This year we are looking for engagement! Our strategy will be to work through the Chapter Marketing Chairs to publicize NAWIC regionally and locally. We will utilize social media to promote the work of our chapters, host virtual meetings to collaborate across the region, and contribute articles for the connection newsletter. We look forward to working with the Membership Committee’s to drive retention and member recruitment and supporting the WIC Week Committee’s through online campaigns. Be on the lookout for a competition or two! – Brett Henderson