

2017 Northeast Joint Summer Session

DRAFT Agenda

Monday, June 12

11:30 – 4:30 pm

Tours hosted by WVU (*please choose one*)

Private Group Bunker \$45.00 (lunch NOT included)

New River Gorge Bridge Walk \$70.00 (lunch included)

12:00 – 5:30 pm

Registration

5:30 – 8 pm

Reception, Dinner and Welcome Remarks

- Dan Robison, Dean, Davis College of Agriculture, Natural Resources and Design Director, WV Agricultural Experiment Station
- Steve Bonnano, Dean & Director, WVU Extension Service

Tuesday, June 13

7:00 am

Breakfast and Registration

8:00 – 8:15 am

Welcome and Introduction

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.

Speaker to introduce the session: Dan Robison, WVU Administrator

8:15 – 9:00 am

What is the story? Important agricultural messages in the digital age

- Julia Weede, Executive Vice President, Education Sector Leader, Edelman

9:00 – 9:45 am

Telling the agriculture story: two perspectives

- Faith Peppers, Director of Public Affairs, University of Georgia
- Jenny Nuber, Partner, KGlobal (tentative)

9:45 – 10:15 am

Panel discussion/Q & A

- Julia Weede, Executive Vice President, Education Sector Leader, Edelman
- Faith Peppers, Director of Public Affairs, University of Georgia
- Jenny Nuber, Partner, KGlobal (tentative)

10:15 – 10:30 am

Break

10:30 am – 12:00 pm

Communicating in the digital age: strategies for improving effectiveness

- Speaker: TBA. Group exercise (using case study) that is interactive, dynamic, thought provoking and useful.

12:00 – 1:00 pm

WVU: Who are we and what are we doing?

- Moderator: Dan Robison
- Speakers: TBA

1:00 – 2:00 pm

Lunch onsite

2:00 – 2:45 pm

Advocacy and the Northeast: How do we help ourselves?

- Hunt Shipman, Cornerstone

2:45- 3:45 pm

Social networking and building relationships: how to get the most out of the modern digital age?

- Speaker; TBA

3:45 – 4:00 pm

Break

4:00 – 4:45 pm

Archiving, security and policy: what you don't know, but should

- Speaker: TBA

OR

Alternative truth: Fact, fiction and pants on fire

- Speaker: Mass media specialist

4:45- 5:00 pm

The last word: summary for the day

5:00 pm

Adjourn

6:00 – 9:00 pm

Reception and Dinner

Wednesday, June 14

7:00 am

Breakfast

8:00 – 8:45 am

Joint NEED/NERA Meeting

8:45 – 10:00 am

Section Meetings

- AHS/Deans
- CARET
- NEED
- NERA

10:00 -10:15 am

Break

10:15 am – 12:00 pm

Section Meetings Continue

10:15 – 11:15 am

Joint NEED/CARET Meeting: Extension environmental scan

11:15 am – 12:15 pm

Joint NERA/CARET Meeting: Research environmental scan

12:15 – 12:45 pm

Lunch

12:45 – 2:30 pm

Meeting summary and action items

Facilitated conversation

2:30 pm

Adjourn