

Roadmap Communications Plan

Status Update & Next Steps

March 17, 2026

agInnovation Northeast Spring Meeting

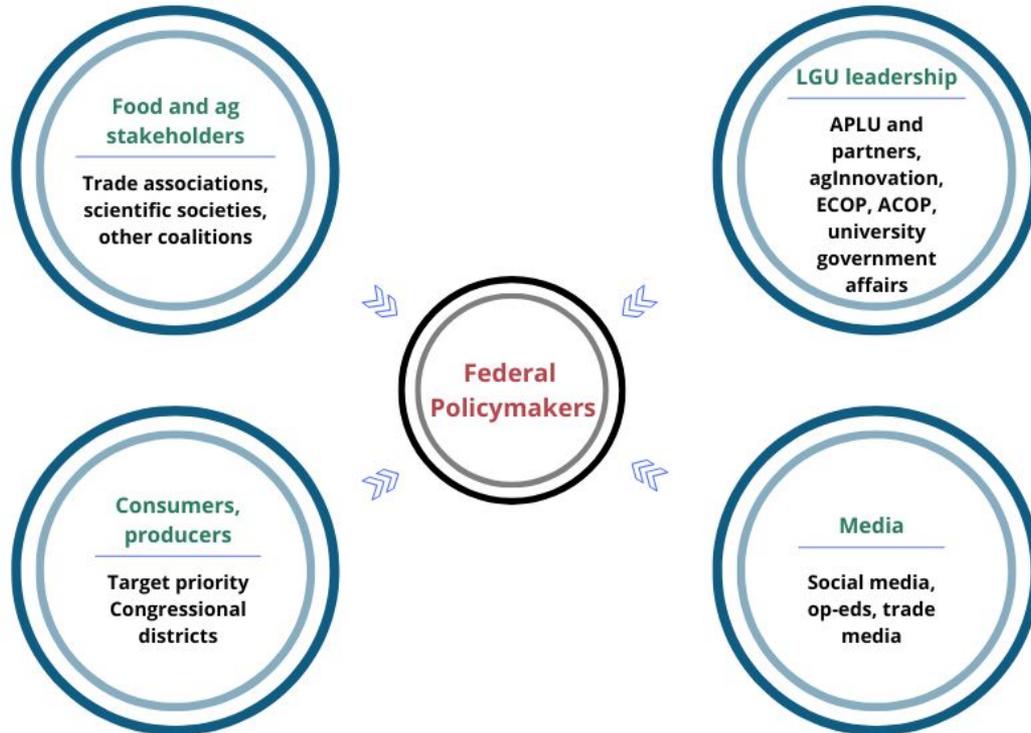




The Goal

Develop a communications strategy for a long-term advocacy campaign that **results in increased federal investment in agricultural research, education, and Extension.**

Target Audiences



Overview

- Track 1: Message Development
- Track 2: Communications Strategy

Track 1: Message Development

Where have we been?

Message Development: Work completed Fall 2026

- Refined messaging, gathered input on:
 - “Call to Action” with a concise unifying message
 - “Societal benefits” documents converted from 6 “Roadmap pillars”

How will these documents work together?

- “Call to Action” = core document, unifying message that everyone has in hand
- “Societal benefits” = pick and choose the ones relevant to your audience
- Success stories, other supporting materials = pick and choose the ones most relevant to your audience

Fall feedback received on draft documents: Top Takeaways

- We share a strong commitment to keeping this initiative outcomes-based
- How bold?
 - Keep specific, quantitative targets
 - Consider “moonshot” future goals
- Refine land-grant solutions to elevate transformational, integrated LGU priorities
- What are key priorities to elevate in the Call to Action?
- Need a shared vision that cuts across agInnovation, Extension, and APS

Track 1: Message Development

Where are we now?

Happening Now: Societal Benefits Teams

- One team for each of the six Roadmap societal benefits one pagers
- Composition: Two representatives from each APS, agInnovation, and Extension
- Purpose
 - Refine outcome goals & land-grant solutions
 - Identify which objectives to include quantitative targets and refine these targets
 - Support message refinement

Timeline

- January: Launched Societal Benefits teams
- February - March: Work with teams to update societal benefits one-pagers
- April: Present updates to Roadmap Governance Committee, circulate for wider feedback
- May: External message testing
- May - June: Integrate insights from message testing and finalize documents

Track 1: Message Development

Where are we headed?

Timeline

- January: Launched Societal Benefits teams
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Next up: Message Testing

Groups to engage for message testing:

- Land-grant university community
 - APLU BAA Communications and Marketing Committee
 - APLU CARET
- Policymakers
 - TBD Capitol Hill and agency contacts (working with APLU BAA government affairs team)
- Food and Ag Stakeholders
 - NCFAR
 - CAST
 - Farm Journal Foundation farmer leaders
 - National 4-H Council private sector leaders

Track 2: Communications Strategy

Communications Strategy Overview

- **Goal 1:** Build shared, internal consensus around a unified, data-informed strategy that effectively supports expanded federal investment in agricultural research, education, and Extension.
- **Goal 2:** Increase Congressional and stakeholder awareness and support for expanded federal investment in agricultural research, education, and Extension.
- **Goal 3:** Engage agricultural stakeholders to build a unified call for expanded investment in agricultural research, education, and Extension.
- **Goal 4:** Elevate the Call to Action at the local, state, and regional levels.

Presented in December 2025 with appendix including SWOT, internal communications channels, stakeholder map, and engagement calendar.

Next Steps

- Will collaborate with LGU communicators to create an implementation plan for communications strategy
- Determine where campaign communications materials will live
- Plan and initiate coalition-building - ensure coordination with other advocacy priorities
- Continue to provide progress updates to keep internal parties apprised (e.g., emails, talking points, slide decks, FAQ)

Contact

Stephanie Pearl:

spearl@adaptiverootsconsulting.com

Sarah Hubbart:

shubbart@adaptiverootsconsulting.com

