



National ACT 2021 Ag Media Summit Business Meeting Minutes
August 3, 2021 | Kansas City, Missouri

Call the Meeting to Order

Layne Mustian called the meeting to order at 3:00 pm Central time

Roll Call

Chapters present: Utah State University, Kansas State University, Arkansas State University, University of Illinois, Texas A&M University, and Oklahoma State University

Officer Reports

Communications Coordinator, Callie McClay

- Update on monthly electronic newsletter
- Update on social media contest
- Show website content
 - Chapter list
 - Meeting minutes from PDC and AMS business meetings

Member Relations Coordinator, Zach Andrews

- Update on National ACT award updates
 - Hosted webinar in April
 - Chapter of the Year
 - ACT Distinguished Alumnus Award
 - ACT Distinguished Member of the Year
 - ACT Honored Professional Award
 - ACT Honored Chapter Adviser Award
- New chapter application from New Mexico State University

Vice President, Rachel McGreal

- Critique & Contest
 - 2021 participation numbers
 - Reminder about most common ways entries are rejected

President, Layne Mustian

- Membership
 - Number of chapters
 - Number of student members
 - Number of advisers
- Sponsorship
 - NAFB
 - CCI Marketing
 - Nu Ag Technology
 - B&D Chemical

Executive Treasurer, Dr. Miller

- Membership and dues
- Current financial status
 - Jim Evans Development Fund Grant Program
 - Arthur Leal Study Abroad Scholarship Fund
 - Operating Funds

Old Business

Approval of March 18 Virtual PDC Business Meeting minutes

Moved by: Darby O'Connor, Texas Tech University

Seconded by: Kaylee Foster, Utah State University

New Business

- Social media platforms for chapters
 - QR code was shared on screen for chapters to fill out social media form
- Ideas for email newsletter and website content
 - Adviser resources on website
 - Electronic access to National ACT logo
 - List of National ACT award winners on website
- Discuss possible host schools for early spring PDC
 - Heather Miller, University of Illinois: Offered piece of advice to encourage small schools to host virtually and encouraged chapters to reach out to Illini ACT members for topic recommendations
 - Shelly Legg, Oklahoma State University: Suggested to make it hybrid and have interactive opportunities
 - Darby O'Connor, Texas Tech: Shared that it's harder to get students involved when it's virtual and it's harder to ask professors for the day off
 - Dr. Jeff Miller, University of Arkansas: Shared that it may seem intimidating but it really brings your team together and brings publicity to your ACT Chapter and your ag comm program
 - Zach Andrews, University of Arkansas: Expressed that getting people to your campus and letting them experience your program and chapter is unmatched
- Proposed changes to critique and contest categories
 - Add podcasts to the electronic media division
 - Remove single publications item
 - Courtney Meyers, Texas Tech: Suggested that, while adding categories is great, but we should wait another year for things to go back to normal. National ACT should continue listing on their website and/or social media what categories have low entries because it's encouraging for students
 - Heather Miller, University of Illinois: Suggested adding the podcast section
 - Deb Dunsford, Texas A&M: Agreed National ACT should update the explanations. If there get to be too many entries, National ACT can expand the categories.
 - Kaylee Foster, Utah State: Suggested we post categories to social media for members to be exposed to the contest more
- Election of officers
 - Delegates were chosen by university and voted by poll in GroupMe
 - Decided to not take nominations from the floor; officer application deadline will be extended
 - President
 - 1 applicant for president: Rachel McGreal

- Rachel McGreal elected by unanimous vote
- Communications Coordinator
 - 1 applicant for communications coordinator: Keegan Brumfield
 - Keegan Brumfield elected by unanimous vote
- Fall officer election
 - Applications will be open until September 24 for:
 - Vice President
 - Secretary/Treasurer
 - Member Relations Coordinator
 - Elections will be held online during during fall meeting through Zoom
 - Tentative date: October 7th at 3 pm Central
 - Will also be selecting 2022 PDC host school at this meeting

Adjourn

Moved by: Zach Andrews, University of Arkansas at 4:05 pm

Seconded by: Haley Bickelhaupt, University of Illinois