



NAE4-HA Team Plan of Work

Team: Marketing and Outreach

Date: November 1, 2012

Submitted by: Melissa Henry

Team Leader: Melissa Henry

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.

Objective	Action Steps	Position/Person Responsible	Target Date	Status Report	Budget Amount
Recognize 2013 conference partners	Send donor thank you assignments to Board members Each board member sends thank you notes to designated donor	Jody Rosen Atkins to send out master list of assignments	November 2013		
Establish Marketing and Outreach Communication	Identify individuals who wish to be on committee or liaison with committee Set dates for committee teleconference Communicate dates with team	Shirley Williamson Melissa Henry	October 2012	Ongoing	
Partner Program	Assist as needed with securing partners and developing relationships	Melissa Henry Tony Carrell Jody Rosen Atkins	ongoing		

Increase Clover Pledge Funds	Market Clover Pledge in RD news to membership Board commit to donate to Clover Pledge fund	Melissa Henry M & O Team NAE4HA Board Association Source, Jody Rosen Atkins	Spring 2013		
Conference Handbook	Send updated partner promotional materials to conference chairs	Jody Rosen Atkins Tony Carrell Melissa Henry Conference Chairs			
1 st Timers Orientation	Work with State Relations Extend invitations to 1 st Timers to attend session at Galaxy 2013 Work with Galaxy chair on combined orientation Communicate with Jody Rosen on partner Work with partner to provide gifts for event	Regional Directors and Marketing & Outreach Team	April/May 2013 August 2013	RDs will help promote through state visits	
1 st Timers Survival Guide/FAQs	Task Force Chair will work with previous 1 st Timers to create informative document for future conference that will be available on the website and emailed to current 1 st Timers	Brandi Shifflet Jeremy Cheney	May/June 2013		
4-H Stories	New ideas collected and cataloged Follow up on collected stories Article promoting 4-H Stories in RD Newsletter Continue to promote "More 4-H Stories From the Heart"	Shirley Williamson Betty Gottler Travis Burke Betty Gottler Committee	Nov/Dec 2012 Jan-Mar 2013 Spring 2013		

Distinguished 4-H Alumni Database	Article in RD newsletter to clarify what D4-HAD is, how to submit, who is eligible?	Shirley Williamson	Spring 2013		
	Add approved names to database	Jim Kahler	ongoing		
	Research techniques to make database searchable				

Task Force: Hall of Fame

Submitted by: Jeannette Rea-Keywood (New Jersey), HOF Task Force Chair

Date: 10/29/12

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Objective	Action Steps	Position/Person Responsible	Target Date	Status Report	Budget Amount
Increase awareness of the National 4-H Hall of Fame.	Promote HOF within NAE4-HA	HOF Task Force Members	On-going		
	Update 4-H Hall of Fame guidelines and qualifications information for the NAE4-HA Operational Documents	Jeannette Keywood	11/20/12		
	Post updated operation document on NAE4-HA website	Jody Rosen	12/15/12		
	Send call for nomination letter to State Leaders, Foundation Directors and Regional Directors for inclusion in Regional Newsletter for State Presidents	Jeannette Keywood Jim Kahler	12/1/12		

Communicate with Task Force members.	<p>Conduct 3-4 Conference Calls to plan 4-H Hall of Fame Celebration, October 13, 2013.</p> <p>Recruit selection committee members</p> <p>Plan the logistics of ceremony</p>	HOF Task Force Chair	<p>Winter, Fall and Spring 2013</p> <p>As needed</p>		
Nominate three NAE4-HA former members to HOF.	<p>Discuss and recommend three nominees to NAE4-HA Board</p> <p>Assign, research and compose nominations by February 28 deadline</p>	HOF Task Force members			
Conduct prestigious ceremony that honors the 2013 Hall of Fame Class	<p>Communicate with newly selected laureates and nominators timely information and up-coming deadlines through conference call, letters, e-mail</p> <p>Make arrangements for ceremony, lodging, reception, etc. with National 4-H Council</p> <p>Send HOF invitation 6-8 prior to event</p> <p>Send laureates detailed schedule of events of Thursday and Friday activities</p> <p>Prepare plaques, medals and lapel pins in advance</p> <p>Secure funding for videotaping the ceremony</p> <p>Secure funding for laureate & guest greeting room refreshments and reception after ceremony</p>	<p>HOF Task Force Members</p> <p>Carolyn Fernandez</p>	March - October 2013		
Secure funding for HOF	<p>Solicit new funding sources for sustaining HOF event</p> <p>Contact potential donors for sponsoring HOF</p>	HOF Task Force Members	On-going		

Prepare documents for continuation of National 4-H Hall of Fame	Organize notebook of past and present HOF details Prepare digital files for past and present years for future details	Pam Van Horn for 2012 Jeannette Keywood for 2013			
Update distinguished 4-H alumni data base	Work with Jody to update web base list	Mary Jane Craig Dan Tabler Jim Kahler	8/1/13		