

2023 ACTION PLAN
Committee: Public Affairs – Advocacy
Public Affairs Vice President – Jennifer Bridge

Committee Chair: Christine Zellers

Committee Chair-elect: Rosie Stewart

Committee Apprentice: Tracey Saxton

Committee Past Chair: Vacant

Strategic Plan Goal:

Build Unity, pride and visibility of NEAFCS Membership

Committee Goal:

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

Objectives:

- Communicate the value of Family and Consumer Sciences to families and communities.
- Enhance the Family and Consumer Sciences image/brand and work of Extension Professionals.
- Promote new partnerships with external organizations that share a common mission and vision with FCS educators.

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Send materials and webpages to membership to promote Living Well, NEAFCS public relations campaign. Include the new logo and a sample proclamation with instructions on how to use it for affiliates and members. Send directions how to post/schedule on social media. Update the Living Well calendar for 2023 to distribute by moving dates and year and send as a pdf file.	VP Public Affairs and committee Members	October 2022-March 2023
2.	Join forces with AAFCS to promote their December FCS public relations campaign. Encourage promotion of the webpage, LinkedIn, Twitter, YouTube, Instagram to elevate and retag NEAFCS activities. Make sure all state-wide members have access to these materials. Create an email for members and distribute to VP Public Affairs (PA) officers, share with FCS teacher associations like FCCLA and AAFCS.	VP Public Affairs and committee members with assistance from Will from NEAFCS National Office on email distribution	October 2022-December 2023
3.	Encourage members to add the FCS and Living Well logos to their email signatures either through e-blast or VP/Chair PA listserv after October 17 th following conference, after February 16 th for FCS educator's day, and July 24 th when conference announcements go out.	All committee members	Ongoing

4.	Living Well Month: Develop a script that aligns with the videos for the 8 components of wellness promotional tools to encourage members to use the videos. Short videos about 30 seconds that tell how the videos are being used.	All committee members	January 2023-August 2023 (Ongoing)
5.	Write an article due the 15 th of each month and rotate with the education and marketing subcommittees to help promote Public Affairs committee	Chairperson/committee members	Start September 30, 2022