



Vice Presidents of Public Affairs Plan of Work

November 2024 - October 2025

North Carolina
Extension
Association of
Family and Consumer
Sciences

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Goals of the NCEAFCS Public Affairs Committee

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. Follow guidance from [NEAFCS Affiliate Toolkit](#) for this office (pages 27-28)
3. Collect and compile reports from all Vice Presidents for publication.

4. Create a Plan of Work (POW) by November 1st based on the association's Policies and Procedures. It will address action items for the year, guidance related to the office's duties, and other items assigned by the Executive Board.
5. Chair the Public Affairs Committee, which includes the State VP and the District VPs.
6. Collaborate with District VPs to fulfill the duties of this office.
7. 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.
8. Along with the District Vice Presidents of Public Affairs, serve on the Association's Web Site Development Committee.
9. Communicate with the state Treasurer for guidance on procedures to attend the national [Joint Council of Extension Professionals](#)' Public Issues Leadership Development conference in April.
10. Meet with committee members throughout the year, as needed, to work on POW items and provide guidance.
11. Attend Public Affairs meetings from the NEAFCS throughout the year and/or serve on the Public Affairs National committee if possible.
12. Keep accurate and detailed records of Public Affairs activities and expenses.
13. Provide District Vice Presidents with the needed information for their district meetings reports as needed.
14. 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).
15. 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.
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.
Nov 1	Send POW to District VPs, the State Association President, and the Webmaster.
November - December	<ol style="list-style-type: none"> 1. Check if registration for PILD is open at the JCEP website. 2. If so and you are a first-time representative, look for information on the NEAFCS scholarship that could pay for your PILD registration. Per NEAFCS, "Prospective applicants should check with their Affiliate President prior to completing the application... Awardees will be designated on a first-come, first-serve basis".
November	<ol style="list-style-type: none"> 1. Conduct training for District VPs. 2. Establish an action plan based on national events and responsibilities.
December	Promote Elevate FCS using toolkit from AAFCS website
Dec - Mar	Plan FCS Living Well Month promotion and NCEAFCS Challenge
Dec - Jan	Compile data for NC Impact Report
January-February	Give an update on POW at winter Executive Board Meeting. No written report is needed.
January 1	Submit NC Impact Report to NEAFCS by due date
Feb - Mar	Encourage affiliate members to promote NEAFCS through Living Well Month.
April	Represent NCEAFCS at Public Issues Leadership Development Conference (PILD)
May - July	Conduct FCS Living Well Challenge (or other activity to encourage agents practicing what they teach and to take care of themselves in order to better help others) Not done in 2024
June	Submit and share Annual Meeting Report with state officers, committee chairs, and webmaster by due date based on Policies and Procedures.
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 Year-End Report to the webmaster by the end of the national meeting. If the Year-End Report has not changed from the Annual Meeting Report, notify the webmaster there is no change.
September - October	Encourage affiliate members to submit Request for Proposals (RFP) for breakout sessions at PILD by deadline (per NEAFCS Affiliate toolkit).
August - October	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,	<ol style="list-style-type: none"> 1. Participate in training for District VPs.

	2. Collaborate with fellow VPs to establish an action plan based on national events and responsibilities.
December	Promote Elevate FCS using toolkit from AAFCS website
Dec - Mar	Plan FCS Living Well Month promotion and Challenge
March	Encourage affiliate members to promote NEAFCS through Living Well Month.
May - July	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	Provide training, support, and assistance to the incoming District VP as needed.

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

Budget

As approved at the 2024 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: Mary Morris, Chowan County

District Vice Presidents:

- North Central: Tara Gregory,
- Northeast: Tanya Lamo
- South Central: Rhonda Peters
- Southeast: Gwen Williams
- West: Kim Terrell

Submitted By, Mary Morris, 2024-2025 State VP of Public Affairs
 Updated 10/24

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