

2021 ACTION PLAN
Committee: Member Resources
Subcommittee: Membership & Life Members

Subcommittee Chair: Jackie E. Ogden, CFCS (Georgia) jogden@uga.edu
Subcommittee Chair-elect: Amanda Hardy (Kentucky) amanda.hardy@uky.edu
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Subcommittee Past Chair: Leslee Blanch (Idaho) lblanch@uidaho.edu

Strategic Plan Goal:

1. To recruit new agents and Extension personnel for NEAFCS membership.
2. To recruit retiring members to convert to NEAFCS Life Membership.
3. To encourage NEAFCS members to be active in their state affiliate.
4. To encourage members and life members to attend NEAFCS Conference.
5. To provide an orientation event for First Timer's at NEAFCS Conference.
6. To provide events at NEAFCS Conference and during the year for Life Members.

Subcommittee Goal:

1. To encourage members to join national committees.
2. To plan First Timer's Session and Life Members session for NEAFCS Conference.
3. Promote NEAFCS year-round opportunities & offerings for Members and Life Members.
4. Promote and provide Life Members involvement opportunities for life-long learning.

Objectives:

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Provide orientation session for First Timers at NEAFCS Conference, including how to: *Be involved in NEAFCS *Navigate the conference *Connect with state and national leadership Luncheon at hotel: Budget: \$150 Estimated participants: 120	Jackie Ogden, GA Amanda Hardy, KY Alexis Roberts, GA Leslee Blanch, ID Katie Alexander, KY Amanda Dome, KY Kelsie Muller, IN Carol Schwarz, NE Johanna Hahn, VA Luann Boyer, CO	Annual Session TBA
2.	Provide Life Members session at NEAFCS Conference: Continental Breakfast Budget: \$250	Luann Boyer, CO Johanna Hahn, VA Cindy Davies, NM	Annual Session TBA
3.	Develop a benefit brief for attending NEAFCS Conference and First Timer's Event for new agent members using social media, i.e., NEAFCS Webinar, Facebook, other platforms	Subcommittee will work with Will Ferguson on timing and posting content. Kelsie Muller, IN Alexis Roberts, GA	June-Sept. 2021
4.	State Affiliate MR VPs will contact new FCS hires within the first two months and encourage NEAFCS membership. Two semi-annual reminder emails to be sent.	Subcommittee: Jackie Ogden, GA	Post Annual Session Nov. 2020 Pre Annual Session May 2021

5.	Develop & Review "What's Next" handout explaining Life Membership Category for FCS retirees & post on NEAFCS website	Cindy Davies, NM Carla Bush, TN Will Ferguson, (NEAFCS) Jackie Ogden, GA Amanda Hardy, KY	Ongoing
6	Keep updated list of institutions involved with FCS (began in 2016) Add this information to the NEAFCS website	Britany Martin, TX Jackie Ogden, GA Amanda Hardy, KY Cindy Davies, NM Will Ferguson (NEAFCS)	Ongoing