

## FINAL RECOMMENDATION

### Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing

Issue 8-45, Item #166 (page 46 of the Action Plan)

*There is no comprehensive marketing plan for USFA products and services.*

#### Summary:

**R-166** Consider regular submissions of one-page articles for interest group publications to include new products, promotions, personnel, partnership issues, action events, statistics, schedules, etc.

#### Recommendations:

- A. Increase this initiative which has already begun.
- B. Streamline the process to submit articles.
- C. Implement rotational writing process so that all program managers, project managers, etc. are involved.
- A. These efforts need to be a component of the comprehensive marketing plan.

**Timeframe: On-going**

#### Conclusion:

Increased submissions will promote the involvement of USFA employees in increasing the awareness of USFA activities and programs

**Submitted by: Action Plan Team -**

**Advocacy, Partnerships and Marketing Team**

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