

ACTION PLAN

Committee: _____ Advocacy

Committee Chair: _____ Penny Berend

Committee Chair-elect: _____ T B A

Committee Apprentice: _____ TBA

Committee Past Chair: _____ Lorrie Coop

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? (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, 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 2026
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.	Update materials, survey and webpages to promote Living Well Month, the NEAFCS public relations campaign. Update the Living Well calendar for 2027 to distribute by moving dates and year and send as a PDF file. Make monthly calendar into the weeklong calendar.	Chairperson/National Office	July 2026-December 2026

4.	Send updated Living Well Materials and survey to the national office and membership.	Chairperson	December 2026-January 2027
5.	Promote Public Affairs Subcommittee efforts through conference concurrent session and share Living Well Month materials and survey.	Chairperson/Committee Members/National Office	September 2026
6.	Promote and recruit PA Advocacy efforts and members through webinar.	Chair and Chair-elect VP for PA	October 2026-November 2026
7.	Write a NEAFCS newsletter article quarterly to help promote the Public Affairs Committee.	December (Promote Committee and AAFCS Elevate FCS Month and Living Well Month campaigns) due to VP for Public Affairs by November 20 – Past Chair February (Promote Living Well Month starting 3/1) due to VP for Public Affairs by January 20 - Chair Elect June (Promote Annual Session and Advocacy activities at Annual Session) due to VP for Public Affairs by May 20 - Committee Chair August (Share Annual Session registration link -urge members to register early, volunteer, and participate in advocacy/session activities.) July 30 - Apprentice	November 2026-June 2027
8.	Help develop AI policy and procedure for PA-Advocacy subcommittee	VP for Public Affairs/Chairpersons	June-December 2026
9.	Build an online dashboard for the PA-Advocacy subcommittee for the committee members and VP's.	VP for Public Affairs/Chairpersons	June-December 2026