



## **President's Message**

*Roxie Price (GA), President*

Happy New Year to you all!

Last week the NEAFCS Executive Board members met to conduct the 2020 Winter Board meeting and hold Strategic Planning Sessions for 2021-2023.

After conducting member surveys, 5 areas of emphasis were identified as important for our association's sustainability and growth over the next 3 years.

1. Enhancing Professional Development
2. Leadership Development
3. Young Professional Development
4. NEAFCS Mentoring
5. Utilizing Technology

The board members had two full days of brainstorming. Utilizing NEAFCS committee members' input to guide the strategic planning, several ideas are being added this year; where as a number of the topics will be addressed throughout the strategic plan.

Be on the lookout for information about the new concept of NEAFCS Ambassadors in an upcoming newsletter. The goal is to provide quality brand representation to all speakers, exhibitors, and attendees during annual session to enhance the professional atmosphere.

Another concept will enhance FCS marketing and program impact. Our Extension Professionals' program area information will be gleaned to show partners and potential partners our educational reach. We are an untapped valuable resource, as boots on the ground, for many businesses and organizations across the states. Watch for an email regarding gathering member information. In return, this will provide you with an awesome resource for marketing FCS in your state.

Life Members have been an area of concern for our association. This year they will receive a postcard to verify contact information, so we can reveal a new life member benefit for 2020 Annual Session.

In the survey, networking was revealed to be one of the most valuable member benefits. You will find opportunities for networking focusing on "asset building" during Annual Session in

Utah. One type will be structured networking by specialized program areas. The other will be unstructured networking using unique conversation starter cards daily.

As a member of a NEAFCS Committee, you will have the option to join a video conference and be an active member during the committee meetings in Utah. This allows members to stay involved and have the option to engage in committee activities even if they cannot attend Annual Session. As a committee member, you should receive communication from the Vice President or Chair of the committee, asking for your ideas and concerns. Your input will be added to NEAFCS Executive Board meeting agendas. Expect to receive feedback. Also, be aware that members will be removed from committees yearly. You will need to renew each year to be added as a member to your committees of choice. This resolves the issue of committees with 50 plus members but little member interaction. We want, and need, you to be active members in your committees. Make 2020 the year that you support NEAFCS actively with your time and talents. You DO NOT have to be asked to join a committee. PLEASE go to our website, [review committee action plans](#), and find a place where your talents can shine.

I am excited about the idea for more partner collaborations. Recently I have received calls and emails from organizations looking to join forces with our members. During one of our strategic planning sessions, a collaboration quickly formed that will set an example for many more to come. Watch and see.

Videos were a hot topic with the technology group. If you are interested in creating 3 minute or less videos promoting FCS, introducing a best practice, highlighting new technology, or any other idea, [email me](#).

These ideas are products of our strategic planning. Thank you to everyone who completed the survey. Member input should be, and is, our top priority for the continued success of NEAFCS.

The first 5 people to [email me](#) with the location of the icon, and a tip on how to enhance this newsletter, will be entered into a drawing for a free registration to the 2020 NEAFCS annual conference in Snowbird, Utah.