Planning for **2018-2019** **ACTION PLAN**

**Committee: Public Affairs**

**Subcommittee: Advocacy**

**Subcommittee Chair: Melanie Hart – Ohio,** [**hart.382@osu.edu**](mailto:hart.382@osu.edu)

**Subcommittee Chair-elect: Melissa Wyatt – Arizona,** [**melb2@email.arizona.edu**](mailto:melb2@email.arizona.edu)

**Subcommittee Apprentice: Vincent Webb – North Carolina,** [**vince\_webb@ncsu.edu**](mailto:vince_webb@ncsu.edu)

**Subcommittee Past Chair: Hope Wilson, Arizona,** [**hopewilson@cals.arizona.edu**](mailto:hopewilson@cals.arizona.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.

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|  | What?  (action steps) | Responsible for  (specific name) | 2018-19  Who? | 2017-18  When?  (specific date) | 2018-19  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, 2017 – March, 2018 | October 2018 – March 2019 |
| 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 | VP Public Affairs and subcommittee members  FCCLA all Partnerships | VP Public Affairs & Joint members – liaison Melanie Hart  Food safety | October 2017 – December, 2017 | October 2018- 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  Living Well (Melanie) | VP Public Affairs (PA) & Affiliate PA officers | Ongoing | Ongoing & push it in February 2019  (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 | Subcommittee members  Everyone | VP-PA & Affiliate PA Officers | Post at Annual Session, JCEP, PILD | Ongoing & push in February 2019 (Provide 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 | March, 2017 | 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  Melanie Email Creed | Hope, Melissa, Melanie | Ongoing | February 2018 |

Other Members:

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