Planning for **ACTION PLAN for 2018-19**

**Committee: Public Affairs**

**Subcommittee: Marketing & Communications**

**Subcommittee Chair: Mary Beth Hornbeck - Georgia,** [**mkellett@uga.edu**](mailto:mkellett@uga.edu)

**Subcommittee Chair-elect: Alethea Price - Kentucky,** [**a.price@uky.edu**](mailto:a.price@uky.edu)

**Subcommittee Apprentice: open**

**Subcommittee Past Chair: Susan Howington – Georgia,** [**showing@uga.edu**](mailto:showing@uga.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

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|  | What?  (action steps) | Responsible for  (specific name) | 2018-19  Who? | 2017-18 (When? (specific date) | 2018-19 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 | Alethea Price | Ongoing with heightened activity in months leading up to Annual Session October 2018. | Ongoing with heightened activity in months leading up to Annual Session September 2019. |
| 2. | Promote all NEAFCS branded merchandise through social media. Develop 3 to 6 blurbs and schedule of posts. Determine who will post. | Subcommittee  goal – making schedule for post | Mary Beth, Subcommittee, VP-PA | At annual session PA (October 2018) committee meeting and ongoing | At annual session PA committee meeting and ongoing  Oct. 2018  Feb. 2019  May 2019  Aug. 2019 |
| 3. | Offer to help review recruitment documents or social media campaigns created by Advocacy or Education subcommittees. Put in detail from “Say Yes FCS” & “Dining in Day” (Look at 9 & 10) | Subcommittee | Jennifer Bridge & Diana Doggett; Subcommittee, VP-PA | 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  Flash drive credit card | Diana Doggett & Denise Everson, Subcommittee, VP-PA | February & April 2018 | February & April 2019 |
| 5. | Review remaining merchandising inventory and determine what new merchandise to order. Coordinate selection and ordering/re-ordering of any new/existing items. We have a lot of stuff | VP Public Affairs & Subcommittee | Diana Doggett & Jennifer Bridget, Subcommittee, VP-PA | Before June 2018 | Before June 2019 |
| 6 | Present list of proposed new merchandise to Board. Coordinate selection and ordering/re-ordering of any new/existing items.  Flash drive, tech cloth | VP Public Affairs | VP-PA | June 2018 | June 2019 |
| 7. | Make arrangements for NEAFCS Marketing Sales Table at Hershey. Recruit volunteers to staff the sales table via Sign Up Genius.  Submit new ideas for table @ Hershey @first timers, near registration, near hospitality suite | VP Public Affairs and Subcommittee | Susan & Mary Beth; Subcommittee, VP-PA | June – September 2018 | June - September 2019 |
| 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; Subcommittee, VP-PA | September 2018 and ongoing | September 2018 and on-going.  Will cc Julie to approve before putting it out to members  Nov. 2018  Feb. 2019  May 2019  Aug. 2019 |
| 9. | Dining In Day –Increase NEAFCS participation in dining in day on social media & package on website. | Thanksgiving  profile pic frame (awareness of joint partnership) | Jackie, Subcommittee | Ongoing | September 2018 – December 2018 |
| 10. | Increase NEAFCS participation in Say Yes to FCS Campaign. Promote park “signing day” | Profile pic frame (awareness of joint partnership) | NEAFCS & AAFCS  Jennifer  Diana  Alethea | Ongoing | Ongoing |