



# ESP 2018 Strategic Action Plan



<b>Committee Reporting:</b>	Marketing					
<b>Committee Chair</b>	Mark Blevins					
<b>Annual Goal &amp; Action Steps Needed</b>	<b>Resources Required</b>	<b>Oversight &amp; Integration</b>	<b>Timeline / Measure</b>	<b>Goal #</b>	<b>Objective #</b>	<b>Completed</b>
* External Marketing		Mark and members unless otherwise				
Develop an intentional and specific budget for 2019 activities			February	4	2	
Develop a plan for ESP representation at other conferences, especially for middle managers in Extension	\$750		May	3	5	
Consider the following conferences:						
Cambio de Colores, Kansas City, MO; June 6-8, 2018						
Middle Manager Conference,						
National Urban Extension Leaders Dec 11-13, 2018 Nashville, TN <a href="http://www.nuelaction.org/">www.nuelaction.org/</a>						
AEA, SRED, etc. Aug 20-24, 2018 Orlando						
* Internal Marketing						
Inventory, Review, and Refresh ESP Marketing Materials		Bob/Greg	January	1	5	
Develop Webinar Slide			July	1	2	
Support each active chapter in developing and enhancing their Social Media Presence			monthly	1	1	
Compile current Facebook Accounts						
Encourage "liking" the national page						
Write National Newsletter Articles						
* Affinity Group Development						
Communicate with ESP members who have interest in the Latino Affinity Group quarterly at minimum			April	2	3	

Develop a list of other probably Affinity group options (memorial chapter, etc)			November	2	3
Create a Strategic Plan for Affinity Group development			December	2	3
* Mentoring Initiative					
Clarify Communication with Participants (I thought it was for people who had never been to any national conference, I thought it was for ongoing mentoring relationships, etc.)			September	1	4
Enhance the initiative at the 2018 Conference			August	3	1
Consider "Conference Buddy" program for first timers					
Target states with low numbers of conference attendees					
Marketing and Membership Committee members at the conference reach out to first time attendees and engage them throughout the conference through personal connections.			October	3	1