

Memo

To: MITT Core Team
From: Holley Tucker
Re: August 31, 2009 MITT conference call

Present: Rich Poling, Karen Ballard, Holley Tucker, Nancy Porter, Jim Terry, Terry Meisenbach, Nick Broady, Bob Craven, Lyla Houglum

Building the MITT Community

Jim Terry from CSREES shared with us the process of accepting people into the Managing in Tough Times Community in eXtension. On August 24, 2009 there were 90 members, as of today 125 Extension professionals have joined the Community. An email was sent to target audience team leaders to be distributed to their constituents, to encourage them to join the community. Jane also sent the email to networks she is involved in at CSREES. Nancy sent it out to the family/ economics group. Bob sent the email out to the Southern and North Central farm management committees and is also planning to send it to the Western committee. The Communities and 4-H groups have not reported whether or not they have sent the notification out to their constituent groups.

Jim suggested that we do another round of emails about the MITT Community. Whoever was responsible for sending out the notices before, possibly the marketing group could send out a reminder notice. Lyla suggested waiting until after Labor Day, so the reminder won't be buried in their email.

DELIVERABLES:

Nancy will contact Bo and Claudia to encourage them to send out the email to their target audience groups, to promote & encourage their constituents to join the MITT Community.

ECOP hosted Webinar

A Webinar agenda outline has been proposed and sent to Terry, Mary, Tom, and Jane for their comments and feedback. Lyla asked Terry if he would open and close the Webinar as outlined on the proposed agenda. He agreed, but had concerns that ECOP should approve the person hosting, since this is their Webinar. Lyla said she would send a copy of this proposed agenda to Paul Correl for his feedback, and get in touch with him to make a final decision of who will host the September 15th Webinar.

Terry had not heard back from Tom about the pre-taped segment. Terry connected Tom and his people in Michigan with Floyd Davenport in Iowa. He was not sure if they had connected and finalized the segment recording, etc. Terry plans to speak with Floyd and find out if it has been done. Several Extension directors and administrators have been lined up to speak about their plans to use MITTNet.

- Linda Fox, Western Region
- Gina Eubanks, 1890 Institutions
- Paul Correl, Southern Region

Tom is still looking for someone from the North Central and North East regions; he was having trouble finding someone available for that day.

DELIVERABLES:

Lyla will follow up with Tom to get the status of his recorded piece for the September 15th Webinar.

Lyla will email Rich and Karen copies of the proposed agenda outline.

Target Audience Team Reports

Bob reported that the Farm & Ranch area has been quiet; they have added some new documents and are going to be moving some items from the AG Law library. They will be having a series of four Webinars in September, focused on marketing.

- September 9, 2009
- September 16, 2009 Commodity Marketing Strategies
- September 17, 2009 Niche and Specialty Crop Marketing Strategies
- September 23, 2009 "How do we get there?" On alternative markets and commodity marketing

Terry felt these Webinars would be good to cover in the first round of biweekly emails.

DELIVERABLES:

Bob will email Terry, Mary and Holley information concerning the September series of Farm & Ranch Webinars

Marketing

Mary is working on coordinating the biweekly email messages and designing a template for them. Terry feels like it would be a good idea to use the Webinars that Bob's team will be presenting for the first biweekly message. Terry asked Nancy to be thinking of something they can share from the Individuals and Families topic area for a brief update for the next biweekly message around September 15th. The first biweekly message should go out September 1st, the plan is for the messages to go out on the 1st and 15th of each month. Terry also felt it would be a good idea for Nancy and Bob to send out the message about joining the MiTT community again, to their specific topic areas, and Terry would encourage the other topic area team leaders to do the same. Bob asked if we were going to continue to utilize the topic area sub communities or just steer everyone to join the overall MiTT Community. Terry informed him that only messages updating people on MiTT will go to the larger MiTT Community. It was suggested that the sub community groups could be utilized for additional content solicitation, etc, and sub communities could encourage everyone to be a part of the overall MiTT community. Biweekly emails will go out to all members of the MiTT Community regardless of the topic area being covered.

DELIVERABLES

Nancy will get her topic area update to Terry by September 15th to be included in the second biweekly email.

Fair Use Statement

Lyla received an email from Dan, stating that Ray would add a tab on the MiTTNet site titled Terms of Use. People can click on that tab and find the fair use statement information discussed on the last call. During the last call, the group decided that they no longer felt they needed another statement, because MiTTNet does not own any of the content housed on the site, it is owned by other institutions and would be protected by their terms of use. Dan was going to try to develop a statement that expressed that information.

Using MiTTNet as a partnership-building tool

Rich said that we may have been confusing the Non-Extension User statement with the Fair Use Statement in our earlier discussions. We need to remember that these are two different items. The Non-Extension User statement that encourages those types of users of MiTTNet resources in collaboration or consultation with local Extension educators was edited during the August 24 conference call and is now ready to be added to the MiTTNet homepage. Rich said that Dan Cotton's suggestion to link the non-Extension user statement to the CSREES Webpage, where people can click their state to find local Extension offices, would work great and recommended that we go that route. (Question: Who will actually add the Non-Extension User statement and the CSREES Partners link to the Website?)

Evaluating MiTTNet

Karen stated that all members of the evaluation team have scheduled interview dates with the leaders of the subject matter groups. All interviews will be conducted between now and September 14th. Once all the qualitative interviews have been conducted, they will analyze and create a report based on the information. After this process is finished, they will begin looking at end user evaluation, using embedded evaluation tools, and Michael Lambur will assist with that. User information accessed through Google Analytics will be collected on a monthly basis to monitor site utilization.

There is no specific timeline for the qualitative interview and analysis to be completed, but Karen stated that a target timeline would be no longer than 30 to 45 days to analyze the data and create a report, following the final interview. The evaluation team will have a final MiTTNet evaluation report available at the Extension Directors and Administrators meeting in March 2010.

Mitt Core Team Meeting Schedule

Lyla felt there was no longer a need for the Core Team to meet weekly, but that we should meet occasionally to check in with one another and to keep the project moving forward. Because we have a Webinar coming up on the 15th, Lyla wanted to know if it would be a good idea to meet before then. The group could not come up with a date to meet next week, but will meet the 14th in case there are any last minute things to be taken care of before the Webinar. During the meeting on the 14th, a decision will be made about the frequency of future meetings, and the next month's biweekly emails.

Other items

Rich reported that Karen, Anne Sortor and he gave a report on MiTTNet to the Southern Region Program Leadership Network meeting last week, and that it was well received. They also presented an informal award to Louisiana Extension for being the top contributor of resources to the MiTTNet database.