

Appendix H

Communications/Marketing/Staff Development Strategies

Drafted on 5/8/09 by:

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Communications Plan

Messages:

What is MITT?

Genesis

What can it do for you?

How will it work?

When will happen?

Audience:

Directors/Administrators

Regional Directors

Extension Associations

- NEAFCS
- NACAA
- ANREP
- NEA4-HA
- JCEP
- ACE
- NACDEP

Program leaders via NPLs

4-H

AG

FCS

Community Development

CSREES/USDA

APLU/ECOP

eXtension ANNOUNCE list

Relevant mail groups for content

Regional groups—PLN, etc.

About.extension.org blog

TACTICS

1. Announcement of MITT—5 W's and H.
2. Extension Network: Managing in Tough Times
 - a. Economic Survival Toolkit?
 - b. Use effectively/call it that
 - c. Best used in...

TARGET DATE: MAY 22

ASSIGNED TO: Terry & Faith

MARKETING PLAN

What will it be called?

MITTnet

Audience:

Extension educators/agents

Message(s):

DIRECTORY:

1. Toolkit for helping educators help clientele manage through tough times.
2. Collection of the CES curricula and resources in youth, individuals and family, farm and ranch, and community development.
3. Quick, grab and go tools, don't have to recreate, nationwide or regional resources, field-tested.
4. Extension approved, unbiased, credible, research-based
5. Free and for sale content
6. Help save time; don't spend time Googling...it's here for you...
7. Convenient
8. At your fingertips...
9. Using eXtension
 - a. Getting an ID
 - b. Logging in and getting OPEN ID
 - c. Use of the Directory

TARGET DATE: One week before launch of resource (launch date unknown at this time)

ASSIGNED TO: Terry, Robin

SUBJECT MATTER EXPERTS/CONTENT PROVIDER TECHNOLOGY TRAINING

1. Training on inputting to directory
 - a. Use of keywords
 - b. How to use the resource
 - c. Making adjustments based upon reviews and evaluation.

TARGET DATE: TBD (critical to know launch date; final form of database, criteria)

ASSIGNED TO: TBE (possibly eXtension developers?)

PROFESSIONAL DEVELOPMENT

1. Content based
 - a. Based upon issues
2. Technology based
 - a. How to retrieve from directory
 - b. How to use
 - c. Archived message

EXHIBITS

1. Canned presentations/PPTs

2. Marketing PSA?

TARGET DATE: TBD (this was not an issue the marketing team discussed; came up in the large group discussion. We will follow up.)

ASSIGNED TO: TBD

MEASURE MARKETING: Successes & Accountability

[to be developed]

1. Use of directory
2. Visits and Downloads
3. Review comments
4. Professional development participation
5. Evaluation Team metrics

Recommendations from Staff Development/Training Sub-Group – May 8, 2009

1. Platform (MiTTnet) will be developed by eXtension
2. Content must be on platform before marketing
3. 3 CLICKS IN TO REACH CONTENT from front page
4. Address has to be no more than 1 backslash
5. Training on critical issues w/ little embedded info on how to use site
6. Online training on how to use (like Cyfernet
7. Where is MiTTnet on eXtension – must be prominent
8. Procedure for getting content on site will be internal to each content group
 - a. Must be consistent form and criteria across content groups
 - b. Standard form must be on website – preferable on “How to use” portion
 - c. Content leaders/groups once authorize/approve the curriculum or resource the info from the form will automatically go up on the site (this needs to be generated automatically by the technology of the site)
9. All entries come in through content areas rely on individual contributors to update
10. Until ECOP can find financial resources to support monitoring and updating of content will have to rely on each individual faculty/contributor
11. Need ability to email/contact authors in a secure way (mask email addresses on site) in case of concern or questions about the curriculum (e.g. think it is outdated)
 - a. ?Tech Question? (can we do this? What if emails become outdated? Maybe the auto drop is good enough?)
12. No one will be trained on how to use the site or submit information to the directory – because it will be EASY (see Cyfernet)
 - a. Trainings should be on content or issues (see Cyfernet trainings on issues) – see #15
13. Set an auto termination date (e.g. falls off after 5 years): the system generates a reminder to the author to update

- a. If author does not respond automatically dropped (could be archived)
- 14. Each team takes responsibility for its own monitoring for now
 - a. Ea appoints a point person to respond to questions received from webmaster on content
 - b. That point person has authority to make decisions
- 15. Training on issues/content
 - a. In our interest to launch 4 to 6 trainings on ***cross-cutting*** issues over next year
 - i. Each group should appoint one person to agree to talk about possibilities (not to conduct the training – could find an expert who can work with other experts from other content areas)
 - ii. Possible topics: stress & family relationships, financial management, home ownership/property & foreclosure issues, coping with job loss & career development, legal issues, risk management & tolerance
 - b. Need a launch webinar
 - c. If content areas want to do individual ones they can do that – group needs to plan and think about cross-cutting issues

Appendix I

Evaluation Plan

Drafted on 5/8/09 by
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Task	Timeframe	Responsibility
Collect Operational Plans and Timelines from Target Audience Teams	May 8, 2009	Susan Sharkey
Creation of Implementation Teams	May 30, 2009	MiTT Target Audience Teams
Web Based Evaluation of MiTT Planning Workshop	May 30, 2009	Evaluation Team
Completion of MiTT Program Logic Model	May 8, 2009	Evaluation Team
Design Web Based tool for evaluation of MiTTNet Users (CES Educators)	June 30, 2009	Evaluation Team
Communicate data fields needed for user evaluation to eXtension/Tech Team	June 30, 2009	Evaluation Team
Programming of evaluation functions into MiTTNet	July 30, 2009	eXtension/Tech Team
Partner with eXtension to collect process and impact data	Fall, 2009 – Spring, 2010	Evaluation Team and eXtension
Report of evaluation findings to ECOP, eXtension, Program Leaders, and Grantor	May, 2010	Evaluation Team