NYSACAA Goals for 2012:

1. **Increase membership**
   - Goal for 2012 is 76
   - Improve visibility of Association to educators, especially new staff.
   - Focus on recruiting more members from staff that have any agricultural
   - Develop better ways to articulate the value of membership.
   - Outreach to new Community Educators, Program Assistants, and/or AG Affiliates as well as new Resource Educators.

   **ACTION STEPS to implement:**
   1. Develop a more complete list of Ag educators & life time members in state
   2. New membership packet
   3. Info at new staff training
   4. Devise a way to communicate or encourage membership
   5. Need testimonials in brochure and on website from members
   6. Invite ED’s to district meetings

2. **Increase availability of professional development opportunities to members.**
   - Maintain the Early Career Development committee to engage new staff in NYSACAA.
     - Continue organizing and encouraging mentoring opportunities for new Educators.
     - Continue to identify and reach out to new staff early
   - Communicate district & national professional improvement activities to all members.
     - To continue communications through website updates, email reports, etc. of activities to members

   **ACTION STEPS to implement:**
   1. Announce award winners, highlight projects
     - Send press releases to regional/local papers (Jim & Jerry)
       - Include description of the award and biography of recipients
     - Update website (Audrey)
     - Use Clippings (Audrey)
     - Use CCE News (submit to Laura Whatley, mailto: cce-news@cornell.edu)

3. **Increase communication between board and membership.**
   - Maintain web site to make it a more valuable communication tool.
   - Use of as needed, minimum of quarterly, e-mails from President
   - Use of Clippings (Audrey)
   - Vice President makes annual contact with committee chairs

   **ACTION STEPS to implement:**
   1. Need to promote the 2012 Annual State Meeting.
   2. Do Clippings as needed, minimum of quarterly – as our annual report, have at Nov In-service

4. **Increase visibility of NYSACAA to the agricultural community, including to other agricultural organizations.**

   **ACTION STEPS to implement:**
   1. Have NYSACCA at these events: Farm Bureau, Ag Society, Empire Farm Days, Counsel of Ag Assoc., Ag In-service
   2. Make trek to Albany in January 2012

5. **Continue to be fiscally responsibility.**
   - Achieve a balanced budget
   - Build onto or expand fundraiser program
     - Goal for 2012: $1, 200
ACTION STEPS to implement:
1. Recruit more committee members
2. Offer a variety of products in fundraiser
3. Improve form to read the numbers easier