

## ACTION PLAN

**Committee:** Advocacy

**Committee Chair:** Tracey Saxton

**Committee Chair-elect:** Lorrie Coop

**Committee Apprentice:** \_\_\_\_\_

**Committee Past Chair:** Rosie Stewart

**Strategic Plan Goal:**

Demonstrate the public value of Extension Family and Consumer Sciences professionals and their outreach.

**Committee Goal:**

Promote the relevance and impact of our profession and programs to both internal and external audiences.

**Objectives:**

- Support and encourage participation in the AAFCS December FCS public relations campaign and NEAFCS Living Well Month public relations campaign.
- Communicate the value of Family and Consumer Sciences and the mission and goal statements of the association to individuals, families, and communities.
- Enhance the Family and Consumer Sciences image/brand and work of Extension Professionals.
- Promote new partnerships with external organizations that share a common mission and vision with FCS Extension Professionals.
- Secure, review, and submit articles for NEAFCS official publications.

	What? (action steps)	Responsible for (specific name)	When? (specific date)
1.	Promote AAFCS December FCS public relations campaign. Encourage promotion of the webpage, LinkedIn, Twitter, YouTube, Instagram to elevate and retag NEAFCS activities. Make sure all members have access to these materials. Create an email and distribute it to Affiliate VP for Public Affairs officers to encourage NEAFCS members to share AAFCS materials.	Chairperson/VP for Public Affairs/National Office	November 2024-December 2024
2.	In NEAFCS newsletter articles, encourage members to add the NEAFCS and Living Well Month logos to their email signatures.	All Committee Members	Ongoing
3.	Send materials and webpages to membership to promote Living Well Month, the NEAFCS public relations campaign. Update the Living Well calendar for 2025 to distribute by moving dates and year and send as a PDF file. Make monthly calendar into weeklong calendar.	Chairperson/National Office	December 2024-February 2025

4.	Add example social media posts to the Living Well Month Social Media Guide that can be cut and pasted into Facebook and Instagram.	Chairperson/Committee Members	October 2024-February 2025 (Ongoing)
5.	Collect short videos of about 30 seconds or any other preferred format from Affiliates sharing how they are using the Living Well Month materials. To encourage participation, create a contest. Share what is received on NEAFCS social media outlets and add them to the Living Well Month webpage. Create an email and distribute it to Affiliate Presidents and VP for Public Affairs officers informing them these can be accessed on the Living Well Month webpage.	Chairperson/Committee Members/National Office	October 2024-February 2025 (Ongoing)
6.	Promote how members are using Living Well Month materials and make a video to use at the annual session to introduce materials and promote the month. Offer a concurrent session or a webinar, if a concurrent session isn't possible, for members to learn about Living Well Month promotional materials. Put materials at the NEAFCS Annual Session registration and hospitality booths.	Chairperson/Committee Members/VP for Public Affairs/National Office	March 2025-August 2025
7.	Write an NEAFCS newsletter article due the 1 <sup>st</sup> of each month and rotate with the Education and Marketing subcommittees to help promote the Public Affairs Committee.	<p>December (Promote Committee and AAFCS Elevate FCS Month and Living Well Month campaigns) due to VP for Public Affairs by November 20: Margaret Jenkins and Marie Economos</p> <p>February (Promote Living Well Month starting 3/1) due to VP for Public Affairs by January 20: Penny Berend</p> <p>March (Reminder that it's Living Well Month) due to VP for Public Affairs by February 20: Tracey Saxton</p> <p>June (Promote Committee and Committee Meeting at Annual Session) due to VP for Public Affairs by May 20: Lorrie Coop</p>	November 2024-June 2025