



2015-16 NAE4-HA Team Plan of Work

Team/Committee/Task Force: Marketing and Outreach Team

Team Leader/Committee/Task Force Chair: Casey Mull, VP for Marketing & Outreach

Committee/Task Force Chair-Elect: TBD

Date Submitted: December 15, 2015 **Submitted by:** Casey Mull

NAE4-HA Strategic Goals:

- Provide a means of effective communication between the NAE4HA Board and membership.
- Facilitate networking throughout the association and with 4-H partners.
- 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.

Team/Committee/Task Force Goals for 2015-16:

- 1) Meet yearly funding requirements of the association.
- 2) Complete critical review of the Partner Program.
- 3) Situate the association for long-term financial security.

Objective(s)	Action Steps	Position/Person Responsible	Target Date	Status Report	Budget Amount
Meet yearly funding requirements of the association.	• Send thank you's to 2015 donors	Casey Mull / ED Team	December 2015	Waiting for Oregon to finalize the list; planning to send a new year's thank you	
	• Solicitation letters for 2016		January 2016		
	• List unfunded items for association funding (primarily awards)	ED Team / Suzanne Morris	September 2016		
	• Finalize all partner program members for 2016 year		Spring Board		
	• Encourage 100% board participation as partner members (at any amount)	Casey Mull / Lena Mallory			

<p>Complete critical review of the Partner Program</p>	<ul style="list-style-type: none"> • Individual interviews/discussions with current and past stakeholders (conference co-chairs, VPFO, VPMO, ED Team, etc) • Assemble team to review documents and proposed changes • Present proposed changes at Spring Board • Implement changes recommended following spring board 	<p>Casey coordinating, using resources and experiences of past representatives</p>			
<p>Situate the association for long-term financial security</p>	<ul style="list-style-type: none"> • Solicit needs list of currently unfunded projects/initiatives from task forces and committees • Solicit needs list based on the strategic planning process • Continue refining processes to make financial support easier • Provide a way to make restricted gifts or support specific funding items • Co-lead the 75 for 75 Anniversary Team 	<p>Casey Mull / ED</p> <p>Casey Mull / ED</p> <p>Casey Mull / ED / Others as applicable</p> <p>ED Team and others</p> <p>Casey Mull / Shawn Tiede</p>	<p>January 2016</p> <p>After strategic planning completed (post spring board?)</p> <p>Continuous</p> <p>Continuous</p>		

Provide marketing items and materials for the Association	<ul style="list-style-type: none"> Board Shirt Fall 2015 order Board Shirt Fall 2016 order PILD One-Pager for Use by Delegates on Congressional Visits Impact Report -- revamp Board Exhibit Space in 2016 	Casey Mull Casey Mull Casey Mull / Mark Light / ED Casey Mull / Mark Light	December 2015 September 2016 (after newly elected individuals identified) February 2016 August/Sept 2016 September/October 2016	Shirts to be shipped Jan 2016	Self-paid \$50
Provide continuity to the Vice President for Marketing & Outreach Position	<ul style="list-style-type: none"> Update the Marketing and Outreach Handbook Schedule transition meetings with incoming VPMO 	Casey Mull / Org Stewardship Casey Mull	August 2016 September 2016		