

2021 ACTION PLAN
Committee: Public Affairs
Subcommittee: Education

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Strategic Plan Goal:

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

Subcommittee 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:

	What? (action steps)	Responsible for (specific name)	Who?	When? (specific date)
1.	Provide 20 PILD 1st Timer scholarships. Begin promoting in November. Release applications in mid-December. Applications due February 1.	VP Public Affairs/NEAFCS Board	VP	November 2020-February 2021
2.	Encourage PILD concurrent session abstract submissions due November 15. Use e-blasts to get the word out.	VP Public Affairs and Subcommittee	VP	September - November 2020
3.	Use e-NEAFCS network & listserv to promote attendance at PILD. Send access to listserv to both Affiliate Presidents and VPs Public Affairs.	VP Public Affairs and Subcommittee Send to Mary Liz	VP	October 2020 – March 2021, September 2021
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.	VP Public Affairs Write email for. – Mary Liz will organize Send to Regional Directions – Link webpage	Committee	November 2020 – February 1, 2021
6.	Update an impact statement template to local and state submissions. Post examples of local fact sheets on NEAFCS web page. Use civil rights statement. We would like a template for state affiliate use. State Affiliates would customize.	VP Public Affairs and subcommittee	Melissa G. and Will F. are going to work together on this template and will share once they have it.	January 2021
7.	<p>Distribute links to NEAFCS IMPACT 2021 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</p> <p><i>We were presented with the challenge to come up with a way to get the new impact statements into the hands of our leaders and legislators. In the past the statements had been given during the visit to Washington but due to the situation we are currently in this isn't possible this year. We discussed contacting the 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. This will not encourage them to connect their legislators but will also allow them to highlight their states impact.</i></p> <p><i>The creation of a video to educate NEAFCS members on what impact statements consist of and why they are important was also discussed. What about using brands in impact statements? E.g. servsafe</i></p>	VP Public Affairs	VP, Committee	April 2021
8.	Make Impact Statements available at Annual Session for PA and President	VP Public Affairs	VP	October 2021

	Affiliate Officer and PA Committee meetings.			
9.	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
10.	Google Drive – To share templates, infographics, marketing. Possible hosted on the NEAFCS website	VP Public Affairs	VP	November 2020
11.	Recommendation of leadership, volunteerism or Community Vitality Impact Statement. May capture policy systems environmental change. Add Community Vitality Impact Statement for volunteerism report. State, type of volunteers (Master Food Preservers, Family Food Educators, Family Community Educators, etc.), number of volunteers and hours contributed. We will apply multiplier from volunteer web page for each state and NEAFCS. Glenda will find name of presenter (and PowerPoint?) with cost savings data program themes.	Committee	VP	As needed
12.	Share info & best practices about legislative advocacy from PILD or states (e.g. Legislative breakfast, providing materials in PDF to staffers). Prepare agenda for NEAFCS meetings with National President. Lead meeting	Attendees at PILD	Committee, VP	November 2020
13.	Delete subject area for federal programs (SNAP). Include projects in appropriate subject areas			November 2020-February 2021
14.	Request a webinar on Impact Statement tips	Becca Stackhouse	Becca, Mary Liz, Janey	Monday November 9, 2020 3:00 PM EST
15.	Request PA committee breakout session. Impact Statement workshop (needs catchy name)		Becca, Glenda, Ebony, Melissa	November 2021 at annual conference