

**MICHIGAN ANGUS ASSOCIATION**  
**2020 STRATEGIC PLAN OBJECTIVES REVIEW**

**1/28/2017**

Attendees: Grace Boehmer, Lisa Bohlen, Dr. Dan Buskirk, Monte Bordner, Susie Brown, Jaycie Brown, Ken Geuns, Kent Nickolaus, Michelle Nickolaus, Aaron Phelps, Austin Pillars, Blake Pillars, Lori Pillars, Chris Pranger, Chuck Preston, Nancy Thelen, Paige Tuggle, Bob Zellmer, Brady Zellmer

**MARKETING:**

- Use social media / other modern forms of communication to reach our audience
- Target younger audience
- Educate commercial producers on Angus genetic potential
- Commercial committee:
  - Provide customer support to feeder calf operators
  - Promote freezer beef information on website and social media
- Provide sale transportation information
- Encourage AAA registration for all sales (include note in upcoming newsletter)

**COMMUNICATION:**

- MAA website:
  - Enhance with goal of driving traffic to website
  - Provide information for commercial producers (benefits of using Angus in their operation)
  - Increase content / information available on website (EX: Buskirk articles, etc.)
  - Promote website (cross-promote with social media, printed newsletters)
  - Board members responsible for reviewing website and notifying webmaster of any errors
  - Provide freezer beef education on website
  - Marketplace - AngusMarket - <http://michiganangus.org/classified-ads/> - entries should be dated when posted. Wondering how old some are (EX: referencing June 2016 calves, are they still available now?)
  - Mobile site does not have a search function (web online does have a search function)
- Social media – expand use to new platforms (Instagram, Twitter, YouTube, others) and include videos in efforts
- Redirect some of our print efforts to social media / website
- Newsletter – what is the future of the printed version? What do our members want? Ask them.

**MEMBERSHIP:**

- Target feedlots / commercial producers for new membership – include links and content on website:
  - MCA
  - Articles

- Web video
- Update new members package, to include:
  - Directory (doing currently)
  - Current calendar of events
  - Latest newsletter
  - Promotion of auxiliary & junior membership
- Special invites by existing members to events
- Past members – effort to bring them back
- Millennials (20-35 year olds) recruitment
- MAA bull sales – provide care package to buyers with membership information

#### EDUCATION:

- Promote more events on our calendar (web & newsletter) – including junior events around the state
- MSU and MSU Extension
- Angus Beef / CAB – share info on social media more often
- Health protocol – post on website and promote
- Provide links on web to info
- Angus cattle for “dummies” – provide basic information for those new to the business
- Link to MSU Beef Team - <http://msue.anr.msu.edu/topic/info/beef>
- Enlist MSU interns to assist with content / education

#### YOUTH:

- Millennials (20-35 year olds):
  - Encourage adult membership
  - “close the gap”
  - Class reunion at event for former juniors
- Encourage / support creation of a Young Professionals Network (YPN)
- Improve communication between MAA and MJAA
- Encourage mentorships (MAA to MJAA members)
- Exchange minutes of board meetings between juniors / adults / auxiliary in advance of meetings – so time spent by reps in meetings can be used for questions / conversation vs. reports
- Partner with MJAA to gain members (parents of junior members or children of MAA members)
- LEAD Conference – increase MJAA attendance, possibly reduce amount provided for expenses so more juniors can participate – comment made that current \$ amount provided is more than is needed