

2021-2022 ACTION PLAN

Committee: Public Affairs Marketing & Communications Committee

Committee Chair: Alethea Bruzek- Kentucky, a.price@uky.edu

Committee Chair-elect: Ashley Hillsman- Tennessee, ahillsman@tnstate.edu

Committee Apprentice:

Committee Past Chair: Mary Beth Hornbeck- Georgia, mkellett@uga.edu

Strategic Plan Goal: Build unity, pride and visibility of NEAFCS membership.

Committee Goals: Provide resources, ideas, and links related to marketing NEAFCS to members and the Extension system; oversee selection of marketing materials that showcase the professionalism and wide-ranging scope inherent in our association.

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 more effectively promote NEAFCS and our goals.

| | What? (action steps) | Responsible for (specific name) | When? (specific date) |
|----|--|---------------------------------------|---|
| 1. | Promote NEAFCS branded items through the Lands End website. | Susan Howington and committee | All year |
| 2. | Review all recruiting materials and promotional materials. Communicate with other sub-committee chairs. | Jennifer Bridge Zelda Felix Mottly | All year |
| 3. | Choose one special gift annually for members to be given at each annual conference. This will replace many little gifts/merch table. Develop a proposal to the board for purchasing this gift. | Alethea Bruzek Jennifer Bridge | June/July 2022 (before annual session) |
| 4. | Maintain record of depleting inventory of merchandise. | Andrea Schmutz | All year |
| 5. | Promote “Dine in Day” and “Say Yes to FCS” campaigns with infographics and things to use on social media, newspapers, etc. | Committee | Before December 2022 |
| 6 | Have a table at the annual conference for members to place orders for merchandise we currently have in inventory. Possibly include an online store option. | Alethea Bruzek and committee | September 2022 |