

2022 ACTION PLAN

Committee: Public Affairs - Education

Committee Chair: Jesse Ketterman – Maryland, jketterm@umd.edu

Committee Chair-elect: Tracy Cowles – Kentucky, tracy.cowles@uky.edu

Committee Apprentice: Jackie Carattini – Wisconsin, Jackie.carattini@wisc.edu

Committee Past Chair: Becca Stackhouse – Georgia, rebecca.stackhouse@uga.edu

Committee Members:

Melissa Goodman, Kentucky - mgoodman@uky.edu

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Strategic Plan Goal:

Increase knowledge of public issues and the relationship between the Extension system and the legislative process

Committee Goal:

1. Encourage members to participate on public affairs committees, educational activities and workshops.
2. Support impact reporting at the local, state and national levels.

Objectives: Fulfill action steps established by committee.

	What? (action steps)	Responsible for (specific name)		When? (specific date)
1.	Provide PILD 1st Timer scholarships. Begin promoting in November. Release applications in mid-December. Applications due February 1.	VP Public Affairs/NEAFCS Board	VP	11/2021 – 2/2022
2.	Encourage PILD concurrent session abstract submissions due November 15. Use e-blasts to get the word out	VP Public Affairs and Subcommittee	VP	9/2021 – 11/2021
3.	Use e-NEAFCS network & list serve to promote attendance at PILD. Send access to	VP Public Affairs and Subcommittee	VP	10/2021 – 3/2022

	listserv to both Affiliate Presidents and VPs Public Affairs.			
4.	Regularly utilize [Public Affairs] list-serve/email to communicate with Affiliate VPs Public Affairs	VP Public Affairs	Committee	Ongoing
5.	Update impact statement data on-line submission form. Promote importance and significance of having each state submit data on their programs and initiatives, etc. by designated deadline Online submission form was updated this past year.	Check by VP	Melissa G. and Will F. are going to work together on this template and will share once they have it.	Portal opens 12/1/2021
6	Distribute links to NEAFCS IMPACT statements by email link 2 weeks prior to PILD to self-print and have 20 extra copies available at PILD for NEAFCS members for meetings with their elected representatives, 35 to NIFA Program Leaders and to JCEP Board members. Have state affiliates email legislators prior to PILD - Public Affairs Chair in each state to ask them to either appoint someone to contact their state leaders with the information or for the chairmen to take on the responsibility themselves.	VP PA	VP and Committee State Affiliates to send to their representatives.	April 2022
7.	Make Impact Statements available at Annual Session for PA and President Affiliate Officer and PA Committee meetings.	VP Public Affairs	VP	Annual Session 2022
8.	Prepare Info-graphic on emerging issues (Dining In, food preservation revival and reducing food waste) for use by members.	Becca Stackhouse Georgia	Committee, get more committee members involved	Ongoing
9.	Housed on NEAFCS Website: to share templates, infographics, marketing.	VP PA	VP	Upon completion 2022
10.	Add into the impact statement form – how many volunteer hours were present?	VP PA	VP	November and December 2021/2022
11.	Share info & best practices about legislative advocacy from PILD or states (e.g. Legislative breakfast, providing materials in	Attendees at PILD	VP and Committee	Upon completion 2022

	PDF to staffers). Prepare agenda for NEAFCS meetings with National President. Lead meeting			
12.	VIRTUAL: Share info & best practices about legislative advocacy from PILD	Jackie Carattini	VP and NEAFCS President	Ongoing
13.	Request PA committee breakout session. Impact Statement workshop (needs catchy name)	VP	Becca, Glenda	Annual conference 2022

- Present at 11.1.2021 NEAFCS PA – Education Subcommittee – Jeesse Ketterman, Becca Stackhouse, Glenda Hyde, Mary Liz Wright, Jackie Carattini