

Planning for ACTION PLAN for 2019-20
Committee: Public Affairs
Subcommittee: Marketing & Communications

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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

	What? (action steps)	Responsible for (specific name)	2019-20 Who?	2019-20 (When? (specific date)	2019-20 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,* make a social media/newsletter with link to Land's End so clothing can be ordered all year, not only annual conference	Subcommittee Compose an email to VP-PA (Mary Liz Wright, Alethea	Alethea Price	Ongoing with heightened activity in months leading up to Annual Session October 2020.	Ongoing with heightened activity in months leading up to Annual Session September 2020.

	and through Regional Directors. Submit print articles to VP PA. Set schedule.				
2.	Promote all NEAFCS branded merchandise through social media. Develop 3 to 6 blurbs and schedule of posts. Determine who will post. Instagram	Subcommittee goal – making schedule for post	Ashley Hillsman, Subcommittee, VP-PA	At annual session PA (October 2020) committee meeting and ongoing	At annual session PA committee meeting and ongoing Oct. 2020 Feb. 2020 May 2020 Aug. 2020
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	Volunteers? 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	Volunteers? Subcommittee, VP-PA	February & April 2020	February & April 2020
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	Volunteers? Subcommittee, VP-PA	Before June 2020	Before June 2020
6	Present list of proposed new merchandise to Board. Coordinate selection and ordering/re-	VP Public Affairs	VP-PA Mary Beth Hornbeck	June 2020	June 2020

	ordering of any new/existing items. Flash drive, tech cloth Survey in November Newsletter				
7.	Make arrangements for NEAFCS Marketing Sales Table at Utah. Recruit volunteers to staff the sales table via Sign Up Genius separate sign up genius . Submit new ideas for table @ Utah @first timers, near registration, near hospitality suite	VP Public Affairs and Subcommittee	Althea & Mary Beth; Subcommittee, VP-PA	June – September 2020	June - September 2020
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	Althea; Subcommittee, VP-PA	September 2020 and ongoing	September 2020 and on-going. Will cc Julie to approve before putting it out to members Nov. 2019 Feb. 2020 May 2020 Aug. 2020
9.	Dining In Day – Increase NEAFCS participation in dining in day on social media & package on website. Conversation starters & promos on website	Thanksgiving profile pic frame (awareness of joint partnership)	Volunteer?, Subcommittee	Ongoing	September 2019 – December 2019
10.	Increase NEAFCS participation in Say Yes to FCS Campaign.	Profile pic frame (awareness of joint partnership)	NEAFCS & AAFCS Volunteers? Alethea	Ongoing	Ongoing

	Promote park "signing day"				
11. make NEAFCS background templates in canva			Mary Beth		
12. newsletter item: google folder with action picture highlights (specify size and what we want)					

Ideas for marketing items;
Powerbanks
Creed poster to display in office
Small pad-folio
Portable silverware set
Popsockets
Glasses/tech wipe
Mason jar toppers
Handsfree car clip for phone
Flash drives
Cellphone fans
Wireless charging pad
Earbuds
Pasta measuring gadget
Preparedness tool
Seat belt cutter/glass breaker
business card holder

**include a marketing item with registration instead of a bag