

Planning for **ACTION PLAN for 2017-18**  
**Committee: Public Affairs**  
**Subcommittee: Marketing & Communications**

**Subcommittee Chair:** Susan Howington, [showing@uga.edu](mailto:showing@uga.edu)  
**Subcommittee Chair-elect:** Mary Beth Hornbeck, [marybethhornbeck@uga.edu](mailto:marybethhornbeck@uga.edu)  
**Subcommittee Apprentice:** Alethea Price, [a.price@uky.edu](mailto:a.price@uky.edu)  
**Subcommittee Past Chair:** Diana Doggett, [ddoggett@uky.edu](mailto:ddoggett@uky.edu)

**Goals:** Build unity, pride and visibility of NEAFCS membership.

**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

2017-18 What? (action steps)	2017-18 Responsible for (specific name)	2017-18 Who?	2016-17 (When? (specific date)	2017-18 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 Compose an email to VP-PA (Julie Garden-Robinson	Alethea Price - KY	Ongoing with heightened activity in months leading up to Annual Session October 2017.	Ongoing with heightened activity in months leading up to Annual Session September 2018.
2. Promote all NEAFCS branded merchandise through social media. Develop 3 to 6 blurbs and schedule of posts. Determine who will post.	Subcommittee	Mary Beth Hornbeck – GA	At annual session PA (October 2017) committee meeting and ongoing	At annual session PA committee meeting and ongoing Nov. 2017 Feb. 2018 May 2018 Aug. 2018
3. Offer to help review recruitment documents or social media campaigns created by Advocacy or Education subcommittees	Subcommittee	Jennifer Bridge & Diana Doggett - KY	At annual session PA committee meeting and ongoing	At annual session PA committee meeting and ongoing
4. Canvas membership at JCEP Leadership & PILD conferences for new merchandise ideas.	VP Public Affairs & Subcommittee	Diana Doggett - KY & Denise Everson - GA	February & April 2017	February & April 2018
5. Review remaining merchandising inventory	VP Public Affairs & Subcommittee	Diana Doggett &	Before June 2017	Before June 2018

	and determine what new merchandise to order. Coordinate selection and ordering/re-ordering of any new/existing items.		Jennifer Bridge - KY		
6	Present list of proposed new merchandise to Board. Coordinate selection and ordering/re-ordering of any new/existing items.	VP Public Affairs	Diana Doggett & Jennifer Bridge - KY	June 2017	June 2018
7.	Make arrangements for NEAFCS Marketing Sales Table at Texas. Recruit volunteers to staff the sales table via Sign Up Genius.	VP Public Affairs and Subcommittee	Susan Howington, GA & Mary Beth Doggett – KY	June – September 2017	June - September 2018
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	Mary Beth Hornbeck - GA	September 2017 and ongoing	September 2017 and on-going. Will cc Julie to approve before putting it out to members  Nov. 2017 Feb. 2018 May 2018 Aug. 2018