



NAE4-HA Team Plan of Work

Team: Marketing and Outreach

Date: December 1, 2014

Submitted by: Casey D. Mull

Team Leader: Casey D. Mull

NAE4-HA Strategic Goal:

- Meet the needs of youth development professionals by maximizing the use of technology.
- Provide progressive levels of professional development.
- Elevate the quality of youth development work through scholarship, research and practice.
- Advocate for the 4-H youth development profession.
- Facilitate networking throughout the association and the youth development profession.

Objective	Action Steps	Person Responsible	Target Date	Status	Budget Amount
Recognize 2014 conference partners	Send donor thank you assignments to Board members Each board member sends thank you notes to designated donor	Jody Rosen Atkins to send out master list of assignments	December 2014		
Establish Marketing and Outreach Communication	Identify individuals who wish to be on committee or liaison with committee Set dates for committee teleconference Communicate dates with team	Chrys Nestle Casey Mull	Ongoing		
Partner Program	Assist as needed with securing partners and developing relationships	Casey Mull Shawn Tiede Association ED	Ongoing		

Clover Pledge Funds / Explore 70th Anniversary of Association Commitment	Board commit to donate to Clover Pledge fund Board discussion in Spring 2015	Casey Mull M & O Team NAE4HA Board Association ED	Spring 2015		
Explore innovative ways to position 4-H youth professionals as youth development experts	Content Marketing overview in newsletter	Casey Mull	Spring 2015 / Summer 2015		
Maintain communication with National 4-H Council Marketing staff	Set up face to face meeting with Artis Stephens & Council Marketing Staff to explain Associations role	Casey Mull	February 2015		
Conference Handbook	Send updated partner promotional materials to conference chairs	Association ED Shawn Tiede Casey Mull Conference Chairs	January 2015		
Hall of Fame – Jeannette Rey-Keywood					
Increase awareness of the National 4-H Hall of Fame	Promote HOF within NAE4-HA <ul style="list-style-type: none"> • Update 4-H Hall of Fame guidelines and qualifications information for the NAE4-HA Operational Documents • Post updated operation document on NAE4-HA website • Send call for nomination 	HOF Task Force Members Jeannette Keywood Association ED Jeannette Keywood	On-going 12/1/14 12/15/14 12/1/14		

	<p>letter to State Leaders, Foundation Directors and Regional Directors for inclusion in Regional Newsletter for State Presidents</p>	<p>Jim Kahler</p>			
<p>Communicate with Task Force members.</p>	<ul style="list-style-type: none"> • Conduct 3-4 Conference Calls to plan 4-H Hall of Fame Celebration, October 9, 2015. • Recruit selection committee members • Plan the logistics of ceremony 	<p>HOF Task Force Chair</p>	<p>Winter, Fall and Spring 2015</p> <p>As needed</p>		
<p>Nominate three NAE4-HA former members to HOF.</p>	<ul style="list-style-type: none"> • Discuss and recommend three nominees to NAE4-HA Board • Assign, research and compose nominations by February 28 deadline 	<p>HOF Task Force Members</p>		<p>Names approved at NAE4HA 2014</p>	
<p>Conduct prestigious ceremony that honors the 2014 Hall of Fame Class</p>	<ul style="list-style-type: none"> • Communicate with newly selected laureates and nominators timely information and upcoming deadlines through conference call, letters, e-mail • Make arrangements for ceremony, lodging, 	<p>HOF Task Force Members</p> <p>Jeannette Keywood Bo Ryles Freeman Thompson</p>	<p>March - October 2015</p>		

	reception, etc. with National 4-H Council <ul style="list-style-type: none"> • Send HOF invitation 6-8 prior to event • Send laureates detailed schedule of events of Thursday and Friday activities • Prepare plaques, medals and lapel pins in advance • Secure funding for videotaping the ceremony • Secure funding for laureate & guest greeting room refreshments and reception after ceremony 				
Secure funding for HOF	<ul style="list-style-type: none"> • Solicit new funding sources for sustaining HOF event • Contact potential donors for sponsoring HOF 	HOF Task Force Members	On-going		
Continuation of National 4-H Hall of Fame	<ul style="list-style-type: none"> • Keep all documents for National 4-H Hall of Fame updated 	Jeannette Keywood	On-going		
First Timers Event					
Refreshment Confirmation / Submission of Poster Session	Currently, refreshments will be available for free because the conference intended to offer heavy horderves at that time. The Events Committee may have the opportunity to add	Jamie Mullins	December 2014 / January 2015	In-Progress	\$0

	<p>something to those selections. If they can, it will have to be done by this time!</p> <p>The Events Committee will also develop a plan for the Poster Session Submission during this time!</p>				
Conference Call(s) for Planning and Decision Making Purposes	<ul style="list-style-type: none"> - Full committee meeting to distribute tasks - Doodle Polls for Dates - Agenda Preparation - Program Discussion 	Jamie Mullins	Jan 2015 April 2015 September 2015		
Email blasts to First Timers will Begin	Email series developed by communications sub-committee will begin being distributed	Communications Subcommittee	August 2015		
Complete First Timer Packet and Distribute	Webinar and information packet will be distributed to first time attendees	Jamie Mullins	September / October 2015		
First Timers' Reception	<ul style="list-style-type: none"> - Order items (if determined) - Assure proper room set up - Host event 	Jamie Mullins	October 2015		
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4-H Stories – Laura Garrett					
4-H Stories (More 4-H Stories From The Heart)	<p>Email individuals following Minnesota conference – request response by 1/15/15 – request completed story submission by 3/1/15</p> <p>Article in RD Newsletter</p>	<p>Committee divided spreadsheet with contact information (Dan Tabler collects completed stories)</p> <p>Committee</p>	<p>Jan-March 2015</p> <p>November 2014</p>		
4-H Alumni Database – Jim Kahler					
Maintain the 4-H Distinguished Alumni database	<p>Receive alumni information from the 4-H system, verify as possible, provide to Exec. Services for posting on web.</p>	Jim Kahler	Ongoing	Ongoing	0