

**TO:** Northeast Extension Directors

**FROM:** Linda Kay Benning, Executive Director, NEED, and  
Arlen Leholm, Executive Director, NCRA

**SUBJECT:** Your State Primary Contacts for kglobal Marketing effort

**ACTION: Identify in Survey link below your State Primary Contacts. Complete by end of August**

### **Purpose of AES/CES Communications and Marketing Project**

The Experiment Station Committee on Organization and Policy (ESCOP) and the Extension Committee on Organization and Policy (ECOP) joined together in May 2012 to coordinate an educational effort, specifically targeted at legislators in Washington D.C. The purpose is to increase awareness and support of basic and applied research and transformational education provided by land-grant universities through the Agricultural Experiment Stations (AES) and Cooperative Extension System (CES). [kglobal](#), a public affairs/marketing firm, in cooperation with [Cornerstone Government Affairs](#), will assist with this educational effort. (See link below for more detail on the Communications and Marketing Project.)

### **Information for Directors, Administrators and University Communications Professionals:**

[http://escop.ncsu.edu/comattach/3\\_CMC%20Directors%20Info\\_Final\\_20120814.pdf](http://escop.ncsu.edu/comattach/3_CMC%20Directors%20Info_Final_20120814.pdf) [PDF]

### **Role of Primary/Secondary Contacts**

AES and CES Directors and Administrators, or other designees, will be the Primary Contacts for kglobal staff as they reach out to the target audience. It is the responsibility of the AES and CES State Directors and Administrators to contact their Dean/AHS member to inform/approve (as appropriate to the institution) on any contact information, data, etc., that are generated from their respective institution and shared with kglobal. Communication from kglobal will flow through the regional Executive Director or Administrator's office, at least initially, to assure State Directors and AHS administrators are informed. Brief follow-up reports by kglobal will be sent back to the State primary contacts and the regional Executive Director or Administrator's office.

kglobal's work may involve reaching out to key citizens, local and state community decision-makers, and others who regularly interact with national leaders who work on important policy issues relevant to agriculture and our Land Grant Universities. Before such efforts occur in your state, Primary and Secondary Contacts would be informed of its strategies and targeted messaging. This may also involve coordination with you on specific success stories that your institution can share on a given topic, local need or science-based problems solving solutions that has impacted the lives of their constituents.

**Action Requested: Please click on the Survey Link below to provide your Primary State Contacts for kglobal staff. Please coordinate your responses between Research and Extension Directors**

**Primary/Secondary Contact Survey:** <http://www.zoomerang.com/Survey/WEB22GFFDWG3TM>