

**Annual Plan of Work**

**January 1, 2023 – December 31, 2023**

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| Committee Name | Marketing Committee |
| Committee Members | Cheryl Newberry, (chair), Hannah Gerken (co-chair) Jenny Murray, Brandi Berven, Summer McLain, Tia Gregory |

| 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) |
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| Facebook page (open) | Hannah/Jenny | Hannah | Ongoing |  |
| Emails through Wild Apricot | Cheryl/Hannah | Cheryl | Ongoing |  |
| Member News | Cheryl/Hannah | Cheryl | Ongoing |  |
| Keep Website Content Updated   * Continue to Update Web Management Document | Hannah/Cheryl/Summer | Hannah | Ongoing |  |
| Partner with Membership Committee to provide marketing support | Cheryl | Cheryl | As needed |  |
| Create a Member Toolbox (marketing flyer, general elevator speech, PPT template, Association logos, etc.) for recruiting new members (Strategic Goal #4) | Entire Committee with Membership Committee | Cheryl | July, 2023 |  |
| Create a marketing schedule which includes Web, FB, newsletter, emails, etc. (Strategic Goal #1) | Entire Committee with all other committees to determine needs | Cheryl | May, 2023 |  |
| Develop plan for recognition of new members at conference (swag item, etc.) | Entire Committee | Cheryl | September 2023 |  |

| Budget Request | $500 |
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