



NCPN Education and Outreach Teleconference Call MINUTES

Friday, December 2, 2016
3pm EST, noon PST

Meeting called to order at 3:00pm EST.

Participants: Sue Sim, Erich Rudyj, David Prokrym, Dianne Coats, Chris Clark, Debbie Woodbury, Brian Tennis, Ionnis Tzanetakis, C. Scott Stoddard, Vicky Scharlau, Zvezdana Pesic-Van Esbroeck, Karen Kniep Blanton, Naidu Rayapati, Rhonda Smith, Brent Pemberton, Tim Martinson,

The meeting was called to order by Sue Sim, co-chair of the NCPN Education & Outreach Committee. Co-chair Debbie Woodbury recorded minutes.

Review and approval of minutes from last meeting: Ionnis Tzanetakis made a motion to approve the minutes, Dianne Coats seconded. Motion passed.

NCPN Brochure: Sue reported that the updated National tri-fold brochure has been printed and will be shipped to requesters in the coming weeks. If you have not yet placed your request, please let Sue know how many copies you would like and provide the delivery address.

NCPN-FT and NCPN-Hops Brochures: Debbie reported that these two crop network tri-fold brochures are in work, and will be circulated to the associated Tier 2 groups and center personnel for review and comment.

NCPN Newsletter: Debbie proposed that a second edition of the *Network News*, the new NCPN electronic newsletter, be published in February 2017. A discussion followed regarding the target audience and primary objectives of the newsletter, and it was acknowledged that the vision and purpose is still evolving. Erich Rudyj expressed support in pushing forward on this exploration, and suggested resources are available to continue the discussion, perhaps in a face-to-face meeting.

Some suggestions for future editions were offered by the committee, including:

- People focus: key participants in the clean-up process and what they do.
- Process focus: how to achieve clean plants—from funding to product delivery.
- Resources focus: feature the Webinars produced by Cornell.
- Payoff focus: how clean plants tie into certification programs.
- Funding focus: Farm Bill support, industry support.
- Targeted approach: for example, dedicate an entire issue to topic such as certified grapevine nurseries in California.
- Five W series: What, Why, Who, When, and Where (???)

At the time of this meeting, there were approximately 100 subscribers and committee members were encouraged to subscribe through the link on the NCPN website. It was suggested that readership could

also be expanded through targeted communication with stakeholder groups. Once suggestion was to analyze the content of each issue and send emails to the groups, alerting them to specific articles of potential interest. Yonnis suggested Twitter may be a more contemporary approach for electronic communication. Additional social media options may be explored if time and interest support such expansion of the committee's activities.

It was also requested that a PDF of each issue be created and made available for download from the NCPN website. Debbie will pursue this action item.

For the Winter 2017 edition, the following plans were established:

1. Members of the E&O committee should identify a person they would like to see featured, with a target of one person per crop.
2. Erich Rudyj and David Prokrym will propose content for the Coordinators Corner feature.
3. These suggestions should be provided to Debbie and Sue by December 12, 2016.
4. Draft articles, or links to existing content, should be provided to Debbie and Sue by January 10, 2017.
5. Target publication date is February 14, 2017.

NCPN Updates: Erich Rudyj reported that 22 proposals had been submitted for 2017 funding. The spending plans submitted by the NCPN Governing Board have been accepted and funding decisions are expected to be announced within the coming month.

Next NCPN E&O: target date for the next teleconference is late January or early February 2017.

Meeting adjourned at 4:23pm EST, 1:23pm PST.