



# NAAE Convention Committee Report November 2009

Committee: Marketing

	Name	State
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<b>Committee Chair:</b>	Chad Massar	MT
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<b>Committee Vice Chair:</b>	Erin Johnson	FL
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<b>Committee Consultant (NAAE Board Member)</b>	Kenneth Couture	CT
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Committee Members	Name	State
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<b>Region I</b>	George Simmons*	MT
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<b>Region I</b>	Becky Striett	WA
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<b>Region II</b>	Billy Foote	OK
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<b>Region II</b>	Bart Harper*	OK
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<b>Region III</b>	Rachel Sauvola	WI
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<b>Region III</b>	Rhonda Clough	IO
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<b>Region IV</b>	Howard Heavner	IL
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<b>Region IV</b>	Tammy Vogler*	MO
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<b>Region V</b>	Josh Davenport	MS
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<b>Region V</b>	Gary Aycock	AL
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<b>Region VI</b>	Michael Harrington	MD
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<b>Region VI</b>	Debra Seibert	PA
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\* - not in attendance for second meeting

**Item:**

**Motion:**

To create an award certificate system for COP using the current point system.

**Key strategic priority areas supported by this activity:**

**Discussion (Background/Purpose/Advantage/Disadvantages):**

Incentive for members to become involved in COP.

**Action Taken:**

Motion passed.

**Item:**

**Motion:**

Ask state leaders to gather info from postsecondary on uses and teaching of COP for the purpose of gathering feedback.

**Key strategic priority areas supported by this activity:**

**Discussion (Background/Purpose/Advantage/Disadvantages):**

1. Are you using COP in your teacher ed programs?
2. How are you using COP in your teacher ed programs?
3. Is it included in the curriculum?

**Action Taken:**

Motion passed.

**Item:**

**Motion:**

To include the use of COP in the descriptions on the award narratives.

**Key strategic priority areas supported by this activity:**

**Discussion (Background/Purpose/Advantage/Disadvantages):**

As the association places more emphasis on the COP we should give members an opportunity to

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show their experience with COP in their award applications.

**Action Taken:**

Motion passed.

**Item:**

**Motion:**

To create a list of states that utilize a unified dues system for National and State Ag Ed organizations and this information be reported at the next scheduled meeting of the marketing committee.

**Key strategic priority areas supported by this activity:**

**Discussion (Background/Purpose/Advantage/Disadvantages):**

**Action Taken:**

Motion passed.

**Item:**

**Motion:**

That we keep our participation in Teachers World the same as last year, incorporate additional marketing through electronic media, and re-evaluate next year.

**Key strategic priority areas supported by this activity:**

**Discussion (Background/Purpose/Advantage/Disadvantages):**

**Action Taken:**

Motion passed.

**Item:**

**Motion:**

**Key strategic priority areas supported by this activity:**

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**Discussion (Background/Purpose/Advantage/Disadvantages):**

**Action Taken:**

	<b>Name</b>	<b>State</b>
<b>Election of 2010 Committee Chair</b>	Erin Johnson	FL
<b>Election of 2010 Committee Vice Chair:</b>	Debra Seibert	PA

**Adjournment:**