

**2017-2018 ACTION PLAN**  
**Committee: Public Affairs**  
**Subcommittee: Advocacy**

**Subcommittee Chair:** Hope Wilson, [hopewilson@cals.arizona.edu](mailto:hopewilson@cals.arizona.edu)  
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**Subcommittee Past Chair:** Julie Garden-Robinson, [julie.garden-robinson@ndsu.edu](mailto:julie.garden-robinson@ndsu.edu)

**Goal:** Promote relevance and impact of our profession and programs to both internal and external audiences.

**Objectives:**

1. Communicate the value of Family and Consumer Sciences to families and communities.
2. Enhance the Family and Consumer Sciences image/brand and work of Extension professionals.
3. Build new partnerships with external organizations that share a common mission and vision with FCS educators.

What? (action steps)	2017-18 Responsible for (specific name)	2017-18 Who?	2016-17 When? (specific date)	2017-18 When?
1. Update, revise materials and web page to promote Living Well, NEAFCS public relations campaign.	VP Public Affairs and subcommittee members	VP Public Affairs	September, 2016 – March, 2017	October 2017 – March 2018
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	VP Public Affairs & Joint members – liaison Melanie Hart	October 2016 – December, 2016	October 2017- December 2018
3. Encourage members to add the FCS and Living Well logos to their email signatures either through e-blast or VP/Chair PA listserv	Subcommittee members	VP Public Affairs (PA) & Affiliate PA officers	Ongoing	Ongoing & push it in February 2018 (Email w/language to disseminate)
4. Encourage members to “like” and use the NEAFCS Facebook site and NEAFCS Twitter.	Subcommittee members	VP-PA & Affiliate PA Officers	Post at Annual Session, JCEP, PILD	Ongoing & push in February 2018 (email w/language to disseminate)
5. Link posts or tweet activities, tips, etc. to NEAFCS Activities for Living Well Month	Subcommittee members	Hope, Melissa, Melanie	June, 2016	March 2018
8. Encourage members to display a copy of the NEAFCS Creed in their office and to share it with program advisory committee members, etc. Email link to Affiliate Presidents to distribute to the membership.	Subcommittee members	Hope, Melissa, Melanie	Ongoing	February 2018