30 am – 11:30 am  Other ‘Core Issues’ and Related Business
•  Discussion – Action Items
11:30 am – 12:00 noon  Conclusion
•  Discussion – Action Items
12:00 noon  Adjourn
•  Travel Home