



KEHA Marketing & Publicity Report Fall Board Meeting, November 11, 2020

Jenn Williams, Chairperson

- KEHA Week initiatives on Facebook, and sent to FCS Agents, provided a new approach to events this year.
- Early November – Facebook series on recruiting and retaining members in the Pandemic. Sharing of ideas collected from county Presidents as we count down to December 1 deadline.
- Recruitment Videos - Jenn and Mindy will be working on recording videos to recruit for the 11 positions open, since March 27 is the deadline for credential submission. Jenn will create a script and those currently holding positions will record brief videos to post in a series on Facebook.
- Other Facebook series ideas –
 - Creative uses of KEHA decals, and other items from Merchandise list.
 - Highlighting County Presidents
 - What Homemaker skills have you used during the Pandemic?
- All Educational Chairpersons and Area Presidents are strongly encouraged to submit text, photos and links to Jenn for publication in Facebook.
- Marketing and Membership committee recommends that KEHA License plate submission be tabled indefinitely, due to budgeting and membership uncertainties. Jenn encourages picking up this project again in the future!
- All ideas for Marketing and Publicity are welcome – please email to Jenn at jjennifer143@gmail.com