

Planning for 2019-2020 ACTION PLAN
Committee: Public Affairs
Subcommittee: Advocacy

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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)	Responsible for (specific name)	2019-20 Who?	2019-20 When? (specific date)	2019-20 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, 2019 – March, 2020	October 2019– March 2020
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. Add resources including USDA Food safety, Linkedin, Facebook, Twitter; Dining In Kits: * OSU	VP Public Affairs and subcommittee members FCCLA all Partnerships FCS teachers	VP Public Affairs & Joint members Patrice will share kits	October 2019 – December, 2019	October 2019- December 2019
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 Living Well (Melanie)	VP Public Affairs (PA) & Affiliate PA officers	Ongoing	Ongoing & push it in February 2020 (Email w/language

					to disseminate)
4.	Encourage members to “like” and use the NEAFCS Facebook site and NEAFCS Twitter. Promote USDA What’s Cooking; March Living Well Month, FCS Day Set schedule: committee members commit to posting 2x weekly	Subcommittee members Everyone	VP-PA & Affiliate PA Officers	Post at Annual Session, JCEP, PILD	Ongoing & push in February 2020 (Provide email w/language to disseminate)
5.	Link posts or tweet activities, tips, etc. to NEAFCS Activities for Living Well Month *Instagram? States will share family mealtime info, videos, etc. create press releases	Subcommittee members	Melissa & others?	March, 2020	March 2020
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 Melissa Email Creed	Hope, Melissa, Melanie	Ongoing	February 2020
9.	Hold quarterly meetings via zoom		Melissa	Ongoing	Ongoing