



**Annual Plan of Work Marketing Committee
January 1, 2018 – December 31, 2018**

Danae Wolfe, Co-Chair
Jodi Azulai, Co-Chair

Committee Members

Alda Norris Cynthia Willis
Gwyn Shelle Yolanda Surrency
Steve Siegelin Matt Bengé
Tom Payne II

The Marketing Committee is charged with Marketing the association and the efforts of the association. In addition, the Marketing Committee is responsible for maintenance of the Associations website and social media accounts. The Marketing Committee is made up of a Committee Chair, a Committee Co-Chair/Vice-Chair, and committee members from the paid membership of the association. The Marketing Committee must work closely with each of the other standing committees to accomplish their work and assist the other committees in accomplishing their efforts. The Association Treasurer serves as an ex-officio member of the Marketing Committee.

Committee Name	Marketing Committee
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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)
Marketing Meetings	Danae & Jodi	Danae & Jodi	January/ May/ September 2018	January 2018

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Quarterly e-newsletter President's message, committee reports, and member spotlight. Send out a call for announcements two weeks before newsletter goes out.	Matt Benge, Steve, Gwyn	Matt Benge	Quarterly Feb., May, August, Nov.	
Web Master Takes lead and train committee members and divide responsibilities; explore max. number of member profiles permitted through Wildapricot and if, exceed and how to troubleshoot	Thomas Payne II	Thomas Payne II	May 2018	
Social Media Manage and populate Facebook, YouTube account for association. Reach out to Regional Representatives for member spotlight. Look for members that have fitting content to contribute. For Linked In, determine objectives for NAEPSPD profile from Board and update accordingly; Once	Alda Norris Danae Wolfe (will reach out to whoever is currently managing LinkedIn)	Alda Norris: Face Book; pull analytics for reporting (# posting, reach)	Weekly postings; October report on analytics	
WildApricot blog tool includes blog email notifications tool, take lead for Association blog. Jodi to reach out to Wildapricot quarterly.	Jodi	Jodi	Quarterly check	
Marketing Materials Inventory Create an inventory of marketing materials, oversee new material development , and coordinate shipment of association display banners. Create a save the date postcard for the 2019 conference and print membership recruitment flyer; <i>How to Create Better Meetings</i> (Conference possibility)	Danae	Danae	June 2018	
Subcommittee to work with Programs and Membership for conference marketing/marketing tools	Danae/Jodi	Danae/Jodi	Continuous	
Submit budget to Treasurer Identify estimate for costs for marketing materials	Jodi	Jodi	March 1, 2018	March 1, 2018

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for budget (e.g., board shirts, shipping, conference save the date..etc)				
Membership recruitment pieces for Middle Managers, NETC, Ag. Ed. (grad students/faculty); Work with Liaison to Membership, Social Media, and Marketing Inventory marketing people.	Jodi to forward to Steve piece for directors/deans; what is commitment (Todd and Julie; Steve to contact them)	Jodi	Jan 2018	Sent January 2018