



**Annual Plan of Work
January 1, 2016 – December 31, 2016**

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)
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.	Teresa Byington	Teresa Byington	Early August	
Association Blog Look for members that can be featured bloggers. Leadership, stress management, conference presenters, 2 original posts and 3 linked posts a month as a goal	Jodi Azulai, Todd Hurt	Todd Hurt	Early August	
Web Master	Jodi Azulai – Webinar Archives Kevin Andrews	Kevin Andrews	5/13/16	

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)
Kevin Andrews will take lead and train committee members and divide responsibilities				
Social Media Manage and populate Facebook, Linked In, You-Tube accounts for association. Work with Carrie Stark the NAEPSPD Chair for the Resolutions & Policy Committee on a social media proposal	Alda Norris	Alda Norris	August	

To add more lines, place curser after the last box of the last row. Hit “tab.” Another row should appear.

Submission instructions:

- Rename the document with your committee name such as: Membershipplanofwork.doc
- Email document to kballard@uaex.edu