

# Opportunity Area: Member Engagement 2017-2020

**Vision**

Provide a meaningful experience by contributing to the youth development profession

**Target Results**

Engaging Youth Development Professionals through educations, service, and recognition

**Current Situation**

What percentage of membership is actively engaged in the association?

**Challenge**

How do we define member engagement?

<b>What</b>	<b>When</b>	<b>How</b>	<b>Who</b>
Offer a variety of Professional Development opportunities utilizing a variety of methods.	2016-17	Ted Talk Tuesdays  Promote opportunities hosted by task forces/committees/other entities through E-News/Newsletter – And other formats based on input from membership during 2016 Annual Business meeting. (See Events/PD Strategic Plan for detail.)	Professional Development Committee Chair & Respective Task Forces  Programs Task Forces  PD Presenters who are representative of membership.
Tracking System for member engagement (member clicks)	By Spring Board 2017, then on-going updates from there.	Update Website based on suggestion/reviews from Board of Trustees and membership input.	VP of Member Services  Executive Director Team  Possible Website Review Committee
Determine how members want to be engaged	2016 Annual Conference	Roundtable discussion with membership during business meeting.	VP of Member Services State Relations Team

<p>How do we look at professional development across our entire Extension system? For example, eXtension, CYFAR, etc offer monthly webinars, etc.</p>	<p>2017-18</p>	<p>Work Group to analyze various options, data, etc. Possibly same group from Events/PD Strategic Plan to explore options on web-based curriculum and resources.</p>	<p>Team to potentially include representatives from: Professional Development Committee</p> <p>Programs Task Forces</p> <p>National 4-H Council</p> <p>USDA/NIFA/4-H Headquarters</p> <p>State Relations Team</p>
<p>Sustainability and cohesion across the NAE4-HA system in providing professional development opportunities.</p>	<p>2017-18</p>	<p>Discussion between NAE4-HA &amp; National 4-H Council Liaison &amp; <del>to</del> Market PD Opportunities</p>	<p>VP of Marketing &amp; Outreach</p> <p>VP of Professional Development</p> <p>Professional Development Committee Chair</p> <p>National 4-H Council Liaison</p>
<p>Develop an award that highlights partnership with non-Extension entities; content area can be any topic</p>	<p>2018</p>	<p>Identify and solicit an award donor/partner to support partnering with a non-Extension entity for programming, allowing the 4-H system to serve as the 'youth development' expert within the collaboration</p>	<p>VP Marketing &amp; Outreach</p> <p>Member Recognition Committee Chair</p>
<p>Increase the number of Student and Affiliate memberships within NAE4-HA</p>	<p>2018-2019</p>	<p>Provide additional incentives for being an Affiliate or a Student member; Make this process easy through online completion of process (with the possibility not to be affiliated through the state association)</p> <p>Target Collegiate 4-H members – perhaps work with that organization to have an “add on” to their membership form. Not</p>	<p>VP of Member Services</p> <p>State Relations Team</p>

		<p>sure if they require dues but if not, perhaps their materials/website/conference would promote this opportunity.</p> <p>Offer a 2 day registration for Affiliate members for Annual Conference to reduce cost but provide opportunities for them to experience conference, network, etc.</p>	
<p>Create a sense of community of new/young professionals within the association</p>	<p>2017</p>	<p>Rename and reassign the purpose of the First Timers Task Force.</p> <p>The first timers task force desires to do more, especially for those who cannot attend conference. Propose to rename and revision this group to a “Young Professionals Network” or “New Professionals Network” to encourage those who identify as new/young to solicit support from each other</p> <p>NPN = New Professionals Network / Fits any age professional and members can determine what “new” means to them. Perhaps target folks with 5 years or less experience.</p> <p>NPN could host UNmeetings to discuss emerging needs and share ideas; perhaps workshops at conference could be marked as suggested topics for NPN.</p>	<p>VP of Marketing &amp; Outreach</p> <p>PR&amp;I Committee Chair</p> <p>First Timers Task Force Chair</p> <p>State Relations Representative to M&amp;O Team</p> <p>Executive Director Team</p>