

## Washington Association of Family and Consumer Sciences 2021 Affiliate Action Plan

### Increase Membership and involvement in WAFCS/AAFCS

We recognize that we must be more INTENTIONAL in recruiting and encouraging professionals to join and become active in our organization. We believe we need to be PROACTIVE for increasing membership by focusing on both recruitment of new professionals and the retention and active participation of longtime members. While we want to increase and grow our contacts with young and energetic potential members, we also need to benefit from the lifetime experiences and unflagging enthusiasm of our longtime members. This plan clearly addresses both ends of our membership spectrum. With realistic, but MEASURABLE membership goals, we look forward to CELEBRATING our success.

Objective: Increase Membership	Target Audiences	Executive Board & Affiliate Actions
<ul style="list-style-type: none"> <li>• Define membership needs by contacting current and potential members.               <ul style="list-style-type: none"> <li>✓ Have a Zoom meeting with at least five other affiliates to address membership recruiting and retention.</li> <li>✓ Refer to Affiliate Membership Grant Reports from Leadership Council for ideas.</li> </ul> </li> <li>• Develop appealing benefits for current and potential members</li> <li>• Actively recruit and retain professionals who work with families or in related Family and Consumer Sciences fields.               <ul style="list-style-type: none"> <li>✓ Increase student membership in the association and attendance at state and national conference.</li> </ul> </li> <li>• Increase involvement of all FCS disciplines.</li> <li>• Encourage members to establish with or initiate <i>local</i> WAFCS affiliates.</li> <li>• Promote involvement of membership in WAFCS/AAFCS at all levels.</li> </ul>	<p>As of August 6, 2020</p> <ul style="list-style-type: none"> <li>23 Emeritus</li> <li>4 Lifetime</li> <li>48 Professional</li> <li>12 Students</li> </ul> <ul style="list-style-type: none"> <li>• Board members review membership lists in each category to identify people they would be willing to contact about renewing or rejoining               <ul style="list-style-type: none"> <li>✓ <u>Students</u>: What type of support do they need: financial, mentorship, other?</li> <li>✓ <u>New, Current, and Lapsed members</u>: What needs are we not fulfilling? What can we offer other disciplines?</li> <li>✓ <u>Emeritus and Lifetime Members</u>: Draw on their loyalty – What ways can they contribute to the well-being of WAFCS?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Build affiliate and personal relationships with students</li> <li>• Support Student Unit members through mentorships and financial assistance</li> <li>• Invite Emeritus/Lifetime and Active members to participate in WAFCS/AAFCS initiatives and activities.</li> <li>• Help nominate deserving AAFCS members for awards- nationally (Both new and experienced members)</li> </ul>

<b>Objective: Recruit members to serve on the Executive Board &amp; Committees</b>	<b>Target Committees</b>	<b>Executive Board &amp; Affiliate Actions</b>
<ul style="list-style-type: none"> <li>• Increase member participation by adding committee members Board Chairs can rely on to assist               <ul style="list-style-type: none"> <li>✓ Create a pool of professionals willing to serve as officers in the future.</li> <li>✓ Increase involvement of young and established professionals in WAFCS.</li> <li>✓ Encourage members to re-establish or initiate local WAFCS affiliates.</li> <li>✓ Promote involvement of membership in WAFCS/AAFCS at all levels.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Awards / Recognition</li> <li>• Nominations</li> <li>• Membership</li> <li>• National Programs</li> <li>• Communications               <ul style="list-style-type: none"> <li>✓ Social Media</li> <li>✓ Newsletter Articles</li> <li>✓ Website</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Create job description for each committee</li> <li>• Determine the number of members for each committee</li> <li>• Contact potential committee members</li> <li>• Chairs commit Committee Members to action               <ul style="list-style-type: none"> <li>✓ Preferred communication method</li> <li>✓ Number of meetings</li> <li>✓ Division of labor</li> </ul> </li> </ul>

### Create Opportunities for Engagement

Technology has transformed how organizations conduct their business, marketing, and interact with stakeholders. It has drastically changed the way we communicate with each other This has become especially important since March 2020 because of current health and safety concerns. In recent months, WAFCS has been introduced to efficient and economical ways for us to communicate via video meetings and conferences. It is important that we become knowledgeable with the technological tools available and use them to communicate our association and profession with others.

<b>Objective: Embrace the Virtual World</b>	<b>Target Audiences</b>	<b>Executive Board &amp; Affiliate Actions</b>
<ul style="list-style-type: none"> <li>• Research and subscribe to a virtual meeting app. (Zoom)</li> <li>• Explore engagement by creating programs of interest for FCS professionals</li> <li>• Explore virtual conferences for:               <ul style="list-style-type: none"> <li>✓ FCCLA to encourage students to consider a career in FCS</li> <li>✓ Student Unit meetings</li> <li>✓ Promote cross-training our brains with presentations by professionals from various FCS disciplines</li> <li>✓ Social hours to connect members with potential members.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <u>Potential, new, current, and lapsed members</u>: What needs can we meet with virtual outreach? What can we offer other disciplines?</li> <li>• <u>Emeritus and Lifetime members</u>: Draw on their loyalty – What virtual ways can we contribute to their well-being and reward them for their support of WAFCS?</li> <li>• <u>Students</u>: What type of virtual programs and sessions would be of value to them as future professionals?</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage members to present sessions of interest to general or specific audiences</li> <li>• Assist in marketing virtual programs to:               <ul style="list-style-type: none"> <li>✓ Colleagues and potential members</li> <li>✓ Current members</li> <li>✓ Lapsed members</li> <li>✓ Student Unit members</li> <li>✓ FCCLA Students</li> </ul> </li> </ul>

<b>Increase Affiliate Participation in National Programs</b>	
Statements of the importance of Affiliate and Individuals participation in national programs. Increasing public awareness of the contributions of FCS programs to our quality of life. Establishing the need for qualified FCS educators.	
<b>The National Partnership to Recruit, Prepare, and Support Family Consumer Sciences Educators</b>	
<b>Objective: Increase Qualified FCS Educators</b>	<b>Executive Board &amp; Affiliate Actions</b>
<p>The goal of the national partnership project is to create and use national leadership academies and self-sustaining models to increase the number of qualified Family and Consumer Sciences educators in secondary, post-secondary, and Extension programs.</p> <ul style="list-style-type: none"> <li>• Build networks to support the goals of the National Partnership <ul style="list-style-type: none"> <li>✓ Active and retired WAFCS members</li> <li>✓ District FCS Advisory Committees</li> <li>✓ County Extension programs such as 4-H</li> <li>✓ FCCLA Chapters</li> <li>✓ “Career Switchers” professionals who become FCS educators for a 2<sup>nd</sup> career</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Make a concentrated effort to recruit active and retired WAFCS members</li> <li>• Support campaigns to introduce FCS higher education programs to high school students</li> <li>• Support marketing campaigns developed by the National Partnership</li> <li>• “Educate” CTE Directors about the need for qualified FCS Educators and the goals of the Partnership to recruit candidates.</li> </ul>
<b>Raising Our Voices: Visibility &amp; Value with the FCS Success Campaign</b>	
<b>Objective: Increasing Public Awareness of the FCS Profession</b>	<b>Executive Board &amp; Affiliate Actions</b>
<ul style="list-style-type: none"> <li>• What we know</li> <li>• Current landscape</li> <li>• Key message architecture</li> <li>• Raise our voice to key target audiences</li> <li>• Messaging</li> <li>• Campaign Toolkit</li> <li>• Policy makers: shaping decisions</li> <li>• Activating Advocacy</li> <li>• Raising our voices together</li> </ul>	<p>Actions to be developed with assistance from AAFCS as the FCS Success campaign is developed and initiated.</p>