

**NAE4-HA STRATEGIC LONG RANGE PLAN  
2014-2015**

**Team Name: Life Member Team**  
**Membership: Kandy McWhorter, Tom Davis, Cindy Bigger & Linda Webb**  
**Date: December 4, 2014**

**Team Chair: Cindy Bigger**  
**Team Leader: Megan Tiff**

**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.

<b>Objective(s)</b>	<b>Action Steps</b>	<b>Position/Person Responsible</b>	<b>Target Date</b>	<b>Status Report</b>	<b>Budget</b>
Host NAE4-HA Conference Board Supported Life Member Seminar	<ol style="list-style-type: none"> <li>1. RFP to Professional Development VP by Dec.</li> <li>2. Find someone to help co-host the seminar</li> <li>3. Survey attendees about the presentation and future presentations</li> </ol>	<ol style="list-style-type: none"> <li>1. Team to submit RFP to Professional Development VP</li> <li>2. Team-looking into someone to assist with workshop</li> <li>3. TBD-development of survey</li> <li>4. TBD-members' involvement in seminar</li> </ol>	1. Dec.		\$0.00
NAE4-HA website	<ol style="list-style-type: none"> <li>1. Development of a Life Member Committee page where members can connect and respond to topics (similar to a list serve)</li> </ol>	<ol style="list-style-type: none"> <li>1. Megan and ED working on Committee page</li> </ol>	April 1		\$0.00
Working more closely with Regional Directors to connect and communicate with Life Members	<ol style="list-style-type: none"> <li>1. RD newsletters will highlight 1 Life Member/issue. Life member may be personalized by Region.</li> <li>2. Develop a set of questions or use the ones from article for RD's to ask at State visits</li> <li>3. Addressing responses to survey results</li> <li>4. Recruit additional members for the committee</li> </ol>	<ol style="list-style-type: none"> <li>1. VP Member Services &amp; RD Chair</li> <li>2. Team</li> <li>3. Team</li> <li>4. Team</li> </ol>	<ol style="list-style-type: none"> <li>1. Each ¼ submit articles</li> <li>2. Feb. 1</li> <li>3. On-going</li> <li>4. On-going</li> </ol>		\$0.00

NAE4-HA Conferences	<ol style="list-style-type: none"> <li>1. Keep Life Member conference registration rate low for 2015</li> <li>2. Review Pinning Ceremony and begin plans for 2015</li> <li>3. Assist Marketing and Outreach VP with NAE4-HA display at Conference</li> </ol>	<ol style="list-style-type: none"> <li>1. Kandy</li> <li>2. Tom</li> <li>3. Linda</li> <li>4. Cindy</li> <li>5. Megan-contact Marketing and Outreach VP</li> </ol>			\$100
Develop funding sources for Life Member Team to support award and scholarships	<ol style="list-style-type: none"> <li>1. Letter writing campaign to Life Members</li> </ol>	<ol style="list-style-type: none"> <li>1. Megan working with Melissa on the letter</li> <li>2. ED-email and snail mail addresses for Life Members</li> </ol>			\$300
Other (from all teams under Member Services)-handbooks, notes	<ol style="list-style-type: none"> <li>1. Post notes from Life Member calls</li> <li>2. Review member services handbook</li> <li>3. Conference planning handbook-Life Member rate (negotiate with Conference planners)</li> <li>4. Align Impact Reports with POW's</li> <li>5. Examine ways to use Member Clicks to engage members via social community interactions, social circles, committees, and e-lists.</li> </ol>	<ol style="list-style-type: none"> <li>1. Megan</li> <li>2. ED</li> <li>3. Team members (3 teams)</li> </ol>			