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?

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<th>What</th>
<th>When</th>
<th>How</th>
<th>Who</th>
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| 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 ongoing 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 |
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<th>How do we look at professional development across our entire Extension system? For example, eXtension, CYFAR, etc offer monthly webinars, etc.</th>
<th>2017-18</th>
<th>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.</th>
<th>Team to potentially include representatives from: Professional Development Committee Programs Task Forces National 4-H Council USDA/NIFA/4-H Headquarters State Relations Team</th>
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<td>Sustainability and cohesion across the NAE4-HA system in providing professional development opportunities.</td>
<td>2017-18</td>
<td>Discussion between NAE4-HA &amp; National 4-H Council Liaison &amp; Market PD Opportunities</td>
<td>VP of Marketing &amp; Outreach VP of Professional Development Professional Development Committee Chair National 4-H Council Liaison</td>
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<td>Develop an award that highlights partnership with non-Extension entities; content area can be any topic</td>
<td>2018</td>
<td>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</td>
<td>VP Marketing &amp; Outreach Member Recognition Committee Chair</td>
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<td>Increase the number of Student and Affiliate memberships within NAE4-HA</td>
<td>2018-2019</td>
<td>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) Target Collegiate 4-H members – perhaps work with that organization to have an “add on” to their membership form. Not</td>
<td>VP of Member Services State Relations Team</td>
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| Create a sense of community of new/young professionals within the association | 2017 | Rename and reassign the purpose of the First Timers Task Force. 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.  

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.  

NPN could host UNmeetings to discuss emerging needs and share ideas; perhaps workshops at conference could be marked as suggested topics for NPN. | VP of Marketing & Outreach  
PR&I Committee Chair  
First Timers Task Force Chair  
State Relations Representative to M&O Team  
Executive Director Team |