

**2016-2017 ACTION PLAN**  
**Committee: Public Affairs**  
**Subcommittee: Advocacy**

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**Subcommittee Past Chair:** Diane Milne, [milned@missouri.edu](mailto:milned@missouri.edu)

**Goal:** Build unity, pride and visibility of NEAFCS membership.

**Objectives:**

1. Provide resources, ideas, and links related to marketing NEAFCS to members and the Extension system.
2. Oversee selection of marketing materials that showcase the professionalism and wide-ranging scope inherent in our association.

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Update, revise materials and web page to promote Living Well, NEAFCS public relations campaign.	VP Public Affairs and subcommittee members	September, 2016 – March, 2017
2.	Join forces with AAFCS to promote the December 3 "Dining In for Healthy Families" FCS public relations campaign. Move Dining In resources to Public Relations link on web page.	VP Public Affairs and subcommittee members	October, 2016 – December, 2016
3.	Encourage members to add the FCS and Living Well logos to their email signatures.	Subcommittee members	Ongoing
4.	Encourage members to "like" and use the NEAFCS Facebook site and NEAFCS Twitter.	Subcommittee members	Post at Annual Session, JCEP, PILD
5.	Share clips and links to FCS resources via social media platforms like Facebook, Twitter, Instagram, Pinterest and blogs. Identify 4 resources to share, dates to share it and name of "post-er"	Subcommittee members	June, 2016
6.	Discuss how to promote and effectively use Twitter and Facebook accounts to expand our reach.	Subcommittee members	Annual Session Subcommittee meeting 2017
7.	Prepare articles for e-NEAFCS and e-blast blurbs on an as needed basis.	VP Public Affairs	Ongoing
8.	Encourage members to display a copy of the NEAFCS Creed in their office and to share it with program advisory committee members, etc.	Subcommittee members	Ongoing