

ACTION PLAN 2026 – 2027

Committee: Public Affairs – Outreach & Impact Committee

Committee Chair: Linda Burgard Linda.burgard@uky.edu

Committee Chair-elect: Ann Davis a.h.davis@msstate.edu

Committee Apprentice: TBD

Committee Past Chair: Dylan Gentry

Strategic Plan Goal: Demonstrate the public value of Extension Family and Consumer Science professionals and their outreach.

- Explore new avenues to promote the value of the FCS Extension profession.
 - Success Statement: at least 30% of affiliates report satisfaction and effectiveness of new resources.

Committee Goal: Support stakeholder engagement through member program impact sharing and provide resources that promote the value and visibility of NEAFCS

Objectives:

Fulfill action steps established by the committee.

#	Category	Action Step	Lead Responsibility	Timeline
1.	Committee Administration & Communication	Maintain communication with committee members and host at least two meetings annually.	Committee Chair	Throughout the year
2.	Committee Administration & Communication	Promptly share Public Affairs updates from the National VP with State VP counterparts.	Committee Chair	Throughout the year
3.	PILD Preparation & Promotion	Encourage PILD participation through abstract submissions and first-time scholarships.	Committee Chair	August-November 2027
4.	PILD Preparation & Promotion	Email NEAFCS Impact Statement links at least two weeks before PILD and encourage members to review and share them during Hill visits or other meetings.	Committee Chair	April 2027
5.	PILD Preparation & Promotion	Prepare members for the Elevator Speech Contest.	Committee	Spring 2027
6.	PILD Preparation & Promotion	Promote the Elevator Speech Contest.	Committee	Summer 2027
7.	Impact Statement Process & Resources	Recruit members to serve as impact statement editors based on area of interest and expertise.	Committee Chair	November 2026-January 2027
8.	Impact Statement Process & Resources	Host a webinar to provide information for impact statement submissions.	Committee	Following Annual Session
9.	Impact Statement Process & Resources	Host a pre-portal opening webinar to explain the Impact Statement process and its importance.	VP Public Affairs	Fall 2027
10.	Impact Statement Process & Resources	Update Impact Statement topics and format as needed to maximize impact and reflect members' work.	Committee members	Spring 2027
11.	Impact Statement Process & Resources	Update the template to highlight national, state, and local impacts using data from state reports.	Committee	Spring 2027
12.	Special Projects & Process Improvement	Develop AI policy and procedures for the PA-Impact Subcommittee.	Committee	June-December 2026
13.	Special Projects & Process Improvement	Build an online dashboard for PA-Impact resources for committee members and VPs.	VP Public Affairs	June 2026
14.	Annual Session Engagement	Host a concurrent session at Annual Session.	VP Public Affairs	Prior to and during Annual Session
15.	Annual Session Engagement	Host a table at Annual Session.	Committee	Annual Session
16.	Special Projects & Recognition	Pilot the NEAFCS Impact Hero initiative.	VP Public Affairs	May-December 2026

