



Virginia Association of Soil and Water Conservation Districts

Marketing/Public Relations Committee
2021-22 Annual Plan of Work

COMMITTEE CHARGE:

The Marketing/Public Relations Committee purpose is to assist districts and the VASWCD with increasing public awareness and engagement of Virginia’s Soil and Water Conservation Districts.

Committee Goal	Strategy for Implementation	Timeline
Committee will meet a minimum of four times a year to further marketing/PR goals and assess district needs.	Plan quarterly meetings and other committee work dictated by plan of work	Quarterly
<p>Increase district use of technology for marketing and outreach – including use of websites, video, and social media outlets.</p> <p><i>Sub-Goal: Encourage 100% participation in web presence survey</i></p> <p><i>Sub-Goal: Work towards all districts having a web presence.</i></p>	<p>Send out annual comprehensive survey to reassess district online marketing & web presence</p> <p>Personally reach out to districts as needed to encourage participation in web presence survey</p> <p>Assess district needs for website training, develop model for website training.</p> <p>Review the Marketing Toolkit and update as needed</p>	<p>Send out by August 1st 2021, deadline to return August 15th</p> <p>By August 31st 2021</p> <p>By August 31st 2021</p> <p>Quarterly</p>
Assist SWCDs in building relationships and engagement with local community partners, media and organizations to increase brand awareness.	<p>Develop a basic how-to guide on reaching out to community partners and media</p> <p>Create Canva Team to provide templates and examples of brochures, annual reports, flyers, rack cards and newsletters to SWCD’s to assist with outreach.</p> <p>Provide how-to resources to SWCD’s for outreach video creation.</p> <p>Provide trainings and resources for SWCD’s to better engage on social media platforms.</p>	<p>By August 31st 2021</p> <p>By May 31st 2021</p> <p>ongoing</p> <p>ongoing</p>

	Implement district photo contest to provide a new marketing and outreach to youth and adults. Photos will be part of state contest but also build repository of images for district use within Tool Kit.	February 1st – August 15th
Train SWCD employees on current marketing and outreach topics	Lead relevant trainings at Graves Mountain and Annual Meeting as committee member's schedules and program agendas permit.	August and December (as requested)
Assist VASWCD with development of new membership directory.	Provide guidance to VASWCD staff on design and layout of new membership directory. Encourage districts to utilize online directory Assist in seeking out sponsors for advertisements in directory to help offset costs.	Review no later than fall 2021 for implementation in 2022 membership directory. December 2021-January 2022