

Marketing Committee

Each County Extension Council (CEC) shall have a marketing committee including members representing each program council along with additional CEC members. This small group will be appointed annually by the council president or as outlined in council bylaws.

Purpose

The marketing committee will work with the coordinating Extension agent to promote local, regional, and statewide programs and generate support and interest in Extension programming. Marketing can help leverage the critical programs conducted through Extension thereby providing research-based education to larger audiences and further supporting local communities. A marketing committee within the CEC provides a small group that can have focused discussions on strategies, techniques, and methods to enhance marketing and promotion. In addition, the committee can reflectively review marketing techniques previously utilized and provide thoughtful feedback regarding those efforts.

Responsibilities

- Understand the overall county Extension program from a broad perspective.
- Assist the county office in developing plans and strategies for promoting programming and honing ideas.
- Maintain a working knowledge of the University of Kentucky and College of Agriculture, Food and Environment brand standards. Support can be provided by the Extension Marketing Coordinator in the college's Agricultural Communications unit.
- Provide feedback on marketing activities and identify new opportunities.
- Maintain knowledge of the media resources available in the county which may be utilized to enhance marketing and promotion and assist the county office with developing and sustaining positive relationships with local media.
- Participate in meetings and work collaboratively with agents to brainstorm new ideas to increase marketing of Extension within the county.
- Participate in marketing events and activities
- Consider the target audiences for Extension and analyzing if current marketing strategies are effective in reaching those audiences.
- Offer strategies and assistance in marketing and promoting all council-led programs and activities.
- Be an advocate and ambassador for local Extension programming.

Revised 1/2024

Cooperative Extension Service

Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

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Lexington, KY 40506



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