

2017-18 Marketing Plan

Joint Council of Extension Professionals Marketing Plan

Marketing Strategy: To enhance appreciation, value, visibility, and impact of the Joint Council of Extension Professionals (JCEP) to the seven partnering associations' membership of JCEP*. We will accomplish this through the offerings of personal and professional growth for advancing a Cooperative Extension unified message to administration, policy-makers, fellow association members, and the Cooperative Extension System's clientele.

Vision: To promote communication, cooperation and professionalism among Extension educators.

Mission: To elevate the awareness of Extension's national reputation as an organization of excellence, synergistically leverage the efforts of the member associations, foster leadership and collaboration, provide professional development and scholarship opportunities and advocate for the Extension Profession.

Our Pledge: One voice for Cooperative Extension.

Brand Message: A partnership of Extension Professional associations doing what each cannot do effectively alone.

Organization objectives:

JCEP:

- Endeavors to build leadership and collaboration competences for its members, administrators, and partners.
- Initiates opportunities for furthering scholarship, research and practice through personal and professional development.
- Unite Cooperative Extension's efforts for advocating and influencing policy makers at local, state, and federal levels.

Target Audiences

Extension Professionals

Professional Engagement

- Opportunities to engage with administration to share ideas and concerns
 - Networking with ECOP, APLU and NIFA liaisons
- Learning skills for sharing Cooperative Extension's message with policy-makers
 - Preparing a consistent message for all Extension across disciplines
- Educate on behalf of Cooperative Extension
 - Sharing a consistent message for all Extension across all disciplines

Personal development

- Enhance professional leadership skills
 - JCEP Leadership Conference
- Expand communication skills to share Cooperative Extension's message with elected officials and policy makers
 - PILD Conference
- Encourage career growth
- Develop leadership within Cooperative Extension

Administrators

- Convey value of engagement by colleagues/personnel
- Justify investment of time
- Strengthen the partnership with ECOP

Partners

- NIFA, APLU increases relevance throughout all land grant universities
- Advocates and volunteers of the Cooperative Extension Organizations who serve as a force multiplier of the JCEP voice

Policy Makers

- Consistently, effectively tell the story of Cooperative Extension

Marketing Strategies

Objective: Endeavors to build leadership and collaboration competencies for its members, administrators, and partners.

Actions Plans:

- Design, arrange and facilitate a **Leadership Development Conference** for the purpose of enhancing personal and professional leadership and competency skills as Extension professionals and/or association officers
- Plan, organize and facilitate the **Public Issues and Leadership Development** conference for enhancing advocacy and public issues education skills with elected officials and policy makers
- Support individual associations' formulation, coordination, and execution of strategies for advancing and uniting Cooperative Extension's educational programming through scholarship, research, and practice.
- Build community through written communications for a united voice –articles for association newsletters, review and up-date promotional materials; disseminate relevant news to Extension professionals, administrators, and partners.
- Actively participate in dialogue with JCEP liaisons gaining mutual respect for the complexity of the Extension System.
- Plan, organize, and initiate opportunities for furthering scholarship, research, and practice through personal and professional development.

Objective: Promote Extension as a Career

Actions Plans:

- Invite prospective and current Extension professionals to attend and participate in JCEP and Association conferences
- Share Extension related position postings on the website
-National Job Bank - <http://jobs.joe.org/>

Objective: Strengthening and building partnerships with Cooperative Extension

Administrators Action Plans:

- Initiate mutual respect between JCEP and Administrators for the complexity of the Extension system
- Share opportunities and challenges with the JCEP ECOP liaison
- Provide a unified voice for members' thoughts and desires during ECOP and NEDA meetings

- Build common strategies for furthering Cooperative Extension
- Promote leadership and collaboration skills that enhance growth for Extension professionals and their land grant university.

Objective: Strengthening partnership with NIFA and APLU

Action Plans:

- Cultivate an understanding and affiliation with federal partners and land grant institutions
- Welcome the opportunities to dialogue with NIFA and APLU representatives
- Build common strategies for furthering Cooperative Extension and funding

Objective: Unite Cooperative Extension's efforts for advocating and influencing policy makers at local, state, and federal levels

Actions Plans:

- Foster connections with policy makers that influence public issues and legislation
- Inform and educate Extension professionals and partners on the changing political environment and the need for continued legislative support
- Teach communication skills needed to speak proficiently and succinctly with policy makers about the value of Cooperative Extension
- Enhance existing partnerships and explore new links with local, state, and federal agencies
- Promote the public value of Cooperative Extension

Promotion

Objective: Create and expand JCEP's value among Extension professionals, administrators, and partners.

Action Plans:

- Disseminate consistent messages from JCEP Board and/or JCEP President with Extension professionals, administrators, and partners through newsletters, announcements, and web site
- Revise and energize the JCEP promotional presentation highlighting vision, mission, and objectives of JCEP and partnering associations' annual meetings and conferences
- JCEP Marketing committee present at JCEP Leadership conference, PILD and partnering associations

- JCEP board members actively network with Extension professionals, administrators, and partners when visiting partnering association's annual meetings through business meeting presentation, promotional display, or seminar report
- Promote Extension professional and personal development opportunities through research, scholarship, and practice
- Encourage applications for JCEP awards and available scholarships to attend conferences
- Encourage programmatic proposals for conferences for the purpose of sharing knowledge across disciplines and associations.
- Invest and distribute marketing tools for furthering JCEP vision, mission, and objectives.
- Solicit LGUs' photography and videography "B-roll" for use in collateral materials through the JCEP National Office. Biennially review and recommend website updates
- Develop professional development webinar for association leadership on new tools/technologies for improved association management
- Create a multimedia tool highlighting the value of member associations for use with internal stakeholders (i.e. administrators' perspectives for members and members' perspectives for administrators)

Budget

- Submitted annually by the current JCEP Marketing committee

***Joint Council of Extension Professional includes the following associations:**

1. Association of Natural Resource Extension Professionals
2. Epsilon Sigma Phi
3. National Association of County Agricultural Extension Agents
4. National Association of Community Development Extension Professionals
5. National Association of Extension 4-H Agents
6. National Extension Association of Family and Consumer Science.
7. National Association of Extension Program and Staff Development Professionals

Marketing Committee

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