

2021 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)	2020-21 Who?	2020-21 When? (specific date)
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, 2020 – March, 2021
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, YouTube, Instagram; Dining In Kits: * OSU	VP Public Affairs and subcommittee members FCCLA all Partnerships FCS teachers	VP Public Affairs & Joint members Patrice will share kits with Will for Bitly links	October 2020 – December, 2021
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	VP Public Affairs (PA) & Affiliate PA officers	Ongoing
4.	Living Well Month: Develop script for a promotional video.	Subcommittee members Living Well	PA committee members	February 2021

	<ul style="list-style-type: none"> - Keep under three minutes for promotion - Assign responsibilities to talk about certain topics - Quotes in the impact statements 			
5.	<p>Encourage members to “like” and use the NEAFCS Facebook site and NEAFCS Twitter, NEAFCS YouTube. Promote USDA What’s Cooking; March Living Well Month, FCS Day</p> <p>Set schedule: committee members commit to posting 1x weekly, Post on Tuesday, Wednesday or Thursday. Times: 10 am, 3 – 4 pm, 8 – 9 pm. Schedule post.</p>	Subcommittee members Everyone	VP-PA & Affiliate PA Officers	Post at Annual Session, JCEP, PILD
6.	<p>Link posts or tweet activities, tips, etc. to NEAFCS Activities for Living Well Month *Instagram?</p> <p>States will share family mealtime info, videos, etc. create press releases</p>	Subcommittee members	Vincent & others?	March, 2021
7.	<p>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.</p>	Subcommittee members Vincent Email Creed	Vincent,	Ongoing
8.	Hold quarterly meetings via zoom		Vincent	Ongoing