

## ACTION PLAN

**Committee:** \_\_\_\_\_ Advocacy

**Committee Chair:** \_\_\_\_\_ Tracey Saxton

**Committee Chair-elect:** \_\_\_\_\_ Lorrie Coop

**Committee Apprentice:** \_\_\_\_\_ Penny Berend

**Committee Past Chair:** \_\_\_\_\_ Rosie Stewart

### 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:

- Support and encourage participation in the AAFCS December FCS public relations campaign and NEAFCS Living Well Month public relations campaign.
- Communicate the value of Family and Consumer Sciences and the mission and goal statements of the association to individuals, 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.
- Secure, review, and submit articles for NEAFCS official publications.

|    | What?<br>(action steps)                                                                                                                                                                                                                                                                                                                                                     | Responsible for<br>(specific name)                | When?<br>(specific date)    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|-----------------------------|
| 1. | Promote AAFCS December FCS public relations campaign. Encourage promotion of the webpage, LinkedIn, Twitter, YouTube, Facebook, Instagram to elevate and retag NEAFCS activities. Make sure all members have access to these materials. Create an email and distribute it to Affiliate VP for Public Affairs officers to encourage NEAFCS members to share AAFCS materials. | Chairperson/VP for Public Affairs/National Office | November 2025-December 2025 |
| 2. | In NEAFCS newsletter articles, encourage members to add the NEAFCS and Living Well Month logos to their email signatures.                                                                                                                                                                                                                                                   | All Committee Members                             | Ongoing                     |
| 3. | Send materials and webpages to membership to promote Living Well Month, the NEAFCS public relations campaign. Update the Living Well calendar for 2026 to distribute by moving dates and year and send as a PDF file. Make monthly calendar into the weeklong calendar.                                                                                                     | Chairperson/National Office                       | December 2025-February 2026 |

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|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
| 4. | Add example social media posts to the Living Well Month Social Media Guide that can be cut and pasted into social media sites.                                                                                                                                                                            | Chairperson/Committee Members                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | October 2025-February 2026 (Ongoing) |
| 5. | Create and distribute short surveys to members to evaluate how they are using the Living Well Month materials, goal to meet at least 30% of affiliate report satisfaction and effectiveness of existing resources. Share what is received on NEAFCS Living Well Month webpage, newsletter, and the board. | Chairperson/Committee Members/National Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | October 2025-February 2026 (Ongoing) |
| 6. | Promote how members are using Living Well Month materials at the annual session to introduce materials and promote the month. Offer a concurrent session or a webinar for members to learn about Living Well Month promotional materials, put materials at the NEAFCS Annual Session.                     | Chairperson/Committee Members/VP for Public Affairs/National Office                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | March 2026-August 2026               |
| 7. | Write a NEAFCS newsletter article quarterly to help promote the Public Affairs Committee.                                                                                                                                                                                                                 | <p>December (Promote Committee and AAFCS Elevate FCS Month and Living Well Month campaigns) due to VP for Public Affairs by November 20</p> <p>February (Promote Living Well Month starting 3/1) due to VP for Public Affairs by January 20</p> <p>June (Promote Annual Session and Advocacy activities at Annual Session) due to VP for Public Affairs by May 20<br/>Lorrie Coop</p> <p>August (Share Annual Session registration link -urge members to register early, volunteer, and participate in advocacy/session activities.)<br/>July 30</p> | November 2025-June 2026              |