

2016-2017 ACTION PLAN
Committee: Public Affairs
Subcommittee: Marketing & Communications

Subcommittee Chair: Diana Doggett, ddoggett@uky.edu
Subcommittee Chair-elect: Susan Howington, showing@uga.edu
Subcommittee Apprentice: Shauna Henley, shenley@umd.edu
Subcommittee Past Chair: Sandra Grenci, Grenci@njaes.rutgers.edu

Goals: Promote relevance and impact of our profession and programs to both internal and external audiences.

Objectives:

1. Communicate the value of Family and Consumer Sciences to families and communities.
2. Enhance the Family and Consumer Sciences image/brand and work of Extension professionals.
3. Build new partnerships with external organizations that share a common mission and vision with FCS educators.

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Promote NEAFCS branded clothing or other items through Land's End and member merchandise from other suppliers in e-NEAFCS, via the website, and through Regional Directors. Submit print articles to VP PA. Set schedule.	Subcommittee	Ongoing with heightened activity in months leading up to Annual Session.
2.	Promote all NEAFCS branded merchandise through social media. Develop 3 to 6 blurbs and schedule of posts. Determine who will post.	Subcommittee	At annual session PA committee meeting and ongoing
3.	Offer to help review recruitment documents or social media campaigns created by Advocacy or Education subcommittees	Subcommittee	At annual session PA committee meeting and ongoing
4.	Canvas membership at JCEP Leadership & PILD conferences for new merchandise ideas.	VP Public Affairs & Subcommittee	February & April 2017
5.	Review remaining merchandising inventory and determine what new merchandise to order. Coordinate selection and ordering/re-ordering of any new/existing items.	VP Public Affairs & Subcommittee	September 2106, December 2016 May, 2017 October 2017
6	Present list of proposed new merchandise to Board. Coordinate selection and ordering/re-ordering of any new/existing items.	VP Public Affairs	June 2017
7.	Make arrangements for NEAFCS Marketing Sales Table at Omaha, Nebraska. Recruit volunteers to staff the sales table via Sign Up Genius.	VP Public Affairs and Subcommittee	June - September 2017
8.	Increase NEAFCS branded member merchandise awareness with a dedicated webpage. Design the mock up web page to submit to headquarters through VP PA. Encourage photo submission of members in NEAFCS branded clothing to post on the web page through VP PA.	Subcommittee	September 2107 and on-going.