

Public Affairs - Plan of Work - 2018

Goals

Utilize advocacy, education, marketing, and communication strategies to:

- Raise awareness of FCS Extension among consumers, the media, and policymakers.
- Provide opportunities for professional growth in the public affairs arena.
- Broaden support for the FCS profession.

Objectives

- Increase public awareness of FCS and build support among stakeholders by communicating the value of FCS programs.
- Use best practices for reporting impacts of FCS programs.
- Use promotional materials to build visibility and show pride of FCS profession.

Actions

WHAT	WHO	WHEN
Support District VP's in their role	State VP for Public Affairs	As needed
Promote Dining in for Healthy Families / FCS Day on December 3	District VP's for Public Affairs	November 3 through December 3
Compile and submit N.C. impact report to NEAFCS.	State VP for Public Affairs	February
Promote Living Well Month	District VP's for Public Affairs	March
Represent NCEAFCS at PILD Conference	State VP for Public Affairs	April
Conduct FCS Living Well Challenge (<i>or other activity to encourage agents to practice what they teach and to take care of themselves in order to better help others</i>)	State VP for Public Affairs	Summer months leading up to NCEAFCS Annual Meeting
Attend Public Affairs affiliate officer meeting at NEAFCS and/or serve on the Public Affairs National committee if possible	State VP for Public Affairs	September
Serve on the NCEAFCS Web Site Development Committee (i.e. make recommendations for improvements for better utilization)	State VP for Public Affairs	As needed

Public Affairs Committee

State VP - Tracy Davis

North Central VP – Shameca Battle

Northeast VP – Dominique Simon

West District VP – Tracy Davis

South Central VP – Alyssa Anderson

Southeast VP – Kelly Tyndall

Plan submitted by: Tracy Davis, State VP-Public Affairs