

2024 Action Plan

Committee: Public Affairs – Marketing and Communications

Committee Chair: Renee Vines ph0002@auburn.edu

Committee Chair-Elect: Linda Burgard Linda.burgard@uky.edu

Committee Apprentice: TBD

Committee Past Chair: Mindy McCulley mindy.mcculley@uky.edu

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

Subcommittee Goal: Provide resources, ideas, and links related to marketing NEAFCS to members and 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 goal.

	What?	Responsible	When?
1	Review all recruiting materials and promotional materials. Communicate with other sub-committee chairs.	Renee Vines	All Year
2	Promote “Living Well” “Elevate FCS” and “Say YES to FCS” campaigns with infographics and social/paper media materials etc.	Committee	All Year (at designated times)

3.	Host table at annual conference for members to pick-up orders for merchandise currently in inventory (ordered during registration).	Committee	Annual Session
4.	Importance of Reporting Webinar	Other subcommittee chairs and Christine Zeller	TBA
5.	Work with education subcommittee to get reporting numbers for promotional materials.		February 2025
7.	Edit template to promote national, state, and local impacts using numbers from state reporting.		February/March 2025
8.	Work with the education subcommittee to organize impact template, implement ideas for sharing it, as well as how to promote FCS impact in general.	Committee	Spring 2025
9.	Elevator Speech Contest Prep	Committee	Spring 2025
10.	Elevator Speech Promotion	Committee	Summer 2025