

2024 Action Plan

Committee: Public Affairs: Marketing and Communications Committee

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Committee Past Chair: Alivia Faris alivia.faris@uky.edu

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

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

Objectives:

1. Provide resources, ideas, and link related to marketing NEFCS to members and the Extension system.
2. Oversee selection of targeted marketing materials that showcase the professional ism and wide-ranging scope inherent in our association that more effectively promote NEAFCS and our goal.

	What?	Responsible	When?
1	Review all recruiting materials and promotional materials. Communicate with other sub-committee chairs.	Mindy McCulley	All Year
2	Promote "Elevate FCS" and "Say YES to FCS" campaigns with infographics and social/paper media materials etc.	Committee	Feb./March 2024
3	Have table at annual conference for members to place orders for merchandise we currently have in inventory (possibly include an online store or amazon store option).	Committee	Annual Session
4	Edit template to promote national, state, and local impacts.	Alivia Faris	Before March 2024
5	Work with the education subcommittee to organize and offer a webinar on how to use the impact template, who to share it with, as well as how to promote FCS impact in general.	Committee	Spring 2024

6	Elevator Speech webinar	Committee	February 2024
7	Possible elevator speech contest	Christine Zeller Mindy McCulley Karen Ensle	2024 National Meeting