



PENNSYLVANIA ASSOCIATION OF AGRICULTURAL EDUCATORS

PAAE Program of Activities Committee Report 2012 PAAE Summer Conference Meeting, Hershey PA

PAAE POA Standing Committee: Marketing

PAAE Vice President Liaison: Ayla Detwiler

Chairmen:

Committee Members:

PAAE Program of Activities Committee Expectations

Subject/Agenda Item:

- Committee Goals
- Apparel Plan of Action
- Media Plan of Action
- Webpage plan of Action

Purposes/Objectives of the Agenda Items:

1. Evaluate the goals set forth in the PAAE POA
2. Determine a plan to get PAAE apparel available to members
3. Discuss potential options to share PAAE news in the local and state media sources
4. Discuss how to implement the organization's webpage.
- 5.

Background/Rationale for this agenda item.

See above for rationale

Report:

The marketing committee met on July 11, 2012 at the PAAE conference held in Hershey, PA. The PAAE Program of Activities was reviewed. Apparel was discussed and it was determined that it is important for our organization. Apparel forms will be distributed via the listserve and orders will be available in the fall at the fall PAAE meetings at each region. Ayla Detwiler is going to order the apparel.

Media coverage was discussed and it was determined that this as well will help to promote our organization. Doug Maser is going to write an article about summer conference to submit to Farmshine and Lancaster Farming. Doug will also distribute his article via the listserve in order for teachers to distribute to their local media sources. The committee will continue to look for opportunities to share the successes of it's members.

The committee recommends that the board look into other options for the organization website.

Respectfully submitted:

Ayla R. Detwiler

Committee Chairperson.



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