

**Annual Plan of Work**

**January 1, 2021 – December 31, 2021**

|  |  |
| --- | --- |
| Committee Name | Marketing |
| Committee Members | Carrie Stark & Cheryl Newberry (Co-Chairs), Alda Norris, Terrence Wolfolk |

| Please provide a brief scope of work of the committee. | The Marketing Committee plans and executes NAEPSDP information materials via the association newsletter, Facebook, and email system. |
| --- | --- |

| 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) |
| --- | --- | --- | --- | --- |
| Facebook page (open) | Cheryl Newberry | Cheryl Newberry | Ongoing |  |
| Emails through Wild Apricot | Carrie Stark | Carrie Stark | Ongoing |  |
| Wednesday News | Carrie Stark | Carrie Stark | Ongoing |  |
| Promote NAEPSDP Clothing | Carrie/Cheryl | Carrie | Ongoing |  |
| Promote Association to 1890’s & 1994 Institutions   * Create Marketing Messages to email out to potential membership | Carrie & Terrence Wolfork | Carrie | July, 2021 |  |
| Keep Website Content Updated | Carrie/Cheryl/Tom Payne | Carrie/Tom Payne | Ongoing |  |
| Promote Life Membership Opportunities   * Email retired members about joining as a life member * Work with Conference Committee to have Life Member activities at annual conference | Carrie/Cheryl | Carrie | 2021 Annual Conference |  |

| Budget Request Item: |  |
| --- | --- |
| Board shirts | $300 |
| TOTAL: | $300 |

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: 2020 Membership Committee Plan of Work.doc
* Post in the BOX, folder “2019 Committee Work Plans” or email to [jhuettem@purdue.edu](mailto:jhuettem@purdue.edu).