



National Extension Association of Family & Consumer Sciences

Strategic Plan –2021-2024

Mission Statement

The National Extension Association of Family and Consumer Sciences (NEAFCS) provides personal and professional development opportunities for its membership and recognizes Extension professionals who impact the quality of life for individuals, families and communities.

Vision

NEAFCS is the professional organization for Extension Family and Consumer Sciences that:

- Builds leaders for the future
- Provides innovative professional growth and development opportunities
- Recognizes and promotes excellence and scholarship in programming
- Serves members as a nation-wide resource for education, information, networking, and building partnerships
- Promotes the profession and the mission and goals of the Land Grant University Extension System

Values

NEAFCS members are dedicated to the beliefs that education is essential across the lifespan; that our clients have the ability to make their own plans and arrive at their own decisions; that respecting and celebrating cultural diversity enhances our work; that innovative solutions enable us to better serve our evolving communities; and that carrying out our work in a professional and ethical manner is vital in our role as Extension Educators.

Organizational Management

Goal 1: Ensure an organizational structure and governance that meets the needs of members and supports the mission, vision and values of the Association

Strategies:

- Adhere to the bylaws, policies and procedures of the organization.
- Consider the development of committees and partnerships as they relate to strategic

direction.

- Assure balanced affiliate representation across Association functions.
- Seek innovative and appropriate management and information tools to support Association priorities.
- Regularly review outreach tools (website, social media, etc.) for their effectiveness in helping NEAFCS achieve its goals, and make improvements as appropriate.
- Provide oversight and structure to the management company so their work supports the vision and mission of NEAFCS through policies and procedures put in place.

Goal 2: Implement financial policies that ensure our continued viability and that reflect best practices for nonprofit organizations

Strategies:

- Assure accountability, transparency, integrity, and ethical practices in all financial transactions and philosophies.
- Achieve and maintain a level of reserves equivalent to three years of operating expenses.
- Develop investment strategies and vehicles to support our vision and mission.
- Maintain a fully funded Endowment and use its income to accomplish strategically-identified projects and tasks.

Awards & Recognition

Goal 1: Recognize and promote excellence, diversity and scholarship in NEAFCS programming

Strategies:

- Guide members in understanding awards opportunities and procedures.
- Evaluate awards and recognition programs in order to address current program trends and emerging technology.

Goal 2: Maintain adequate financial resources to continue funding quality awards and recognition

Strategies:

- Recruit and expand sponsorships for awards and recognition.
- Continue relationships with and recognition of current award sponsors.

Member Resources

Goal 1: Foster an inclusive environment that embraces diversity across all facets of the Association and the profession.

Strategies:

- Seek broad representation of members' diversity at all levels of leadership.
- Provide learning opportunities to build members' skills around issues of diversity, equity, and inclusion.

- Provide opportunities for members to share successful programming and outreach strategies related to diversity and reaching diverse audiences.

Goal 2: Provide opportunity for members to network, communicate, and share resources.

Strategy:

- Explore use of social media and other channels to connect members with similar interests.
- Promote participation in national events such as ELC, annual session, and committee work.
- Encourage affiliates to build networking opportunities among members.

Goal 3: Support members' efforts to showcase academic excellence.

Strategy:

- Provide opportunities for members to share scholarly work through the association's peer reviewed publications.
- Promote the availability of external reviewers as a member benefit.

Goal 4: Build and support life member opportunities

Strategies:

- Explore ways to engage life members in association activities at the affiliate and national levels.

Goal 5: Build leadership opportunities from within the membership and provide a formal mentorship program.

- Work to expand members' opportunities for developing leadership skills, experience and confidence.
- Invite current members to enroll in and support a newly-created formal mentorship program to promote personal and professional development of both the mentor and the mentee.

Professional Development

Goal 1: Enhance growth opportunities for our members through professional development, program sharing, and leadership/personal development.

Strategies:

- Enhance professional development offerings from experts (e.g. Extension Specialists, State Program Leadership, external partners) to provided webinars, pre-conference, and on-site in-depth sessions.
- Provide an opportunity for two types of proposals for Annual Session: Professional Development (concurrent sessions, posters) and Program Sharing (ignites, concurrent sessions, hot-topics/trends) that reflect research base, evidence base, or best practices.
- Build members' leadership skills through meaningful professional development committee work.

Goal 2: Enhance the profession through year-round opportunities for professional development that build core competencies in Extension Program areas.

Strategy:

- Expand technology-based educational opportunities, including but not limited to webinars, podcasts, Facebook live, and Tweet Chat.

Goal 3: Enhance opportunities for asset building for members.

Strategy:

- Provide at least two structured sessions at Annual Session to allow members to meet other professionals in specialized program areas to build their professional network.

Public Affairs

Goal 1: Increase knowledge of public issues and the relationship between the Extension system and the legislative process

Strategies:

- Encourage members to participate on public affairs committees, educational activities and in workshops.
- Support impact reporting at the local, state and national levels.

Goal 2: Build unity, pride and visibility of NEAFCS membership.

Strategies:

- Provide resources, ideas, and links related to marketing NEAFCS to members and the Extension system.
- Oversee selection of marketing materials that showcase the professionalism and wide-ranging scope inherent in our association.

Goal 3: Promote relevance and impact of our profession and programs to both internal and external audiences

Strategies:

- 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.
- Build new partnerships with external organizations that share a common mission and vision with FCS educators.