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AGED 539- Project Proposal Reflection

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Project Proposal Reflection - Program Promotion

**Goal/Purpose**

For this project, I wanted to focus on my program promotion, which is quality criteria 8. Cloverdale FFA is a new program, therefore program promotion is very important. It's important that the feeder school gets info to the 8th graders about our program as well as parents and community members. My goal is to create a Cloverdale FFA website for the public and students to get more informed about the program. This will have current information about the program and what we are up to as well as dates for upcoming events.

**Process**

The first thing that I did was look at other FFA chapter websites and look at different designs and information that these chapters have on their website. As I was doing this, every website was very different. Some chapters focus more on CDE/LDE events, others focus on the calendar and what the program offers. Most have all of the above. After reviewing a few different websites, I then decided to start my own for Cloverdale FFA.

I decided to go with Google Sites since it's a free website program. The downside of Google Sites is that there aren't many options for creativity. There are only a select few themes to choose from and colors. As I started to design, I wanted to make it easy to follow and simple. Since we are a new chapter, we don’t have that many things to post currently, however, as the
years go on, I hope to add more information to the website. I have pictures of students on the website as well as class information for students and parents. I feel that if I wanted the website to be more complex, that I would have to go through a different program, but for now I am satisfied with the website.

Now that it's completed, I sent it over to your IT department and they posted our website link on their site. This will hopefully help promote the website to the public. The next goal is to then possibly create a facebook page since lots of community members are on facebook. This is a great way to promote the program and get more community and student involvement.

Conclusion

Overall, I am satisfied with my website that I created for the program. It's simple and straightforward and I feel that it's easy access to the public. Program promotion is important each year. Whether it's a new program or a well-established program, making sure to upkeep your program recruitment is essential to keep retention and fresh in your program. I think creating this website is a stepping stone in my program recruitment process. From there, I hope to then have brochures to send out to families and attend the recruitment process next year for incoming 8th graders.

The goal is to then have a FFA member be in charge of the website and update it as needed. This can then be a SAE project for that student if they need it. Being a single department advisor, it's hard to be in charge of everything, and so delegating duties is something that I have been trying to work on.