



Annual Plan of Work January 1, 2017 – December 31, 2017

Marketing Committee

Please provide a brief scope of work of the committee.	Marketing, member engagement, and improved social media/web presence
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Specific Item to Accomplish	Responsibility (Names of people assigned to item)	Key Contact (Person who will serve as a key contact for item)	Goal Date (Anticipated completion date)	Completion Date (to be filled in when completed)
Quarterly e-newsletter President’s message, committee reports, and member spotlight. Send out a call for announcements two weeks before newsletter goes out. Advertise blog and need for bloggers, promote conference and call for presenters. Reach out to Regional Representatives for member spotlight.	Yolanda Surrency	Matt Benge	quarterly Feb., May, August, Nov.	Article on Membership committee by Mary Fran for May. Article on Marketing Committee by Steve for Aug.
Association Blog Look for members that can be featured bloggers. Leadership, stress management, conference presenters, 2 original posts and 2 linked posts a month as a goal	Jodi Azulai, Steve Siegelin, ChaNae Bradley	Jodi Azulai	Develop a strategic plan for blog topics, purpose, and	March

			indicators on use, notification system	
Web Master Kevin Andrews will take lead and train committee members and divide responsibilities	Kevin Andrews	Kevin Andrews		
Social Media Manage and populate Facebook, Linked In, You-Tube accounts for association.	Alda Norris, Sarah Baughman (Membership Committee Rep), Yolanda Surrency	Alda Norris	Facebook Page, we need pages to link to Work with Carrie Stark the NAEPSPD Chair for the Resolutions & Policy Committee on a social media proposal (check status)	
Marketing Materials Inventory Designate a committee member to create an inventory of marketing materials , oversee new material development , and coordinate shipment of association display banners. We need to create a save the date postcard for the 2018 conference and print membership recruitment flyer.	Danae Wolfe agreed to help design materials.	Danae		
			We need membership	

			recruitment pieces for Middle Managers, NETC, Ag. Ed. (grad students/faculty)	
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Budget Request	2016 Budget was \$1000. New budget proposals due March 1st. Postage for shipping materials must also come out of this budget. Rich Poling, Association Treasurer, is checking into getting a FedEx and UPS account for the association.
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