**KS JCEP Association Awareness and Membership Recruitment Committee**

**December 6 Zoom Meeting Notes**

**John Forshee, Committee Chair**

Agenda Notes:

New Agent Luncheons – chair will work with Jennifer Wilson to schedule events during new agent training. Committee members and Officers will be first ask to represent KS JCEP at this event.

Promotion of Kansas JCEP - Reviewed Marketing items from Marketing & Outreach Committee-

No one is going to read a brochure (a harsh reality) 😐

- Post card or bookmark with key points

- Our finally last, and best thought we think is to create an infographic that shows how we are all connected to JCEP, has key points about each organization, dues, benefits of being active. . . things like that - the one page eye grabber we think would be more appealing to those already in extension and easier to sell at new agent training.

Committee agreed with comments from Marketing Committee and liked the idea of 1 piece to present to new agents that show the entire picture of associations rather than each association bringing a potentially outdated paper brochure.

Committee suggests a personal follow-up with from the appropriate association to each new agents following new agent luncheon to help/encourage them to join their association and answer any questions.

Committee suggested that Marketing develop a logo to be used on emails, letterheads, etc.

Promotions of KS JCEP Committees – Committee felt that “assigning” members to committees would result in really large committees with a lot of members that were not interested in serving. Suggested continuation of the committee sign-up at annual meeting at annual conference.

Marketing – addressed in promotion of KS JCEP

Website Improvements suggested –

\*Add a section to post committee reports so officers, members, and other committees see what work is being done.

\*Add a bar with logos from the member associations (similar to what National JCEP has.

\*Request access to all association list serves for Executive team – President, President-elect, and Secretary treasurer. (Do this instead of trying to develop and keep current a KS JCEP list serve but rather just rely on the association list serves that are hopefully up-to-date.)

Members in attendance for the Zoom Call were: John Forshee, Jennifer Wilson, Carl Carten, Brett Melton, Andrea Burns and President, Nancy Honig.