

2021 ACTION PLAN
Committee: Public Affairs
Subcommittee: Marketing & Communications

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Goals: Build unity, pride and visibility of NEAFCS membership.

Objectives:

1. Provide resources, ideas, and links related to marketing NEAFCS to members and the Extension system.
2. Oversee selection of marketing materials that showcase the professionalism and wide-ranging scope inherent in our association

	What? (action steps)	Responsible for (specific name)	2020-21 Who?	2020-21 (When? (specific date)	2020-21 When? (specific date)
1.	Promote NEAFCS branded clothing or other items through Land’s End and member merchandise from other suppliers in e-NEAFCS, via the website,* make a social media/newsletter with link to Land’s End so clothing can be ordered all year, not only annual conference and through Regional Directors. Submit print articles to VP PA. Set schedule.	Subcommittee Compose an email to VP-PA (Mary Liz Wright, Alethea	Alethea Price	Ongoing with heightened activity in months leading up to Annual Session November 2021.	Ongoing with heightened activity in months leading up to Annual Session September 2022.
2.	Promote all NEAFCS branded merchandise through social media. Develop 3 to 6 blurbs	Subcommittee	Ashley Hillsman,	At annual session PA (November	At annual session PA committee

	and schedule of posts. Determine who will post. Instagram	goal – making schedule for post	Subcommittee, VP-PA	2021) committee meeting and ongoing	meeting and ongoing Feb. 2021 May 2021 Aug. 2021 Oct. 2021
3.	Offer to help review recruitment documents or social media campaigns created by Advocacy or Education subcommittees. Put in detail from "Say Yes FCS" & "Dining in Day" (Look at 9 & 10)	Subcommittee	Volunteers? Subcommittee, VP-PA	At annual session PA committee meeting and ongoing	At annual session PA committee meeting and ongoing
4.	Canvas membership at JCEP Leadership & PILD conferences for new merchandise ideas.	VP Public Affairs & Subcommittee Flash drive credit card	Volunteers? Subcommittee, VP-PA	February & April 2021	February & April 2021
5.	Review remaining merchandising inventory and determine what new merchandise to order. Coordinate selection and ordering/re-ordering of any new/existing items. We have a lot of stuff	VP Public Affairs & Subcommittee	Volunteers? Subcommittee, VP-PA	Before June 2021	Before June 2021
6	Present list of proposed new merchandise to Board. Coordinate selection and ordering/re-ordering of any new/existing items. Flash drive, tech cloth Survey in November Newsletter	VP Public Affairs	VP-PA Mary Beth Hornbeck	June 2021	June 2021
7.	Make arrangements for NEAFCS Marketing Sales Table at Grand Rapids OR online if necessary. Recruit volunteers to staff the sales table via Sign Up Genius; separate Sign Up Genius Form. Submit new ideas for table @ Grand Rapids @first timers, near registration, near hospitality suite	VP Public Affairs and Subcommittee	Alethea & Mary Beth; Subcommittee, VP-PA	June – September 2021	June - September 2021
8.	Increase NEAFCS branded member merchandise awareness with a dedicated webpage. Design the mock up web page to submit to	Subcommittee	Alethea; Subcommittee, VP-PA	September 2021 and ongoing	September 2021 and on-going. Will cc Julie to

	headquarters through VP PA. Encourage photo submission of members in NEAFCS branded clothing to post on the web page through VP PA.				approve before putting it out to members Nov. 2021 Feb. 2021 May 2021 Aug. 2021
9.	Dining In Day –Increase NEAFCS participation in dining in day on social media & package on website. Conversation starters & promos on website	Thanksgiving profile pic frame (awareness of joint partnership)	Volunteer?, Subcommittee	Ongoing	September 2020 – December 2020
10.	Increase NEAFCS participation in Say Yes to FCS Campaign. Promote park “signing day”	Profile pic frame (awareness of joint partnership)	NEAFCS & AAFCS Volunteers? Alethea	Ongoing	Ongoing
11.	11. make NEAFCS background templates in Canva		Mary Beth		
12.	newsletter item: google folder with action picture highlights (specify size and what we want)				

Ideas for marketing items:

- Power banks
- Creed poster to display in office
- Small pad-folio
- Portable silverware set
- Pop sockets
- Glasses/tech wipe
- Mason jar toppers
- Handsfree car clip for phone
- Flash drives
- Cellphone fans
- Wireless charging pad
- Earbuds
- Pasta measuring gadget
- Preparedness tool
- Seat belt cutter/glass breaker
- business card holder

**include a marketing item with registration instead of a bag