

Western Region Update: Be Strategic in 2024

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The NEAFCS Board of Directors will be creating a new five-year strategic plan in May 2024 at their in person Board meetings. **Your input is important and valuable to this process so please reach out to your Regional Director with input and ideas as you think about our organization in the next five years.** NEAFCS Mission, Vision, and Values follow for your consideration as you form input. A copy of the current plan can be reviewed at [NEAFCS 2021-2024 Strategic Plan FINAL.pdf \(memberclicks.net\)](#)



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.

Western Region Input. Information gathered from the western affiliates Annual Reports and surveying key members in various states provided the following thoughts for the Board as they consider the future direction and focus for our organization.

Annual Session. With the increasing costs of holding conferences, what will the next five years hold for Annual Session? Are there strategies to create other revenue streams to assist in paying for it? Should the conference be shorter in length to defray costs? Should NEAFCS stay with the regional model or hold the Annual Sessions in locations with lower overall costs?

Awards and Recognition. Family and Consumer Sciences is ever evolving, and more of the focus in recent years has moved to personal wellness and mental health. Can the current awards be reviewed and perhaps updated to reflect these new areas of focus? For example, in addition to the Family Health and Wellness award, could there be one more focused on individual wellness? Chronic disease prevention and management? Mental health and wellness?

Member Resources. More FCS agents are being hired who do not have Family and Consumer Sciences degrees. Are there ways to have seasoned Life Members serve as Content Resources for newer agents needing content and experience information and guidance?

Can NEAFCS have a stronger marketing program to non-traditional FCS colleagues? For example, how could we encourage 4-H staff without an FCS appointment to feel like they "fit" at NEAFCS because they're still working with families? Or human development colleagues?

Professional Development. Are there ways members who cannot attend Annual Session can have access to the professional development after the conference?

Public Affairs. For many members, the cost of attending JCEP and PILD is prohibitive. Could funding be considered to assist more members in attending? Both conferences offer excellent professional development and opportunities to present workshops and posters.

If you have additional thoughts for the board to consider as the strategic plan is developed, please feel free to e-mail your Regional Director, or President Rick Griffiths at Rickgrif@nmsu.edu