

2023 ACTION PLAN
Committee: Public Affairs – Marketing & Communications
Public Affairs Vice President – Jennifer Bridge

Committee Chair: John Fuller- Missouri fullerjc@msu.edu

Committee Chair-elect: Alivia Faris- Kentucky alivia.faris@uky.edu

Committee Apprentice: Mindy McCulley- Kentucky mindy.mcculley@uky.edu

Committee Past Chair: Alethea Bruzek- Kentucky a.price@uky.edu

Strategic Plan Goal: Build unity, pride, and visibility of NEAFCS membership.

Subcommittee Goal: Provide resources, ideas, and links related to marketing NEAFCS to members and the Extension system; oversee selection of targeted marketing materials that showcase the professionalism and wide-ranging scope inherent in our association.

Objectives:

1. Provide resources, ideas, and links related to marketing NEAFCS to members and the Extension system
2. oversee selection of targeted marketing materials that showcase the professionalism and wide-ranging scope inherent in our association that more effectively promote NEAFCS and our goals.

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Review all recruiting materials and promotional materials. Communicate with other sub-committee chairs.	Zelda Felix Mottley	All Year
2.	Promote “Elevate FCS” and “Say Yes to FCS” campaigns with infographics and things to use on social media, newspaper etc.	Committee	February/March 2023
3.	Have a table at the annual conference for members to place orders for merchandise we currently have in inventory. Possibly include an online store or Amazon store option.	John Fuller	Annual Session
4.	Make a template to promote national, state, and local impacts.	Alivia Faris Mindy McCulley	Before February 2023
5.	Work with the Education Sub-committee to organize and offer a webinar on how to use the impact template, who to share it with, as well as how to promote FCS impact in general.	Education Sub-committee	Spring 2023
6	Marketing strategies webinar	John Fuller Education Committee	January/February 2023
7.	Elevator speech contest	John Fuller Jennifer Bridge Alethea Bruzek	2023