

To: MiTT Core Team

From: Ben Thompson

Re: October 26, 2009 MiTT Conference call

Present: Jane Schuchardt, Tom Coon, Nancy Porter, Mary Hightower, Karen Ballard, Lyla Houglum, Dan Cotton, Ben Thompson

Follow-up from ECOP/eXtension meeting

At Jane's request, Dan reported to the group on the success of the eXtension conference in St. Louis. ECOP met in conjunction with the eXtension meeting in St. Louis. Tom reported that ECOP was impressed with the speed of the MiTTNet accomplishments. ECOP has requested additional evaluation data. There was discussion related to ideas for webinar subjects but no specifics were identified. Paul (ECOP Chair) said ECOP was pleased with the work being done through MiTTNet.

Dan shared that the terms of use statements for MiTTNet have been modified per our last discussion and are posted.

DELIVERABLES: The National Extension Director/Administrator meeting is scheduled for March 15-17 followed by the ECOP meeting March 18-19 and will be held in Tampa, FL. Tom will present a final report on the evaluation of MiTTNet utilization and impact at that meeting.

Marketing

Mary Hightower reported that she could not provide an update because she had been out of office for a couple of weeks. Terry Meisenbach and Faith Peppers had been handling biweekly messaging.

Jane discussed utilizing the MiTTNet Wiki for documents distribution. It was suggested that a link to the specific wiki page be included in any emails being sent out, to allow individuals to simply access the pdf file(s) on the specific wiki page.

The question was raised: How many people are in the MiTTNet community. Dan looked online and found there are currently 22 leaders, 178 members, and two persons requesting membership.

A suggestion was made to send out information about the MiTT community to extension directors informing them why it's important to become a part of the MiTTNet community.

Mary will draft a message. Jane stated that she will work with program leaders to ship out a notice for MiTTNet community participation. Lyla will send a notice to executive directors while Jane works with content administrators.

Jane asked of Dan if there is a way to see what states people are from as well as institutions they are affiliated with. Dan answered by going to the profile of an individual within the community to see state and institution.

Jane and Lyla asked the group at large about additional media for moving the MiTTNet message. Mary asked if CSREES or eXtension.org had a Twitter account. Jane reported that NIFA did have one. Dan also volunteered that eXtension also had a Facebook account.

DELIVERABLES:

- Mary to post promotional PDF to MiTTNet by end of week. (Mary has since asked for directions to do so.)
- Mary to cut and paste main MiTTNet messages into an email for Jane/Lyla, including the why and how of MiTTNet, so they could remind extension directors about MiTTNet and spread the word to their communications and IT staff members.
- Mary to compile a list of states participating in MiTT, with eye to notifying non-participant states that the MiTTNet resource is available.
- Mary to get with Terry, Faith to brainstorm new ways to get MiTTNet message out.
- Communications people to keep Karen Ballard up to date on marketing efforts so they can be included in evaluation.
- Terry and Tom will talk about getting others to join the MiTTNet community before the next November meeting.

Evaluation

Karen asked for comments and or feedback regarding the one-page evaluation statement for directors/administrators, related to the scope of the MiTTNet evaluation plan. Mary noted that the analytics definitions were very useful and much appreciated

An update related to the target audience team leader interviews was made. All interviews have been completed. Karen will be using a qualitative software program for support of the interview analysis.

Karen reviewed the first MiTTNet site utilization evaluation report, which had been forwarded to the committee. Karen provided a review of the use statistics by total visits, page views, unique visitors, pages per visit, and the top 10 visitor geographic location of origin by state. Discussion occurred related to the value of the monitoring the geographic locations, both to identify top users as well as to see what states have not logged on. Evaluation by rate of use by state could possibly help identify successful marketing strategies, as well as marketing opportunities with low utilization states. The top ten states were: 1. California, 2. Michigan, 3. North Carolina, 4. Wisconsin, 5. Virginia, 6. Ohio, 7. Florida, 8. Minnesota, 9. Texas, and 10. Florida.

A review of the data reflects the impact of internal marketing, with a large share of web site hits from direct traffic. The national exposure provided by through the NPR feature on MiTTNet led to a noteworthy number of visitors. Jane discussed a potential strategy to send a message to extension directors to place a link for MiTTNet on the front page of their web sites. An icon was suggested, but it was agreed that this would be preferable on the institution's intranet, rather than the public site(s).

Tom suggested plugging in an easy direct link in an email to directors and administrators would be effective. Newsletters are an internal way (not public) for employee to access this information. Also placing a link on the intra-net websites by way of directors and communication staff and/or IT was a possible method discussed. Tom reported doing this on multiple occasions, which may account for the high utilization from Michigan.

Cooperative extension Facebook, Twitter from NIFA were ideas discussed for getting information out.

The content page receiving the most visits included the MiTTNet home page (with the most volume), individuals and families being the next highest, followed by communities, and then farm/ranch.

Jane asked of Karen what the feasibility of having a report ready in February would be to present in March at the ECOP meeting. An interim report could be presented but not a complete report.

DELIVERABLES:

- Karen will work with the MiTTNet Evaluation team to provide a report to Tom for presentation at the March ECOP meeting.

Closing Discussion:

Dan stated that some conferences from the eXtension meeting were recorded and archived by Iowa State University and links will be provided to the MiTT team.

The monthly meeting scheduled for November 23rd was canceled and the next meeting will be December 14th.

Meeting Adjourned.