



Vice Presidents of Public Affairs Plan of Work November 2023 - October 2024

North Carolina
Extension
Association of
Family and Consumer
Sciences

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Goals

The Office of Public Affairs has the duty to utilize advocacy, education, marketing, and communication strategies to:

1. Raise awareness of Family and Consumer Sciences (FCS) Extension among consumers, the media, and policymakers.
2. Provide opportunities for professional growth in the public affairs arena.
3. Broaden support for the FCS profession.

Objectives

1. Increase engagement of FCS Extension agents in promotional campaigns by 10%.
2. Use best practices for reporting impacts of FCS programs.
3. Use attractive and professional looking promotional materials to build visibility of and show pride in the FCS profession.

This office's committee is composed of the District Vice Presidents and the State Vice President of Public Affairs. We are instrumental in the promotion of the profession and our association. Below are the main responsibilities of the position.

State Vice President/Committee Chair

1. Familiarize yourself with the general duties of this office as specified in the most recently publicized [NEAFCS By-Laws](#) and [NCEAFCS Policies and Procedures](#).
2. Collect and compile reports from all Vice Presidents for publication.

3. Create a Plan of Work (POW) in a timely manner. It will address issues related to external communications, coalition building, public policy, educational funding opportunities, as defined by the Executive Board.
4. Chair the Public Affairs Committee, which includes the State VP and the District VPs.
5. Collaborate with District VPs to fulfill the duties of this office.
6. Prepare reports to share at each NCEAFCS Executive Board Meeting. The report should summarize what the office has been working on since the last board meeting.
7. Along with the District Vice Presidents of Public Affairs, serve on the Association's Web Site Development Committee and make recommendations for new pages and improvements needed to increase the effectiveness and utilization of the site by all members.
8. Meet with committee members throughout the year, as needed, to work on POW items and provide guidance.
9. Attend Public Affairs affiliate officer meeting at NEAFCS and/or serve on the Public Affairs National committee if possible
10. Keep accurate and detailed records of Public Affairs activities and expenses.
11. Provide District Vice Presidents with the needed information for their district meetings reports as needed.
12. Update files and materials to forward them to the successor following the National Annual Session and by November 1st of the transitioning year (per NEAFCS Policies and Procedures).
13. Submit Reimbursement Request Forms, along with receipts to the State's Association President for approval and State Treasurer when applicable.

District Vice Presidents/Committee Members

1. Familiarize yourself with this Plan of Work, calendar dates, and the general duties of this office as specified in the most recently publicized [NEAFCS By-Laws](#) and [NCEAFCS Policies and Procedures](#).
2. Collaborate with the State VP and other District VPs to fulfill the duties of this office.
3. Along with the State Vice Presidents of Public Affairs, serve on the Association's Web Site Development Committee and make recommendations for new pages and improvements needed to increase the effectiveness and utilization of the site by all members.
4. Keep an efficient permanent record system of past years' reports for your district that can be passed to the next district VP .
5. District records and working files shall be forwarded to the successor immediately following the National Annual Session (per NEAFCS Policies and Procedures) and by November 1st of the transitioning year.
6. Submit reimbursement requests (along with receipts) to the District President for approval for reimbursement of expenses for your office when applicable.
7. Share information with district members and the State VP so it can be forwarded to other members.

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Plan of Action

State VP Timeline

| Due Dates | Action Items |
|-----------------------------------|---|
| Throughout the Year | Respond to District VPs needs and meet with them as needed. |
| After State & National Conference | Review Plan of Work, make changes and/or updates to submit by deadline. |
| November 1, 2023 | Send POW to District VPs, the State Association President, and the Webmaster. |
| November, 2023 | 1. Conduct training for District VPs. 2. Establish an action plan based on national events and responsibilities. |
| December 2023 | Promote Elevate FCS using toolkit from AAFCS website |
| December 2023 - March 2024 | Plan FCS Living Well Month and Challenge |
| November 2023 - January 2024 | Compile data for N.C. Impact Report |
| January - February 2024 | Give an update on POW at winter Executive Board Meeting. No written report is needed. |
| February 1, 2024 | Submit N.C. Impact Report to NEAFCS |
| March 2024 | Encourage affiliate members to promote NEAFCS through Living Well Month. |
| April 2024 | Represent NCEAFCS at Public Issues Leadership Development Conference (PILD) |
| May - July 2024 | Conduct FCS Living Well Challenge (or other activity to encourage agents to practice what they teach and to take care of themselves in order to better help others) |
| At NCEAFCS State Conference | Share Annual Meeting Report at Executive Board Meeting. Bring to the Annual Meeting 5 copies to distribute at the meeting. |
| After NEAFCS Conference | Email a Year-End Report to the webmaster for posting to the association's website. If the Year-End Report has not changed from the Annual Meeting Report, notify the webmaster there is no change. |
| September 2024 - October 2024 | Encourage affiliate members to submit Request for Proposals (RFP) for breakout sessions at PILD by deadline (per NEAFCS Affiliate toolkit). |
| August - October 2024 | Provide training, support, and assistance to the incoming VP. |

District VP Timeline

| Due Dates | Action Items |
|---------------------|---|
| Throughout the Year | Participate in meetings to fulfill the duties of this office as needed. |
| November, 2023 | 1. Participate in training for District VPs. 2. Collaborate with fellow VPs to establish an action plan based on national events and responsibilities. |
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| December 2023 | Promote Elevate FCS using toolkit from AAFCS website |
| December 2023 - March 2024 | Plan FCS Living Well Month and Challenge |
| March 2024 | Encourage affiliate members to promote NEAFCS through Living Well Month. |
| May - July 2024 | Conduct FCS Living Well Challenge (or other activity to encourage agents to practice what they teach and to take care of themselves in order to better help others) |
| District Fall Meeting | Share with members the State VP report. |
| August - October 2024 | Provide training, support, and assistance to the incoming District VP as needed. |

*Duties and calendar items could change based on unforeseen situations.

Budget

As approved at the 2023 NCEAFCS State Conference, this office’s budget is as follows:

State VP attendance to Public Issues Leadership Development Conference (PILD).....\$950.00

TOTAL **\$950.00**

Other funds for the Living Well Campaign will be requested as needed.

NCEAFCS Public Affairs Committee

State Vice President: Ivelisse Colón, Chair, Orange County, icolond@ncsu.edu

District Vice Presidents:

North Central: Savannah Meyers, Stokes County, smoore23@ncsu.edu

Northeast: Sarah Sowders, Perquimans County, sahesing@ncsu.edu

South Central: Ashley Szilvay, Stanly County, albeard@ncsu.edu

Southeast: Taylor Crumpler, Lee County, tcdavenp@ncsu.edu

West: Kim Terrell, Macon County, kvterrel@ncsu.edu

Submitted By, Ivelisse Colón, 2023-2024 State VP of Public Affairs

Created 11/2023

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