Meeting called to order at 1:00pm Eastern.

Participants: Sue Sim, Debbie Woodbury, Kristen Farrar, David Prokrym, Erich Rudyj, Fatima Osman, Irene Lavagi, Pamela Hornby, Tanner Hunt, Ofemi Alabi, Kevin Schooley, Dianne Coats, Vicky Scharlau, Bob Martin, Rhonda Smith, Tim Martinson, Brent Pemberton, Tara Smith.

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

Review and approval of minutes from last meeting: Kevin Schooley moved to approve the minutes from May 6, 2019, Dianne Coats seconded, and the motion was approved unanimously.

NCPN Updates
Erich Rudyj and David Prokrym reported that funds provided by the 2019 cooperative agreements will be made available beginning September 1. The 2020 RFA is now open and applications will be accepted until October 18, 2019. It is anticipated that approximately $6.5 million will be available for the 2020 funding year, with additional consideration possible for some cross-cutting initiatives. Eric then provided a recap on the progress and expectations of the five initiatives, including that fact that the Communications/E&O initiative is evolving towards including an Extension component to ensure that all external communication opportunities are captured.

E&O Charter
Sue Sim shared a draft she created for our consideration. The draft relied on the NCPN-Grape charter as a template, and thus illustrates some potential differences between how the E&O Committee might be governed compared to a crop Tier 2 committee. Issues for further discussion include whether members of the E&O committee are permanent or rotating, volunteer or elected. Please direct any comments or suggestions to Sue and we will put this on the agenda for the future.

E&O Reporting
Kristen Farrar shared a reporting system implemented at FPS (UCDavis) for keeping track of all NCPN-related outreach activities. Kristen offered to make this available to other crop groups and/or centers that may benefit from documenting activities such as presentations, tours, meetings, publications, etc. Quantifying outreach efforts may become more critical as E&O considers the implementation and funding of the proposed communication plans.

NCPN Newsletter
Debbie Woodbury reported that the Berries Feature newsletter was distributed via MailChimp on August 8, 2019 to 695 contacts. Per the established process, it was sent a second time to any
subsequent subscribers. Debbie shared the schedule for upcoming issues; initial content for the Citrus Feature edition is due by 10/31/2019. It has been proposed that the first issue of the new year serves as a recap of 2019, with accomplishments per crop and/or center featured “by the number” in a reader-friendly format. Coordinators and other participants are encouraged to start quantifying their outputs and other activities that could be included in that issue, which will be published in early February. The use of bylines was discussed, as some contributors see this as beneficial to their individual publication credits. This topic warrants further research and discussion, and it will be included in a future agenda.

NCPN Factsheets
Kristen reported that there is now a link on the NCPN website for ordering printed copies of all Fact Sheets posted on the NCPN website. Shareholders and other E&O contributors are encouraged to utilize this option to ensure high quality, professional output.

Crop Updates
Participants shared recent activities on behalf of their specific crop groups and pending meeting plans. Those meetings will be noted on the NCPN website and the upcoming issues of the newsletter.

Next NCPN E&O: target date for the next teleconference is November 2019. Kristen will be sending out a Doodle Poll to establish the date.

Meeting adjourned at 2:20pm Eastern.