



**Team/Committee/Task Force:** Marketing & Outreach Team -- Public Relations & Information Committee

**Team Leader/Committee/Task Force Chair:** Julie Tritz, PR&I Committee Chair and Casey Mull, VP Marketing & Outreach

**Committee/Task Force Chair-Elect:** Chair-Elect will be selected at the 2016 NAE4-HA Conference

**Date Submitted:** December 1, 2015      **Submitted by:** Julie Tritz

**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:**

**First Timers Taskforce Goals**

- Develop and implement the first-timers workshop at the 2016 NAE4-HA Conference and related activities to encourage first-timers involvement in the association.

**Hall of Fame Taskforce Goal**

- Develop and implement the National 4-H Hall of Fame ceremony for October 2016.

**Stories from the Heart Taskforce Goal**

- Collect stories for publication in Volume II of Stories from the Heart.

**4-H Distinguished Alumni Goal (this is not a Taskforce)**

- Review the purpose of the 4-H Distinguished Alumni and determine the direction of it.

	Objective(s)	Action Steps	Position/Person Responsible	Target Date	Status Report	Budget Amount
<b>First Timers Taskforce</b> <b>Jeremy Cheney, Chair</b> <b>Brittani Kelley, Chair-Elect</b>	Develop a Facebook Group for First Timers to ask Questions to Make Comments	<ul style="list-style-type: none"> <li>• Create a Group</li> <li>• Link to Conference Account</li> <li>• Promote Group</li> <li>• Manage the Account</li> </ul>	Pam Bloch (GA)	January 1 <sup>st</sup>	In the Works	
	Develop a Road Map to Conference Success	Create a roadmap to conference success complete with various pit stops that can be changed out each year to fit conference local.	Al Parker (GA) Brittany Johnson (GA) Brittani Kelley (GA) Thomas Stratton (CA)	January 1 <sup>st</sup> - Conference Rolling design with various parts	We are currently in development	\$250
	First Timers Orientation at Annual Conference	Continue to provide an education yet fun First Timers Session.	Jeremy Cheney (GA) Brittani Kelley (GA)	Conference 2016	Gifts (JC) Working on now Materials Group in works	\$1,000
<b>4-H Hall of Fame</b> <b>Jeannette Rea-Keywood, Chair (NJ)</b>	Increase awareness of the National 4-H Hall of Fame	Promote HOF within NAE4-HA <ul style="list-style-type: none"> <li>• Update 4-H Hall of Fame guidelines and qualifications</li> <li>• Send call for nomination letter to State Leaders and Foundation Directors</li> <li>• Provide call for nomination letter to Regional Directors to share with state presidents</li> </ul>	HOF Task Force Members  Jeannette Rea-Keywood  Jeannette Rea-Keywood & Jim Kahler  Jeannette Rea-Keywood	On-going  12/1/15  12/1/15  12/1/15		
	Communicate with Task Force members.	<ul style="list-style-type: none"> <li>• Conduct 3-4 conference calls to plan 4-H Hall of Fame Celebration, October 7, 2016.</li> <li>• Recruit selection committee members</li> <li>• Plan the logistics of ceremony</li> </ul>	Jeannette Rea-Keywood	Winter, Spring and Fall 2016  As needed		

Identify MC & Entertainer	<ul style="list-style-type: none"> <li>• Solicit applications from states.</li> <li>• Coordinate MC selection process.</li> <li>• Coordinate entertainer selection process.</li> </ul>	<p>Jeannette Rea-Keywood Cheryl Varnadoe</p> <p>Jeff Holland</p>	<p>January- May 1, 2016</p> <p>May-June 2016</p>		
Conduct prestigious ceremony that honors the 2016 Hall of Fame Class	<ul style="list-style-type: none"> <li>• Communicate with newly selected laureates and nominators timely information and up-coming deadlines through conference call, letters, e-mail</li> <li>• Make arrangements for ceremony, lodging, reception, etc. with National 4-H Council</li> <li>• Send HOF invitation 6-8 weeks prior to event.</li> <li>• Send laureates detailed schedule of events of Thursday and Friday activities</li> <li>• Prepare plaques, medals and lapel pins in advance</li> <li>• Secure funding for videotaping the ceremony</li> <li>• Secure funding for laureate &amp; guest greeting room refreshments and reception after ceremony</li> </ul>	<p>HOF Task Force Members</p> <p>Jeannette Rea-Keywood Sarah Hunt Freeman Thompson</p>	<p>March - October 2016</p>		
Secure funding for HOF	<ul style="list-style-type: none"> <li>• Solicit new funding sources for sustaining HOF event</li> <li>• Contact potential donors for sponsoring HOF</li> </ul>	<p>Jeannette Rea-Keywood Pam Van Horn Travis Burke Casey Mull</p>	<p>On-going</p>		
Continuation of 4-H Hall of Fame	<ul style="list-style-type: none"> <li>• Keep all documents for National 4-H Hall of Fame updated.</li> </ul>	<p>Jeannette Rea-Keywood</p>	<p>On-going</p>		

<b>Stories from the Heart Laura Garrett, Chair (GA)</b>	<p>Secure names and e-mail addresses of 10 individuals (from each state) who have stories they are willing to write up and submit for Volume II of 4-H Stories From The Heart.</p>	<p>Secure name and e-mail address of each State President for the Association.</p> <p>Each committee member will contact 8-10 State Presidents with request for 10 names and e-mail addresses.</p> <p>Furnish request that state presidents can e-mail to membership to request response from interested individuals.</p> <p>Ask that information be posted to State Association website.</p>	<p>Laura Garrett</p> <p>Committee</p>	<p>December 2015</p> <p>December 2015 to January 2016</p>	<p>\$0</p>
	<p>Contact (e-mail) individuals who potentially have stories they are willing to write up and submit for Volume II of 4-H Stories From The Heart.</p>	<p>Send request (e-mail) for story to individuals suggested by Association State Presidents.</p>	<p>Committee</p>	<p>January 2016</p>	<p>\$0</p>
	<p>Collect stories from recommended individuals.</p>	<p>E-mail follow-up reminders. Type up stories from individuals who prefer to dictate their entries by phone.</p>	<p>Committee</p>	<p>February to April 2016</p>	<p>\$0</p>
	<p>Collect stories from states not represented in previous submissions.</p>	<p>E-mail State Presidents with additional request for contact information of individuals who potentially have story for consideration.</p> <p>Type up stories from individuals who prefer to dictate their entries by phone.</p>	<p>Committee</p>	<p>May to August 2016</p>	<p>\$0</p>
<b>4-H Distinguished Alumni</b>	<p>Review the purpose of the 4-H Distinguished Alumni &amp; determine the direction of it and the role of National 4-H Council in this endeavor</p>	<p>Contact veteran NAE4-HA members to determine the direction for 4-H Distinguished Alumni</p>	<p>Chrys Nestle</p>	<p>December 2015 – March 2016</p>	<p>\$0</p>

