

ACTION PLAN 2025 – 2026

Committee: Public Affairs – Public Engagement and Impact Committee (formerly the Education and Marketing Committees)

Committee Chair: Linda Burgard Linda.burgard@uky.edu

Committee Chair-elect: Ann Davis a.h.davis@msstate.edu

Committee Apprentice: TBD

Committee Past Chair: Renee Vines & Dylan Gentry

Strategic Plan Goal: Promote engagement, awareness, and connection among members and key stakeholders.

Committee Goal: Support stakeholder engagement through member program impact sharing and provide resources that promote the value and visibility of NEAFCS

Objectives:

Fulfill action steps established by the committee.

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Encourage PILD participation through abstract submissions and first-time scholarships.	Committee chair	8/26 - 11/26
2.	Maintain communication with committee members and host at least two meetings annually	Committee chair	Throughout year
3.	Recruit members to serve as impact statement editors based on area of interest and expertise.	Committee Chair & VP Public Affairs	11/25 - 1/26
4.	Email NEAFCS Impact Statement links at least two weeks before PILD and encourage members to review and share them during Hill visits or other meetings.	National office, VP Public Affairs, Committee Chair	4/26
5.	Update Impact Statement topics and format as needed to reach maximum impact and reflect work of members.	Committee members & VP Public Affairs	Spring 26
6.	Host a pre-portal opening webinar to explain the Impact Statement process and its importance.	VP Public Affairs & Committee members	Fall 26
7.	Promptly share Public Affairs updates from the National VP with State VP counterparts.	Committee Chair	Throughout the year
8.	Host table at annual conference	Committee	Annual Session
9.	Update template to highlight national, state, and local impacts using data from state reports	Committee	Spring 2026
10.	Elevator Speech Contest Prep	Committee	Spring 2026
11.	Elevator Speech Promotion	Committee	Summer 2026