

## 2021-2022 ACTION PLAN

### Committee: Public Affairs Advocacy Committee

**Committee Chair:** Lindsey Stevenson, [stevensonlk@missouri.edu](mailto:stevensonlk@missouri.edu)

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**Committee Past Chair:** Vincent Webb, [vince\\_webb@ncsu.edu](mailto:vince_webb@ncsu.edu)

### 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:

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. 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.	Update, revise materials and web page to promote Living Well, NEAFCS public relations campaign.	VP Public Affairs and committee members	October 2021 – March 2022
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 the web page. Add resources including USDA Food safety, LinkedIn, Facebook, Twitter, YouTube, Instagram; Dining In Kits: * OSU Make sure all of the state members nationwide have access to these materials.	VP Public Affairs and committee members. FCCLA all Partnerships FCS teachers	October 2021 - December 2022
3.	Encourage members to add the FCS and Living Well logos to their email signatures either through e-blast or VP/Chair PA listserv.	All committee members	Ongoing
4.	Living Well Month: Develop a script for a promotional video. Keep under three minutes for promotion. Assign responsibilities to talk about certain topics-quotes in the impact statements.	Committee members	2/1/2022

5.	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. Reach VP of Public Affairs State Affiliate.	Committee members: All members	Post at Annual Session, JCEP, PILD
6	Add Bitly link to posts or tweet activities, tips, to track Living Well Month's reach. NEAFCS Activities for Living Well Month. Reach VP of Public Affairs State Affiliate.	Committee members	March 2022
7.	Encourage State Affiliates and members to display a copy of the NEAFCS Creed in their office, and perhaps to share it with program advisory committee members, etc. Email link to Affiliate Presidents to distribute to the membership.	Committee members Lindsey email Creed	Ongoing
8.	Hold quarterly meetings via zoom	Lindsey	Ongoing

Days leading up to Dec. 3rd Dining In Day- Monday - This is Dine-In Day week here are recipes,- Tuesday - make your shopping list/cost savings- Weds - Games for the family- Thursday, go sign the petition,- Friday - Have a meal together. Don't forget you can do it anytime over the weekend.