



National Extension Association of Family & Consumer Sciences

NEAFCS Strategic Plan – 2025 - 2028

Mission Statement

NEAFCS empowers Extension professionals to lead effectively through research-based professional development, recognition, and the promotion of Extension Family and Consumer Sciences.

Vision

To inspire continuous growth among Extension Family and Consumer Sciences (FCS) professionals

Values

NEAFCS is committed to integrity and transparency at all levels and is guided by core beliefs that define our actions including:

- Professional development, leadership opportunities and recognition as essential to career fulfillment
- Member engagement and input as the basis for decision making
- An inclusive environment that embraces diversity and fosters belonging
- Collaboration, internally and externally, to accomplish goals by sharing resources

Awards & Recognition

Goal 1: Recognize and promote excellence of NEAFCS members.

- Strategy 1: Review and adjust awards to reflect the current trends of what members are doing within FCS.
 - Success Statement: All award categories have applicants.
- Strategy 2: Promote new award categories to encourage award applicants.
 - Success Statement: New award categories have at least 5 applicants.
- Strategy 3: Evaluate how scholarships are funded for awards recipients.
 - Success Statement: Funding is available for all first-place winners, and we have annually evaluated to see if funding is available for 2nd and/or 3rd place winners.
- Strategy 4: Create a sponsor program to fund existing awards.
 - Success Statement: At least two existing awards each year are sponsored.

Member Resources

Goal 1: Foster connections between members to share resources and collaborate.

- Strategy 1: Support the continuation of Life Member opportunities.
 - Success Statement: At least 50% of Life Members responding to surveys are satisfied with the value of their membership.
- Strategy 2: Evaluate and modify existing recruitment tools with the assistance of affiliate leaders.
 - Success Statement: At least 50% of responding affiliates are satisfied with and use the materials provided by NEAFCS.
- Strategy 3: Launch initiative for Regional Directors to connect with new members to engage and orient them to NEAFCS.
 - Success Statement: Regional Directors will engage with at least 30% of New Members in their region within the first two years of membership.

Goal 2: Support the success and growth of each member.

- Strategy 1: Evaluate the Leadership Experience and use information to increase its value.
 - Success Statement: At least 50% of participating mentors and mentees are satisfied with the value of their experience.
- Strategy 2: Support members' efforts to showcase academic excellence through scholarly work.
 - Success Statement: A refereed journal is produced annually and includes a minimum of 15 published manuscripts, covering a variety of program areas.
- Strategy 3: Increase the visibility and use of the Tenure/Promotion and non-NEAFCS Journal Publications Reviewers process.
 - Success Statement: At least one new member signs up annually to be a reviewer.

Goal 3: Foster an environment that embraces member differences and creates a sense of belonging.

- Strategy 1: Seek broad representation of members at all levels of leadership.
 - Success Statement: Committees will recruit at least two new members annually; one of which is new to membership (within their first 3 years) and one of which is a more experienced member.
- Strategy 2: Provide members with resources to reach underserved audiences.
 - Success Statement: Review the existing webpage annually and update to ensure resources are relevant.

Organizational Effectiveness

Goal 1: Establish an adaptable organizational structure that meets the needs of members.

- Strategy 1: Adhere to the bylaws, policies and procedures of the organization.
 - Success Statement: The bylaws, policies and procedures are current and relevant.
- Strategy 2: Continue a positive collaboration with the management company ensuring their work supports the vision and mission of NEAFCS.
 - Success Statement: The management company continues to have positive annual evaluation results.

Goal 2: Maintain and enhance the financial health and stability of the organization.

- Strategy 1: Maintain and enhance a level of reserves of three years of operating expenses.
 - Success Statement: Utilize earnings from the investments without withdrawing from the principal investment.
- Strategy 2: Review and update the annual session planning process to increase affordability and flexibility.
 - Success Statement: Annual session is offered at an affordable cost at an acceptable location.
- Strategy 3: Maintain an endowment and its income to accomplish strategically identified projects and tasks.
 - Success Statement: The endowment committee will create a 10-year plan to be reviewed and approved by the Board.

Goal 3: Evaluate and improve communication within NEAFCS.

- Strategy 1: Committees set up a distribution schedule to provide information to the Regional Directors for dissemination to membership.
 - Success Statement: Committees are sending the information to the Regional Directors.
- Strategy 2: Monthly updates are sent by Regional Directors directly to affiliate membership.
 - Success Statement: Regional directors are sending monthly updates to the membership.
- Strategy 3: Investigate opportunities for mobile-based communications to increase member engagement.
 - Success Statement: Identify and implement one mobile-based technology to increase member communication.

Professional Development

Goal 1: Provide an engaging annual session focused on professional development, skill training, and networking opportunities.

- Strategy 1: Learning sessions focus on emerging and relevant subject matter.
 - Success Statement: Each professional development track at annual session is represented.
- Strategy 2: Soft skills programs are presented to equip members with usable skills to enhance programming efforts.
 - Success Statement: A soft skills track is created and incorporated into the annual session with member attendance and support.
- Strategy 3: Create purposeful opportunities for member networking with a variety of focus areas.
 - Success Statement: Members participate and engage in designed opportunities.

Goal 2: Present year-round professional development opportunities through a variety of avenues.

- Strategy 1: Offer online professional development such as webinars, book discussions or virtual meetups.
 - Success Statement: NEAFCS offers a minimum of 10 professional development opportunities per year.
- Strategy 2: Create a virtual module with fundamental responsibilities and training for affiliate officers.
 - Success Statement: NEAFCS creates a module for President, President Elect, Secretary, Treasurer and each of the VP areas.

Public Affairs

Goal 1: Demonstrate the public value of Extension Family and Consumer Science professionals and their outreach.

- Strategy 1: Evaluate and update existing public affairs resources including Living Well Month and Impact Statements to gauge relevance of current trends.
 - Success Statement: at least 30% of affiliates report satisfaction and effectiveness of existing resources.
- Strategy 2: 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.
- Strategy 3: Provide skill-building opportunities for members to communicate to stake holders.
 - Success Statement: NEAFCS members report an increase in confidence and proficiency in the use of public affairs tools.