



Annual Plan of Work
January 1, 2023 – December 31, 2023

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.
--	--

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)	Hannah/Jenny	Hannah	Ongoing	
Emails through Wild Apricot	Cheryl/Hannah	Cheryl	Ongoing	
Member News	Cheryl/Hannah	Cheryl	Ongoing	
Keep Website Content Updated <ul style="list-style-type: none"> 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	Entire Committee with Membership Committee	Cheryl	July, 2023	

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)
template, Association logos, etc.) for recruiting new members (Strategic Goal #4)				
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	

Budget Request	\$0
----------------	-----

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