



NAAE Regional Leadership Conference Committee Report Summer 2019

Committee: Marketing

Called to order at 2:17PM, May 23, 2019, Fairbanks, AK

	Name	State
Committee Chair:	Braden Groth	Oregon
Committee Vice Chair:	Holly Cahow	Washington

Committee Members	Name	State
	Braden Groth	OR
	Holly Cahow	WA
	Maddy Tannis	WA
	Abby Cate	WA
	Carol Travis	WA
	Joshua Krieg	WA
	Nicole Lebsack	ID
	Michelle Aoi	ID
	Hailey Bass	UT
	Andy Chapam	UT
	Kim Kerr	AZ
	Chance Crain, Shane Sutton	NV

Item :

Why are agriculture teachers not paying NAAE dues? How this improve?

Motion:

Key strategic priority areas supported by this activity:

Discussion (Background/Purpose/Advantage/Disadvantages):

- a. Combine state and national dues.
- b. Perkins V - Pay dues for professional organizations.
- c. Include dues into state summer conference fees. This is being practiced by numerous states in the region.
- d. Can't make "people do what we think is best" - "Is there a carrot big enough"?

Action Taken:

Discussion to be taken to National Marketing Committee meeting in August.

Item:

Current status of COP

Motion:

Key strategic priority areas supported by this activity:

Discussion (Background/Purpose/Advantage/Disadvantages):

- a. Simply put, it is outdated and MUST have a revamp to be effective. Most young members do not know it is an available tool. It is a waste of sponsor (Zoetis) funding.
- b. COP by region?
- c. Potential screencast to show members how to follow.
- d. Follow regional page: get state leaders to get info out.
- e. More people are using Facebook Ag Ed Discussion Lab...possible merge?
- f. Revamp items: REMOVE OLD ITEMS. Make NAAE login same as COP login. Easier search options - folders. "Jive" app not user friendly.
- g. If it is improved, it may provide more incentive for teachers to join.

Action Taken:

Discussion to be taken to National Marketing Committee meeting in August.

Adjournment:

2:58 PM

Respectfully submitted, Chairman Braden W. Groth, Oregon
Vice Chairman Holly Cahow, Washington