

Draft Minutes
Joint Evaluation Advisory Committee
Orlando, Florida August 2, 2011

Members Present

Ted Greidanus, Chair
Jeff Claussen
Joe Guthrie
Dave Wright
Jim Steinbeisser
Cevin Jones

David Dick, Vice Chair
Homer Buell, Vice Chair
Jimmy Maxey
Craig Uden
Jon Kirkbride

Members Not present

Andrew Murphy

Committee staff

Polly Ruhland, CBB

Thirty-four guests were present.

Call to Order

Ted Greidanus called the meeting to order at 12:30 p.m.

Approval of Agenda

Dave Wright moved, Joe Guthrie seconded to approve the agenda. Motion passed.

Approval of Minutes of July 28, 2010 Meeting

Jimmy Maxey moved, Cevin Jones seconded to approve the minutes of the last meeting. Motion passed.

Summary of 10-Year Beef Checkoff-Funded Research Project

The committee heard a review of the newly completed project reviewing results of 10 years of checkoff research, presented by Dr. Mandy Carr Johnson. Committee commended the research team for incorporating a review of research work done, and engaging a third party to perform the review.

External Evaluation Report—Beef Ambassador Program

Dr. J. Scott Vernon, professor of agricultural education and Communication at CalPoly, and owner of Vernon Communications in Nipomo, California, presented his evaluation of the FY2010 Beef Ambassador Program. Scott recommended that the program undertake a complete strategic review to more fully define the program's intended audience, which would help more fully define future efforts. Any website resulting from the strategic review should contain more consumer friendly information like recipes, purchase promotions, health benefits, etc. He recommended the program target universities that currently do not have a strong agricultural presence on campus, and continue to refine the social media platform with increased emphasis on video content. To go along with a refined social media focus, additional training in social media for state coordinators as well as the beef ambassadors is recommended.

Jim Steinbesser moved, Jeff Claussen seconded to approve external evaluation report on the Beef Ambassador program. Motion passed.

External Evaluation Report —Nutrition & Health Influencers Program, Susan J. Reilly

Susan Reilly, president of Reilly Group, presented the external evaluation of the 2010 Nutrition & Health Influencers program. Reilly recommended four key areas of improvement to the program including: more aggressively leveraging the robust body of scientific studies surrounding beef; identifying opportunities and mechanisms to escalate efforts to capitalize on the messaging surrounding the “Caloric Cost of Protein”; formally substantiating the impact of programs on motivating health professionals to recommend beef; and to consider providing more funding to building coalitions along with modest reduction to the next “Live Well” and American Dietetic Association Food and Nutrition Conference Expo programs. Many of these recommendations have already been incorporated into a revised authorization request for 2012, which was presented to the Nutrition & Health committee on Wednesday afternoon. Jeff Claussen moved, David Wright seconded to approve external evaluation report on the Nutrition and Health Influencer program. Motion passed.

The committee thanked the external evaluators for their work.

Evaluation Program Update

Polly Ruhland reported to the committee on current work of the evaluation program, including:

- Reviewing draft authorization requests for contractors with an eye toward measurable objectives, especially outcome-based objectives
- Drafting the 2012 spreadsheet for tracking measurable objectives, as well as drafting a spreadsheet for reporting on 2011 objectives
- Beginning work on the 2012 Qualified State Beef Council survey

Committee discussed the tracking spreadsheet and methods. Committee directed Ruhland to add a question to the spreadsheet that asked, quarterly, if the program was on target to achieve objectives by year’s end. Suggestion was made to be sure to include each quarter’s comments in the spreadsheet, so those could be seen by committee and others. Committee discussed how the major strategies of the checkoff program are compared to individual program objectives, and how success in major strategies as defined in the Long Range Plan are measured.

Committee expressed the need to continue to work on a method for comparing effective use of dollars against overall strategic priorities. Ruhland shared the Long Range Plan “scorecard” under development with the committee. Committee commented that the scorecard appeared to be a concise way to regularly check on Long Range Plan progress.

Adjourn

It was moved and seconded to adjourn the meeting. Motion passed.

Ted Greidanus adjourned the meeting at 2:45 p.m.