

Committee Report/Minutes
2022 AAFCO Midyear Meeting
Renaissance Mobile Riverview Plaza Hotel
Current Issues and Outreach Committee
January 18th, 2022, 10:30-11:45 AM Eastern Daylight Time
Bon Secour Bay

Committee Recommendations

Committee recommendation: None.

Board Recommendations

Board recommendation: None

Association Actions

Association action: None

Committee Participants

Members Present: Jennifer Combs (KY) (Co-Chair), Kristen Green (KY), Jacob Fleig (MO), Eric Brady (TN), Bethany Henderson (TN), Hollis Glenn (CO), Bernadette Mundo (SC), Sharon Webb (KY)

VIRTUAL: Jo Lynn Otero (NM) (Co-Chair) virtual, Michael Dutcher (FDA), Wendy Powell (MI), Austin Therrell (SC), Kent Kitade (Life Member), Tim Lyons (MI)

Advisors Present: David Fairfield (NGFA), Tim Law (NARA), Louise Calderwood (AFIA), Steve Younker (AFIA), Roger Hoestenbach (APPA)

Committee Report and Minutes: The meeting started at 10:30 AM with the welcoming/opening remarks by Co-chair Jennifer Combs. Jenny introduced Tera Keatts and Jennifer Lester from Philosophy Communication. They presented on the work that Philosophy communication is completing with AAFCO to provide tactical communication strategy support, logo, branding, mission and vision alignment assistance. Jenny provided updates on the workgroup formation, recognizing the participants who all represent committees within AAFCO, and the current work. An AAFCO 101 update was given that included an overview of the new format implemented at the 2022 Midyear meeting and future plans for the program. Results of the Engagement survey were discussed and the committee will be re-addressing these in the next few months. Outreach documentation for AAFCO is being developed based on AFRPS standard 7 and the draft forms are being moved forward into editing. These outreach forms will contain event applications with justifications and associated costs, event evaluation form with effectiveness scoring, with both feeding into a database and recorded on an activities list. Jenny closed the committee meeting requesting any volunteers or additional comments, there were none.

Other Business:

None

No further discussion or topics were brought to the attention of the committee and the meeting was adjourned.

Action Item Table

Responsible	Item	Action	Timing / Status
Work Group	Outreach & Mentoring	Redesign AAFCO 101 as a new member session during the meetings	Completed
Work Group	Outreach & Mentoring	Create a mentoring engagement plan with implementation tracking and reporting	Ongoing
Workgroup	CIOC/Philosophy Workgroup	Reviewing, editing, and recommending actions on publication materials, information requests, and/or article requests.	Ongoing