

Opportunity Area: Expanding Communication and Branding 2017-2020

Overall vision:

- To develop engaging communication and branding opportunities for NAE4-HA across a variety of technology platforms.

Measureable Results:

- Retooled Website; more use of website by members. Measured by Log-Ins.
- Increased submissions to JYD and increased use of current articles. Measured by the number of hits to the site and number of times articles are referenced in other publications.
- Social Media will be measured by site metrics.

What	When	How	Who
Retooling NAE4-HA Website	2016-17	Committee to include VP of Member Services, Communication RDs, and one representative from other teams as necessary. Reps from other teams to provide input/edits on their specific parts of the website. Secure funds as needed for retooling. Possible upgrade on MemberClicks.	CHMS to provide support under the direction of the NAE4-HA Website Committee
Support Journal of Youth Development	2016-17	Support and extend visibility by encouraging JYD Publications Committee to do active marketing to not only NAE4-HA, but other youth development organizations as appropriate. JYD budget to cover any costs related to marketing.	JYD Publications Committee and NAE4-HA Research & Evaluation Committee

Expand Social Media Presence	2017-18	<p>Tools – Facebooks, Instagram, Snapchat, etc.</p> <p>Need to evaluate the most effective format and further determine:</p> <ul style="list-style-type: none">• Purpose to highlight impact of NAE4-HA?• Communication with current membership and/or recruit new members?• Creation of a learning environment?	State Relations Team & Vice Presidents
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