

## 2024 ACTION PLAN

**Committee: Public Affairs: Advocacy Committee**

**Vice President: Christine Zellers, VP for Public Affairs**

**Committee Chair: Rosie Stewart**

**Committee Chair-elect: Tracey Saxton**

**Committee Apprentice: Lorrie Coop**

**Committee Past Chair: Christine Zellers**

### **Strategic Plan Goal:**

Build Unity, pride, and visibility of NEAFCS Membership

### **Committee Goal:**

Promote the relevance and impact of our profession and programs to both internal and external audiences.

### **Objectives:**

- Communicate the value of Family and Consumer Sciences to families and communities.
- Enhance the Family and Consumer Sciences image/brand and work of Extension Professionals.
- Promote new partnerships with external organizations that share a common mission and vision with FCS Extension Professionals.

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Promote AAFCS December FCS public relations campaign. Encourage promotion of the webpage, LinkedIn, Twitter, YouTube, Instagram to elevate and retag NEAFCS activities. Make sure all state-wide members have access to these materials. Create an email for members and distribute it to VP Public Affairs officers to encourage NEAFCS members to share AAFCS materials.	VP Public Affairs and Committee Members	November 2023-December 2023
2.	Encourage members to add the FCS and Living Well logos to their email signatures either through e-blast or VP/Chair PA listserv after October 17 <sup>th</sup> following the conference, after February 16 <sup>th</sup> for FCS educators' day, and July 24 <sup>th</sup> when conference announcements go out.	All Committee Members	Ongoing
3.	Send materials and webpages to membership to promote Living Well, NEAFCS public relations campaign. Send directions on how to post/schedule on social media. Update the Living Well	VP Public Affairs and Committee Members	December 2023-March 2024

	calendar for 2024 to distribute by moving dates and year and send as a pdf file. Make monthly calendar into weeklong calendar suggestions.		
4.	Living Well Month: Develop a script that aligns with the videos for the 8 components of wellness promotional tools to encourage members to use the videos. Short videos of about 30 seconds that tell how the videos are being used.	Committee Members	October 2023-February 2024 (Ongoing)
5.	Promote how members are using Living Well Month materials and make a video to use at the annual session to introduce materials and promote the month. Offer a breakout session for members to learn about Living Well Month promotional materials. Put materials at the registration booth.	Committee Members/Chairperson	March 2024-August 2024
6.	Write an article due the 1 <sup>st</sup> of each month and rotate with the Education and Marketing subcommittees to help promote the Public Affairs Committee.	Chairperson/Committee Members	October 2023-August 2024