**2021 ACTION PLAN**

**Committee: Secretary**

**Subcommittee: Annual Session Ambassador**

**Subcommittee Chair:** Jessica Trussell, [trusselljl@missouri.edu](mailto:trusselljl@missouri.edu), Missouri

**Subcommittee Chair-Elect:**

**Subcommittee Apprentice:**

**Subcommittee Past Chair:**

**NEAFCS Secretary:** Kate Shumaker, [shumaker.68@osu.edu](mailto:shumaker.68@osu.edu), Ohio

**Regional Directors**

**Central Region Director:** Vanessa Hoines, [vanessa.hoines@ndsu.edu](mailto:vanessa.hoines@ndsu.edu), North Dakota   
**Eastern Region Director:** Lisa McCoy, [lmccoy@umd.edu](mailto:lmccoy@umd.edu), Maryland   
**Southern Region Director:** Lorrie Coop, [ljcoop@ag.tamu.edu](mailto:ljcoop@ag.tamu.edu), Texas

**Western Region Director:** Rick Griffith, [rickgrif@nmsu.edu](mailto:rickgrif@nmsu.edu), New Mexico

**Strategic Plan Goal:** Offer professional development opportunities that enhance the scholarship and research qualities and skills of members’ diverse Extension work in family and consumer sciences.

**Subcommittee Goal:** To provide organization, structure and services allowing Annual Session to run smoothly and professionally.

**Objectives:** To provide quality brand representation to all speakers, exhibitors, and attendees during annual session. To enhance the professional atmosphere of annual session.

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|  | What?  (action steps) | Responsible for  (specific name) | When?  (specific date) |
| 1. | Create Ambassador job description | Staff/Sec/Chair | Jan 2021 |
| 2. | Create Ambassador application | Staff/Sec/Chair | Jan 2021 |
| 3. | Create Ambassador agreement | Staff/Sec/Chair | Feb 2021 |
| 4. | Create verbiage for letter of appointment for purposes of recognition with administration | Staff/Sec/Chair | Feb 2021 |
| 5. | Create marketing piece for recruitment | Staff/Sec/Chair | Feb 2021 |
| 6 | Promote Ambassador program at JCEP – ELC and PILD | Past President/President | Feb 2021: ELC April 2021: PILD |
| 7. | Create pre-conference Zoom training program for Ambassadors and volunteers | Staff/Sec/Chair | Start: Feb 2021 Due: August 2021 |
| 8. | Request Ambassador application/representation from Affiliate Presidents through President e-list | Staff/Sec/Chair | Early March 2021 |
| 9. | Request Ambassador application/representation through Regional Directors to Presidents | Regional Directors | Early March 2021 |
| 10. | Direct email to membership regarding application | Staff/Sec/Chair | Late March 2021 |
| 11. | Schedule pre/post conference meeting | Staff/Chair | May 2021 |
| 12. | Schedule Zoom training (10/13/21 @ 3:00pm EST) | Staff/Sec/Chair | Prior to application launch |
| 13. | Launch application | Staff/Sec/Chair | When Early Bird Registration opens |
| 14. | Communicate with other committees that have volunteer opportunities for scheduling purposes | Staff/Sec/Chair | July 2021 |
| 15. | Collaborate with National Office to finalize available volunteer opportunities within the sign-up system | Staff/Sec/Chair | July 2021 |
| 16. | Applications due | Staff/Sec/Chair | Aug 13, 2021 |
| 17. | Ambassador selection completed | Staff/Sec/Chair | September 15, 2021 |
| 18. | Order recognizable symbol for on-site | Staff/Sec/Chair | September 2021 |
| 19. | Hold Ambassador Zoom Training | Staff/Sec/Chair | Oct 13, 2021 |
| 20. | Create certificates of recognition to be given at annual session committee meeting | Staff | Oct 2021 |
| 21. | Collect recognizable symbols and distribute certificates | Sec/Chair | Nov 5, 2021 |
| 22. | Clear committee member list | Staff | Dec 2021 |