



2016 Committee Report

NAEPSDP Board of Directors

Committee: Marketing

Chair/Co-Chairs: Teresa Byington, Todd Hurt

Committee Members: Kevin Andrews, Jodi Azulai, Karen Gehrt, Alda Norris, Steve Siegelin, Danae Wolfe, and Sarah Baughman (Membership representative)

Committee Initiatives/Products: Start quarterly newsletter, association blog, oversee new website development, improve social media presence, & manage marketing materials all of which were identified in the 2016-2020 strategic plan.

2016 Major Accomplishments: Kevin Andrews served as webmaster and directed the launch of the new website in June. He trained the marketing committee on the internal functions of the website. Jodi, Todd and Steve started the association blog and has produced over 10 blog posts in 2016. Teresa is the lead author and editor of the newsletter and produced two quarterly newsletters in its first year of existence. Alda continues to populate our Facebook page and Youtube channel. Danae contributed to the development of a new member marketing flyer and save the date materials. The committee produced a screen cleaning cloth promotional item for the December conference and other printed materials. We are proud to say that 100% of our committee plan of work was accomplished in 2016. We are always looking for more creative and contributing team members.