

NAE4-HA STRATEGIC LONG RANGE PLAN 2014-2015

Team: State Relations (RDs)

Chair: Charlene Belew

Membership: Yolanda Goode, Susan Turner, Mark Light, Chris Viau, Amy Rhodes, Donald Reed, Amy Zemler and Jim Wilson

Date: 12/01/14

Goals:

- Commit to the mission, vision, values and goals of NAE4-HA
- Serve as the communication link between the NAE4-HA Board of Trustees and membership
- Advocate for NAE4-HA and the membership represented from each region

Objective(s)	Action Steps	Position/Person Responsible	Target Date	Status Report	Budget
State Visits	Each RD will be dedicated to conducting a minimum of two state visits during their annual term	Regional Directors	October 2015	State visits will be managed in each region through the Communication RD. "What is NAE4-HA?" PPT presentation is available for RDs to utilize to provide an association update to membership, encourage involvement and promote the NAE4-HA National Conference. RDs are also encouraged to provide an educational workshop during their visit. It is the choice of the state visited whether or not a workshop is provided. Expenses while in the host state are paid for the by that state (lodging, meals,	\$1,750 per RD = \$15.750 total

				registration, etc.). Travel expenses to and from the host states are paid for through the NAE4-HA annual budget.	
State Officer Workshop – NAE4-HA Conference	<ul style="list-style-type: none"> • Submit proposal to the VP of Programs by the deadline • Discuss topics and make assignments during the monthly RD Conference Calls • Promote participation by membership through the Quarterly Newsletter, monthly eNews and Conference web page • Develop agenda, PPT presentation and make copies of handouts 	The State Relations Chair will develop and submit the Board Supported Seminar Proposal. RDs will be responsible for hosting the workshops.	Proposal: December 2014 Workshop: October 2015	The State Relations Team will begin developing a Plan of Action in August 2015 to form a workshop agenda and PPT presentation, decide upon handouts to provide, and make job assignments.	\$0
JCEP Leadership Conference	<ul style="list-style-type: none"> • Promote the event to membership through the Quarterly 	Regional Directors	February 2015	The RDs received a financial training via the VP of Finance at the Nov. 2014 RD Conference Call, and the Finance RDs will receive a	\$50,750 – JCEP registration fee and travel (one per state)

	<p>Newsletter and monthly eNews</p> <ul style="list-style-type: none"> • Dec.2014 – discuss, develop, plan and make job assignments during the monthly RD Conference Call • Jan. 2015 – finalize plans during the monthly RD Conference Call • Feb. 2015 – implement the workshops and Finance RDs manage expense vouchers for participant reimbursement • March 2015– evaluation and follow-up 			<p>follow-up training on JCEP reimbursement policy. One representative per state will be allowed reimbursement to attend JCEP as the budget allows. All RDs are expected to attend the conference and provide NEA4-HA leadership workshops for membership. The Communication RDs will promote the event and the Finance RDs will manage the reimbursement process.</p>	<p>\$10,500 – JCEP registration fee and travel (RDs)</p>
PILD Workshop	<ul style="list-style-type: none"> • Promote the event to membership through the Quarterly Newsletter and monthly eNews • March 2015 – Finance RDs 	Regional Directors		<p>The RDs received a financial training via the VP of Finance at the Nov. 2014 RD Conference Call. Communication RDs will be responsible for ensuring membership is educated and informed regarding the event.</p>	<p>\$8,000 PILD registration stipend (one per state) RDs do not receive funding</p>

	<p>will compose a list of state representatives from each region that are designated to receive a registration stipend of \$250 each, and provide to the national office.</p>				
NAE4-HA Quarterly Newsletter	<ul style="list-style-type: none"> • Assignments will be made during the monthly RD Conference Calls in Nov. 2014, March 2015 and August 2015 • The newsletter will be e-mailed to membership in Dec. 2014, April 2015 and Sept. 2015, along with being uploaded onto the NAE4-HA Website 	<p>Southern Region Communications Director will manage, in conjunction with the Executive Director. All regional directors responsible for submissions.</p>	<p>Dec. 2014, April 2015 and September 2015</p>	<p>The Southern Region Communications Director will be responsible for management of the newsletter, in conjunction with the Executive Director. Articles will be submitted to the RD, and forwarded to the Executive Director to format into an electronic template. All RDs will be expected to solicit, write and submit articles for the association's official publication.</p>	<p>\$0</p>
NAE4-HA Monthly eNews	<ul style="list-style-type: none"> • Assignments will be made during the monthly RD Conference 	<p>Communication Regional Directors and Executive Director</p>	<p>Jan., Feb., March, May, June, July, Aug. and Oct. 2015</p>	<p>The Communication RDs will be responsible for development of monthly articles. Information will be submitted to the Executive</p>	<p>\$0</p>

	<p>Calls in Dec. 2014, and Jan., Feb. April, May, June, July and Sept. 2015.</p> <ul style="list-style-type: none"> The eNews will be e-mailed to membership in Jan., Feb., March, May, June, July Aug. and Oct. 2015. 			Director and formatted into an electronic template. The Executive Director will e-mail to membership via regions.	
First Timer Scholarship	<ul style="list-style-type: none"> Edited Dec. 2014 Made available to membership Jan. 2015 RDs Receive and review applications in March 2015 Regional winners notified in April 2015 by Communication RDs Finance RDs responsible for expense vouchers in Oct. 2015 	The Southern Region Communications (State) Director will be responsible for editing the scholarship guidelines and application on an annual basis and making available to membership via correspondence and the NAE4-HA website under the Awards tab.	Application made available – Jan. 2015 Applications judged and winners notified – April 2015 Winners receive scholarship funds – Oct. 2015	Two scholarships will be awarded per region to current NAE4-HA members that have never attended a national conference. The amount of each scholarship is \$250, payable following attendance at the conference via submission of an expense voucher. The scholarship guidelines and application will be housed on the NAE4-HA website under the Awards tab, and follow the same timeline as other association awards. The West and North Central RDs will judge each other's applications, and the Northeast and Southern RDs will judge each other's. Communication RDs will be responsible for promoting the opportunity to membership through the newsletter and	\$250 @ 2 per region = \$2,000 total

				eNews, and the association website. The The Finance RDs will ensure scholarship funds are dispersed appropriately.	
State Officer and Regional Director Handbooks	<ul style="list-style-type: none"> The Handbooks should be updated and submitted to the Policy & Resolutions Chair for review by August 2015 The accepted handbooks should be provided to the Executive Director to be uploaded on the NAE4-HA website for membership access by October 2015 	The Western Region Communications RD is responsible for updating the State Officer's Handbook. The North Central Communications RD is responsible for updating the Regional Director's Handbook.	Handbooks edited and submitted for review and acceptance – August 2015 Handbooks made available to membership – October 2015	The purpose of the handbooks are to provide a written guide to state officers and Regional Directors to assist them in knowing and carrying out their job responsibilities during their term. Communication RDs are responsible for promotion of the handbooks through various avenues.	\$0
Regional Meeting/Awards Program – NAE4-HA Conference	<ul style="list-style-type: none"> RDs will begin development of the Program agenda by August 2015: program, auctions, room set up, technology needs, awards, scholarship 	Each Regional Director team will be responsible for planning and conducting their own Regional Meeting/Awards Program in conjunction with the annual association conference. RDs will work with the Regional Member	The Regional Meeting/Awards Program will take place during the NAE4-HA Conference in Oct. 2015.	Each region will have a Regional Meeting/Awards Program that is held during the national association conference. The event is hosted and led by the RDs, and funded through each Regional Hospitality Fund. The event is typically a breakfast or brunch setting. The main objectives for the event are: recognize members receiving regional	Hospitality Funds as of November 2014: North Central = \$6,649.29 Northeast = \$10,045.40 Southern = \$11,320.78 Western = \$14,395.99

	<p>funds, public relations, etc.</p> <ul style="list-style-type: none"> The Communication RDs will promote the event via the Quarterly Newsletter and eNews from Aug.- Oct. 2015. 	<p>Recognition Chair to coordinate the awards program; the Executive Director for First Timer Scholarship payment, and the printing of the award certificates and programs; Conference Planner for room set up and technology needs; and past RDs to assist with the silent and live auctions.</p>		<p>awards, election of officers (if necessary), and conducting the silent and/or live auctions to raise funds to support each region's Hospitality Fund.</p>	
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