

# Extension Communications

CES Inservice, 2022

ACES Innovative Media, Research and Extension

NMSU Marketing and Communications



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**New Mexico State University**

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## Where has Extension *gone* to get *communications* support?

Once upon a time...

University  
Communications

All communications for entire university  
*except* Extension

news releases    photography    publications

Ag Information

All communications for Extension  
and ACES college

news releases    photography    publications  
video    printing    research pubs  
radio    web    Interactive media

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# Where has Extension gone to get *communications* support?

Marketing and Communications

Innovative Media Research and Extension

news releases   photography   publications  
 news releases   photography   publications  
 printing   research pubs  
 news releases   photography   publications  
 video   printing   research pubs  
 radio   web   Interactive media

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# Where does Extension go to get *communications* support?

Marketing and Communications

Innovative Media Research and Extension

Serves all of NMSU, and receives CES and AES funding to provide...

Part of CES, some AES funding & Extensive grant funding to provide...

news releases and news social media   magazine publications  
 marketing materials for NMSU & colleges/units   photography  
 Extension pubs   web for the institution (not for colleges/units)  
 video   web   Interactive media  
 social media   faculty research

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news releases  
**News: promotion, communications & media relations**

**Digital tools for education and outreach**  
 community research

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## Where does Extension go in MarComm to get *news and communications* support?

**News:** press releases, magazine articles, etc.

**Tiffany Acosta**  
 Newswriter for Extension topics

tfrank@nmsu.edu • 6-3929

**Photos:** photography services, repositories, etc.

**Josh Bachman**, Photographer

jbach13@nmsu.edu • 6-3221

**Publication Support:** pre-press, graphic design, etc.

**Jeanne Llorente-Ontiveros**,  
 Marketing & Creative Services  
**Reyna Diaz**, Graphic Designer

llorente@nmsu.edu • 6-1535  
 reyna@nmsu.edu • 6-3221  
 brand.nmsu.edu

**Research Pub Support:** Extension publications

**Ana Henke**,  
 Extension Publications Supervisor

ahenke@nmsu.edu • 6-1174

**Other:** (when in doubt...)

**Amanda Bradford**,  
 Director, Comms & Media Relations

ambradfo@nmsu.edu • 6-3223

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## Where does **Extension** go in Innovative Media to get *educational outreach* support?

<b>Web:</b> new pages, manage existing,	<b>Connie Padilla</b> ACES Webmaster	conpadil@nmsu.edu • 6-3216
<b>Conference registration:</b>	<b>Laura Ramirez</b> , Systems Analyst	lramirez@nmsu.edu • 6-5398
<b>Social media:</b> training, strategy	<b>Jeffrey Buras</b> , Media Specialist	buras@nmsu.edu • 6-1172
<b>Video Support:</b> training, submitting to YouTube, captions, iPad kit checkout	<b>Tomilee Turner</b> , Head of video unit <b>Arturo Ruiloba</b> , TV producer	toturner@nmsu.edu • 6-7214 aruiloba@nmsu.edu • 6-5260
<b>Research:</b> grants, technology use in outreach, interactive media	<b>Dr. Pamela Martinez</b> , Extension Technology Specialist	pamelmar@nmsu.edu • 6-2811
<b>Other:</b> (when in doubt...)	<b>Dr. Barbara Chamberlin</b> , Interim Department Head	bchamber@nmsu.edu • 6-2848

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## NMSU Branding Resources & Templates

**Why is branding important?** Branding allows us to build relationships and connections with our audiences. By presenting our brand consistently across the system, we can positively influence how people think and feel about NMSU.

**Applying the brand:** Everything you say and do on behalf of NMSU is part of the NMSU brand that is shared throughout the institution. By using a consistent visual style and voice, we can convey our messages more clearly, ultimately helping to deliver solutions for the future, creating change throughout our region and the world.

*Learn more about our brand at [brand.nmsu.edu](http://brand.nmsu.edu)*



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## NMSU Branding Resources & Templates

Where to start? [brand.nmsu.edu](https://brand.nmsu.edu)



### Logos

Downloads and guidelines.



### Colors

Palettes for print and web.



### Typography

Fonts for headlines and body copy.



### Photo Archive

Download images of the work, architecture, life, and activities of NMSU.



### Templates

Multipurpose templates

### Need more support?

Scroll to the bottom of the page to submit requests for creative services like marketing materials, logo setups and letterhead!



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## ACES Branding Resources & Templates

Where to start? [aces.nmsu.edu/branding](https://aces.nmsu.edu/branding)

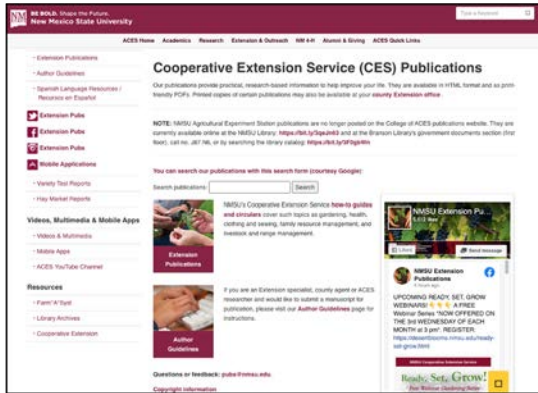
- ACES logo setups
- ACES branded templates
  - Letterhead
  - PowerPoint presentation
  - Promotional materials
- ACES promotional materials best practices
- Branded graphics & social media icons



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# Extension Publications



Extension publications provide practical, research-based info to the communities we serve. To discuss a new Extension publication or revise an expired pub, please contact our team.

**Ana Henke**, Extension Pubs Digital Media Supervisor

ahenke@nmsu.edu, 575-646-1174

**Frank Sholedice**, Extension Pubs Assistant Editor  
harpua@nmsu.edu

**Learn more:** [aces.nmsu.edu/pubs](https://aces.nmsu.edu/pubs)

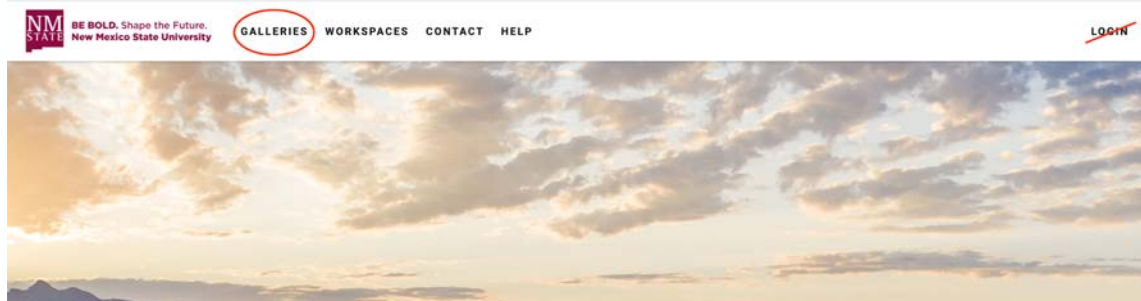


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# Photos and Repositories

Find NMSU photos at [nmsu.photoshelter.com](https://nmsu.photoshelter.com)

No login needed to use!



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## Photos and Repositories

### Additional resources for free images:

Wikipedia public domain: [en.wikipedia.org/wiki/Public\\_domain\\_image\\_resources](https://en.wikipedia.org/wiki/Public_domain_image_resources)

Center for Invasive Species and Ecosystem Health: [bugwood.org](https://bugwood.org)

U.S. Fish & Wildlife Service: [digitalmedia.fws.gov](https://digitalmedia.fws.gov)

NOAA Photo Library: [www.photolib.noaa.gov](https://www.photolib.noaa.gov)

Creative Commons: [creativecommons.org](https://creativecommons.org)

Unsplash: [unsplash.com](https://unsplash.com)

IMRE Blog with additional resources:

[www.innovativemediablog.nmsu.edu/post/finding-photos-for-nmsu-extension-network](https://www.innovativemediablog.nmsu.edu/post/finding-photos-for-nmsu-extension-network)

*Note: Always follow site guidelines for photo credits! (More on this later.)*

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## Copyright Logistics and Risky Actions

- As a rule, assume that images and materials you find online are protected by copyright.
- Get permission before using those materials.
- Exceptions to copyright protection:
  - Works by the U.S. government
  - Works published in the U.S. before 1926 (public domain)
  - Works with a Creative Commons license ([creativecommons.org/faq](https://creativecommons.org/faq))
- Even when using copyright-free material, give credit and cite sources.



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How do I give credit?  
For example...

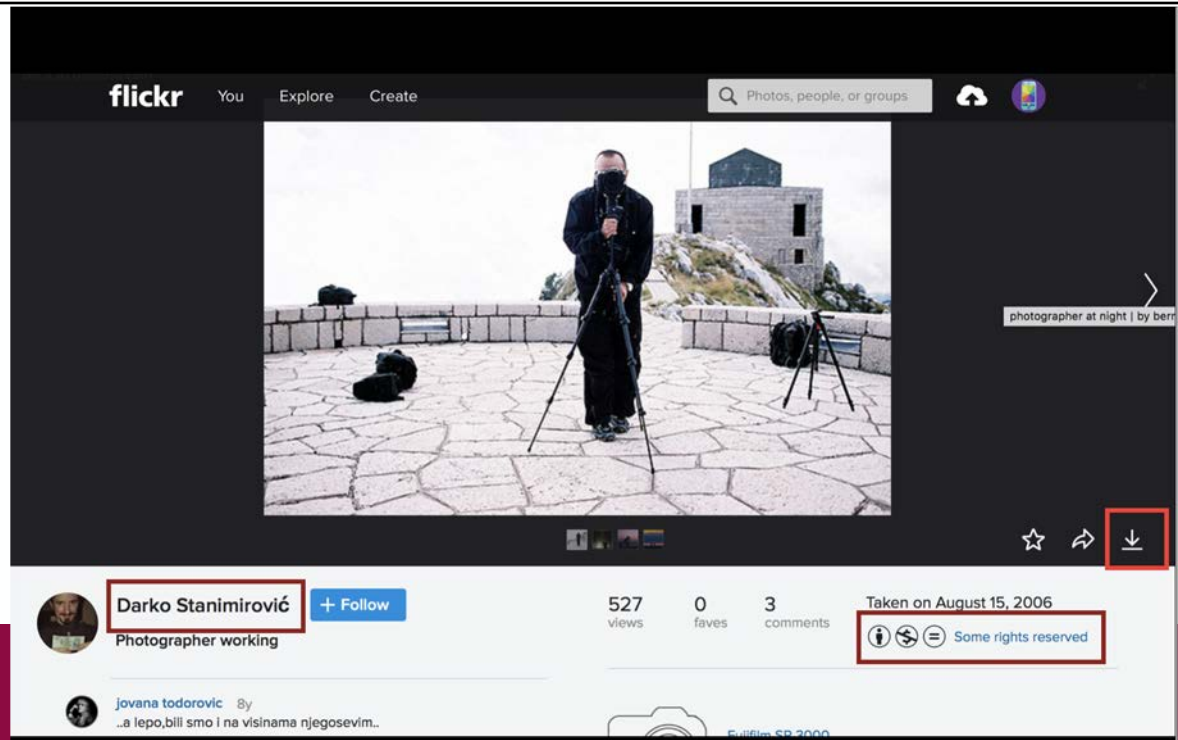
# 3 Use images, at least every third slide.

photo available on flickr.com, courtesy of Darko Stanimirović



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flickr You Explore Create

Photos, people, or groups

photographer at night | by bern

Darko Stanimirović + Follow

Photographer working

527 views 0 faves 3 comments

Taken on August 15, 2006

Some rights reserved

Jovana todorovic By  
..a lepo,bili smo i na visinama njegosevim..

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# Departmental Blog

innovativemediablog.nmsu.edu



Designed for:

- NMSU Extension (training and for clients)
- Promote our work nationally

Searchable

Offers

- Links to our media
- Resources for developing videos and media

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Innovative Media Research and Extension

About Us

- Our Program
- Partner Programs
- Our Team
- Blog
- User Testing & Summer Programs
- Awards & Publications
- Presentations
- Contact Information
- Directions
- In the Press

Products

- Videos & Animations
- Games & Interactives
- Mobile Apps
- Web Sites

## Innovative Media Research and Extension

We research and produce animations, games, interactive modules and apps. We conduct research in our Learning Games Lab

See our work at YouTube:

- Learning Games Lab: Educational animations for K-12, college students, and agricultural producers nationwide.
- College of ACES: Educational videos and animations focused on agricultural topics relevant to New Mexico.
- NMStateU: NMSU's channel, including faculty presentations and other professional activities.

### Learning Games Lab Online Summer Sessions 2021

Learn More

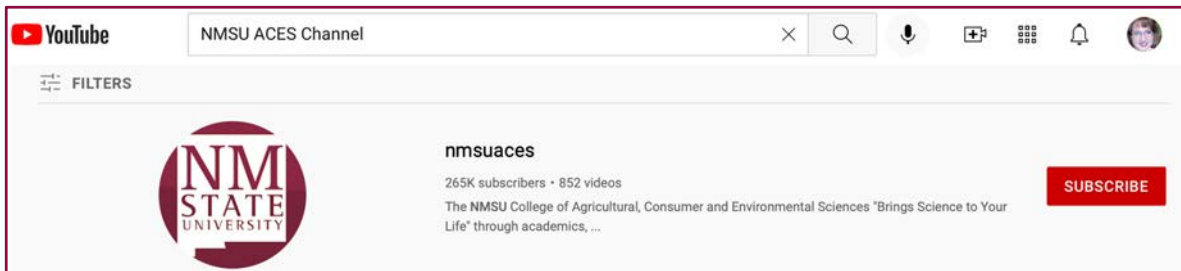


Animations, games, interactive modules and apps produced by our team


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# YouTube Help


- You *can* create your own channel. *Should* you?
- Remember captions for ADA compliance (see blog post)
- Tomilee or Art can help you decide
  - <https://rsvp.nmsu.edu/rsvp/uploadvideo>




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**Other Colleges**



**ACES College**



Audience	students and potential students	public, producers, consumers, other researchers, Extension stakeholders, students and potential students
Sites/Pages	ONEish website 50 90 pages	310 active sites 6,300 pages, 17,000 images and documents
Site Editors	one or two webmasters	250 active users
Functionality	serve student needs	share research, educate Extension audiences, serve student needs
Responsiveness	Somewhat static	also... frequent, active, sometimes immediate

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## Website Update

- What is the plan and process for moving ACES to Cascade?
  - When: Starting Spring 2022
  - How long: 1-2 years
  - Work in our CMS for now



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## Coordinated Extension Educational Campaigns

- Planning to pick 3-5 educational content *areas*, videos and social media campaign in 2022
  - What would you like shared *across counties, districts or content areas*?
  - What would *you like* prepared so you can share it?
  - Share ideas with your district director, department head, or Barbara Chamberlin



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