



**Annual Plan of Work
January 1, 2022 – December 31, 2022**

Committee Name	Marketing Committee
Committee Members	Carrie Stark, Cheryl Newberry (co-chairs), Jamie Davis, Jenny Murray

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.
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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)
Create a mailing list of land grant institution deans/directors, associate and assistant deans/directors, program leaders and other administrators to receive PSD information on a regular basis so that they can have a greater appreciation of the value of our work	Carrie, Cheryl, Jamie, & Jenny	Carrie	April, 2022	
Facebook page (open)	Cheryl	Cheryl	Ongoing	
Emails through Wild Apricot	Carrie	Carrie	Ongoing	
Member News	Carrie	Carrie	Ongoing	
Promote Association to 1890's & 1994 Institutions	Entire Committee	Carrie	May, 2022	

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)
<ul style="list-style-type: none"> Create Marketing Messages to email out to potential membership 				
Keep Website Content Updated	Cheryl	Cheryl	Ongoing	
Promote Life Membership Opportunities <ul style="list-style-type: none"> Email retired members about joining as a life member Work with Conference Committee to have Life Member activities at annual conference Feature Life Members in Member Newsletters and social media 	Carrie	Carrie	Ongoing	
Create a general elevator speech for recruiting new members	Entire Committee	Carrie	July, 2022	
Create a marketing schedule which includes Web, FB, newsletter, emails, etc.	Entire Committee	Carrie, Cheryl	April 30, 2022	

Budget Request	\$0
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To add more lines, place curser after the last box of the last row. Hit "tab." Another row should appear.

<p>Submission instructions:</p> <ul style="list-style-type: none"> Rename the document with your committee name such as: 2022 Membership Committee Plan of Work.doc Post in the BOX, folder "2022 Committee Work Plans" or email to jhuettem@purdue.edu.
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