**Key Collaborations**

***Communications Committee***

* Works with the Communications Committee to develop recruitment materials and to support e-communication recruitment techniques via the newsletter, social media, NACDEP website, and email marketing

***Member Services*** ***Committee***

* Works with the Member Services Committee to identify what professionals expect from their membership and to promote member benefits to potential members
* Provides content to comm comm, the management firm, and the newsletter editors for the website, social media, and newsletter

***Development******Committee***

* works with the Development Committee to identify opportunities to effectively capitalize upon and promote fundraising prospects

**Key Documents**

* Marketing/branding materials (e.g., printed brochures and related online materials)
  + undertaken in collaboration with the Communications Committee
  + approval by board required
* Committee documents
  + reports to the board and important committee documents posted to <https://nacdep.memberclicks.net> for board member review
  + approved documents available on the association website through coordination with management firm

**The Management Firm supports the Marketing Committee by:**

* posting board-approved website and social media updates
* providing information from the member database, membership renewals, dropped members, and prospective members that helps the committee assess membership statistics and trends

**Schedule:**

Year-round

* Explore ways to improve member engagement and promote membership (national and state chapter) based on data, member and board feedback, activity in similar organizations (e.g., JCEP, CDS, ets.)
* Work with Comm Comm and Member Services to organize a communications calendar and provide content for newsletter, email, and social media platforms
* Promote examples of excellence in community development Extension work through various outlets (e.g., social media, web chats, etc.)
* Host every-other-month web chats to promote engagement in NACDEP and discussions around community development topics
* Quarterly (Sept., Dec., March) committee phone or web calls (may occur more often as needed)
  + Summer/Fall—work with board to organize and gain input and approval for the committee’s workplan
  + Fall (Sept. committee call)—Identify potential expenses and report to Treasurer by Nov. 1
* Document review, brainstorming and feedback via email between calls
* Committee chair attends online board meetings (third Friday of the Month, noon eastern time) and meetings of key collaborating committees when possible

May/June – Annual Meeting

* Hold face-to-face meeting at annual meeting and set work plan for the year ahead
* Recruit members at annual meeting
* Verify interest in continuing committee service by committee members who did not attend the annual meeting
* Recruit additional members, particularly among underrepresented regions and groups, following the meeting
* Set up committee in Member Clicks

April/May – Prepare for changeover of the Board of Directors

* Recommend new committee chair to president as needed
* Develop promotional packet as needed