

2017 Northeast Joint Summer Session

The Greenbrier, White Sulfur Springs, WV
June 12-14, 2017

Agenda: May 31, 2017

“Social Media, Messaging, and Communications in the Digital Age: What’s the Story?”

Expected Outcomes:

- Improve how we communicate within and between our institutions and organizations.
- Learn from one another. (What’s our story and how do we tell it?)
- Increase visibility for issues of importance to the region.
- Strategically manage communications.
- Provide CARET with specific messages to share about the work of Northeast Extension and Research.

Agenda:

Date	Location	Event
June 12 Monday:		
12:00 pm – 5:30 pm	Upper Lobby Alcove	<i>Registration</i>
1:30 pm – 3:30 pm	Trellis	<i>Optional Tour: The Bunker – Tour departs from the Trellis</i>
5:30 pm – 8:00 pm	Crystal Room	<i>Reception, Dinner and Welcome Remarks by WVU Deans:</i> Dan Robison , Dean, Davis College of Agriculture, Natural Resources and Design and Director, West Virginia Agricultural Experiment Station Steve Bonnano , Dean and Director, West Virginia University Extension Service
June 13, Tuesday		
7:00 am	Taft Foyer	<i>Registration</i>
7:00 am – 9:00 am	Cameo Ballroom	<i>Breakfast</i>

8:00 am – 8:05 am	Taft Room	<i>Welcome:</i> Rick Rhodes , Executive Director, NERA
8:05 am – 8:15 am	Taft Room	<i>Introduction:</i> The Digital Age has reshaped the strategic use and management of communications. This session will explore message identification, messaging strategies and effective communications as a means to promote institutional, organizational, and regional awareness. Moderators: Mark Rieger , Chair, NERA Mike O’Neill , Chair, NEED
8:15 am – 9:00 am	Taft Room	<i>What is the story? Important agricultural messages in the digital age</i> Julia Weede , Executive Vice President, Education Sector Leader, Edelman
9:00 am – 9:45 am	Taft Room	<i>Telling the agriculture story: two perspectives</i> Faith Peppers , Director of Public Affairs, University of Georgia Jenny Nuber , Partner, kglobal
9:45 am – 10:15 am	Taft Room	<i>Panel discussion/Q & A</i> Julia Weede, Faith Peppers, and Jenny Nuber
10:15 am – 10:30 am		<i>Break</i>
10:30 am – 12:00 pm	Taft Room	<i>Communicating in the digital age: strategies for improving effectiveness</i> Jenny Nuber and Faith Peppers.
12:00 pm – 1:00 pm	Taft Room	<i>WVU: Who are we and what are we doing?</i> Dan Robison, Steve Bonnano and Melissa Olfert
1:00 pm – 2:00 pm	Cameo Ballroom	<i>Lunch Buffet</i> 2017 Experiment Station Section Award for Excellence in Leadership 2017 Northeast Award for Excellence in Multistate Research 2017 Northeast Directors’ Award of Excellence in Extension
2:00 pm – 2:45 pm	Taft Room	<i>Advocacy and the Northeast: How do we help ourselves?</i> Vernie Hubert , Senior Consultant, Cornerstone Government Affairs
2:45 pm – 3:45 pm	Taft Room	<i>What is a brand and why is it important in the modern digital age?</i> Samara Sit , Assistant Dean for Marketing and Communications, Cornell University

3:45 pm – 4:00 pm		<i>Break</i>
4:00 pm – 4:45 pm	Taft Room	<i>Truth or consequences: Fake news and filter bubbles in a post-truth world</i> Maryanne Reed , Dean, Reed School of Media, West Virginia University
4:45 pm – 5:00 pm	Taft Room	<i>The last word: summary for the day</i>
5:00 pm		<i>Adjourn</i>
6:00 pm – 7:00 pm	Golf Club Front Porch	<i>Reception</i>
6:00 pm – 9:00 pm	Champions Room	<i>Dinner</i>

June 14, 2017 Wednesday		
7:00 am – 9:00 am	Cameo Ballroom	<i>Breakfast</i>
8:00 am – 8:45 am	Taft Room	<i>Joint NEED/NERA Meeting</i>
8:45 am – 10:00 am	WV Room Fillmore/ Van Buren Taft Room Hayes	<i>Section Meetings</i> • AHS/Deans • CARET • NEED • NERA
10:00 am – 10:15 am		<i>Break</i>
10:15 am – 12:00 pm	All Rooms	<i>Section Meetings Continue</i>
10:15 am – 11:15 am	Taft Room	<i>Joint NEED/CARET Meeting: Extension environmental scan</i>
11:15 am – 12:15 pm	Fillmore/ Van Buren Room	<i>Joint NERA/CARET Meeting: Research environmental scan</i>
12:15 pm – 12:45 pm	Cameo Ballroom	<i>Lunch Buffet</i>
12:45 pm – 4:00 pm	All Rooms	<i>Section Meetings Continue</i>
4:00 pm		<i>Adjourn</i>