



DRAFT: 3-26-21

Committee Report/Minutes

AAFCO Midyear Meeting, 2021

Current Issues and Outreach Committee

January 19, 2021, 12:30-1:15 pm Eastern Daylight Time
Virtual

Committee Recommendations

Committee recommendation: None.

Board Recommendations

Board recommendation: None

Association Actions

Association action: None

Committee Participants

Members Present: Jennifer Combs – KY (**Committee Chair**); Ali Kashani (WA), Kristen Green (KY), Hollis Glenn (CO), Tim Lyons (), Austin Therrell (SC), Kent Kitade (Life Member), Caitlin Price (NC), Madison Starnes (SC), Bethany Henderson (TN), Heather Bartley (WI), Sue Hays (ED).

Advisors Present: David Fairfield (NGFA), Tim Law (NARA), Julia Fidenzio (APPA), Louise Calderwood (AFIA), Steve Younker (AFIA/Milk Specialties), Tomas Belloso (NGFA), Dana Brooks (PFI).

Committee Report and Minutes: The meeting started at 12:30 PM with the welcoming/opening remarks by Ali Kashani. Jenny Combs introduced Hollis Glenn, Committee Member with CO Department of Agriculture to present the strategic communication firm selection process. Jenny Combs gave an update on the overview of strategic charges tasked to CIOC by the board. Current projects including communication & mentoring, surveys, and participation plan updates were given. Workgroups: AAFCO 101/Mentoring group, Blog Group, Communications/Outreach and Datamining were discussed, and their tasks in achieving goals within the current projects identified.

AAFCO 101/Mentoring Workgroup – Jennifer Combs - KY & Jo Lynn Otero – NM

Work group formed during the 2019 Annual Meeting in Louisville, KY to address Strategic Plan #7.2 Mentoring. The charge of the workgroup was to redesign AAFCO 101 as a new member session during the meetings; and to create a mentoring engagement plan with implementation tracking and reporting. This works is ongoing.

Blog Group – Jennifer Combs - KY & Jo Lynn Otero – NM

Workgroup formed after the 2019 Annual Meeting to address the Strategic Plan #10.2 Awards, 10.3 ODI, and 10.4 Spotlight on. This workgroup is planning on working with FASS to develop a section within the BIN to capture information to distribute information.

Communications Outreach – Jennifer Combs - KY & Jo Lynn Otero – NM

Workgroup formed after the 2019 Annual Meeting to address the Strategic Plan #7.1 Survey, 10.3 ODI, and 10.4 Spotlight on. This workgroup has developed a survey regarding engagement



DRAFT: 3-26-21

targeting inactive member states. This survey can dovetail with the exit survey sent at the conclusion of the 2021 Midyear meeting. The data should give a full view of membership needs both active and inactive.

WorkGroup Members: Jennifer Combs (Lead) – (KY); Jo Lynn Otero (Lead) – NM; Dana Brooks – PFI; Dave Fairfield – NGFA; Heather Bartley – WI; Kristen Green – KY; Nathan Price – ID; Kent Kitade – member; Burnadett Mundo – SC;

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	Status
Work Group	AAFCO101/ Mentoring	Create a mentoring engagement plan with implementation tracking and reporting	January 2020	Phase 1 Completed
Work Group	Communications Outreach	Distribute Survey to inactive members	March 2021	In progress
Work Group	Blog Group	Working with FASS to develop BIN Member info section	March 2021	In progress