



Affiliate Annual Report Form

Submit this form to your Regional Director and the
NEAFCS National Office, 325 John Knox Rd. Suite L103 Tallahassee, FL 32303
Fax: (850) 222-3019 Email: djessup@executiveoffice.org

Please return this form by December 31st of each year to your Regional Director and a copy to the National Office.
This report should cover anything that has occurred between January 1 and December 31 of the current year.

State/Territory: Minnesota Date: December 3,, 2021
Person Completing Form: Suzanne Driessen, Sara Croymans Phone: _____

What accomplishments/progress has your Affiliate made in the past year? (Consider member resources, awards and recognition, public affairs, etc.)

- Operations - Updated NEAFCS-MN Affiliate Organizational Bylaws, the Affiliate Manual for Officers and - Committees, the listserv "how-to document" and our Affiliate history.
- Communications - Monthly Membership Memos kept all members in the loop, provided valuable resources and served to celebrate members' accomplishments, and get to know members via the Member Spotlight feature. View at: <https://neafcsmn.wordpress.com/>
- Membership – Welcomed four new members. All sixteen annual members are actively involved in a leadership position or on a committee! Our 19 life members actively serve as a resource and as judges for awards and our lifelong friends. A two-week Membership Drive with prize incentives was held to renew current members and recruit new members. Developed resource tools for the membership drive including revising the NEAFCS membership brochure, 'Network, Grow, Succeed!' to reflect the MN Affiliate membership options and a Membership Recruitment google sheet of all employees eligible for membership. A Mentor Program will begin in 2021-2022. The program is intended to welcome new members, provide an informal orientation to the association, answer questions, help them to feel connected and to get involved. Guidelines were developed to help mentors be successful in this role.
- Professional Development - *The Silver Lining and Sifting Through the Pieces* NEAFCS-MN virtual Professional Development Day 2021 drew 24 Extension professionals, including 16 annual members, 2 guests, 2 retirees and 4 non-members. End-of-session evaluation data revealed members found the day enjoyable and useful. As a result of our professional development day theme utilizing art as an educational strategy, NEAFCS Minnesota Affiliate members partnered with the keynote speaker and University of Minnesota Duluth students to design an Extension education outreach strategy to teach health through the arts. The students received hands-on experience working on projects and recording ways arts are expressed including gathering Somalia cultural photos, examples of advocacy using art, and working to gather national parks information.
- Awards - Affiliate members submitted eight award applications in seven categories. The applications involved ten NEAFCS MN Affiliate members. Four of the applications received Central Region Awards. A Friends of NEAFCS MN Affiliate Award was also given to *Military Partners*. Life members served as judges on the Affiliate level.
- Public Policy/Public Relations - Promoted NEAFCS national campaigns of *Dining In for Healthy Families* in December and *Living Well Month* in March. Wrote a news release, created social media messages and radio scripts for member distribution and use. Promoted the eight new national wellness videos (Environmental, Financial, Intellectual, Physical, Occupational, Emotional, Social and Spiritual Wellness) during Living Well month. Reviewed and submitted 12 Minnesota impact statements to national. Nine of the 12 Minnesota's program impact submissions landed a spot in the national NEAFCS final copy in seven subject areas. Created a Minnesota

impact statement handout for the national 2021 virtual Public Issues Leadership Development Conference for virtual hill visits by two NEAFCS-MN representatives,

What are your Affiliate's goals for the next 12 months?

- To establish an Endowment Fund Ad hoc committee to create policies, procedures, and a budget process to utilize the affiliate's Quasi Endowment funds to support professional development opportunities for our affiliate and members.
- To engage annual and life members on both the Affiliate and National levels.
- To increase membership by 25%.
- To have 50% of membership to apply for awards
- To have 100% of members contribute to impact statements to submit to National

What challenges do Cooperative Extension and/or Family & Consumer Sciences face in your state?

- Cooperative Extension is experiencing level or shrinking budgets and less staff to do the work.
- Challenges related to COVID impacting programming and resulting staff stressors.
- Limited access to broadband internet for clientele.
- To be better equipped to be culturally responsive in programming, resources and evaluation.

To assist NEAFCS in future planning and communication, please list concerns your Affiliate has for the NEAFCS Board to address:

- MN supports the development of new membership categories on the national level to allow for potential new members without a four-year degree. The current membership requirements exclude BIPOC staff from professional development opportunities and other member benefits.
- Increase opportunities for life members in the areas of recognition, scholarship, and professional development