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.

<table>
<thead>
<tr>
<th>What</th>
<th>When</th>
<th>How</th>
<th>Who</th>
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<tbody>
<tr>
<td>Retooling NAE4-HA Website</td>
<td>2016-17</td>
<td>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.</td>
<td>CHMS to provide support under the direction of the NAE4-HA Website Committee</td>
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<td>Support Journal of Youth Development</td>
<td>2016-17</td>
<td>Support and extend visibility by encouraging JYD Publications Committee to do active marketing to not only NAE4-HA, but other youth development oreganizations as appropriate. JYD budget to cover any costs related to marketing.</td>
<td>JYD Publications Committee and NAE4-HA Research &amp; Evaluation Committee</td>
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| Expand Social Media Presence | 2017-18 | **Tools** – Facebooks, Instagram, Snapchat, etc.  
Need to evaluate the most effective format and further determine:  
- 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 |