



**Washington Association of Family and Consumer Sciences  
2023 Affiliate Action Plan**

<b>Goals and Objectives</b>
<p><b>#1: Establish Current, Potential, and Lapsed Member Needs</b></p> <ul style="list-style-type: none"><li>• Assess Fall Conference feedback</li><li>• Contact current members and communicate gratitude for membership via New Year greetings</li><li>• Survey current, terminated, and student membership with a simple survey</li></ul>
<p><b>#2: Increase Membership by 10+%</b></p> <ul style="list-style-type: none"><li>• Brainstorm ideas for recruiting members</li><li>• Brainstorm ideas for retaining members</li><li>• Invite higher ed instructors to share expertise or practical research</li><li>• Explore possibility of bundling AAFCS membership with Fall Conference registration</li><li>• Invite and feature vendors, business owners, and influencers to join WAFCS</li></ul>
<p><b>#3: Build Member Community</b></p> <ul style="list-style-type: none"><li>• Create board unity:<ul style="list-style-type: none"><li>○ Train and clearly outline expectations</li><li>○ Run efficient board meetings that include Chair, committee reports</li><li>○ Introduce board members through newsletter and Instagram</li><li>○ Welcome new members by asking for fresh input and ideas</li></ul></li><li>• Create a joint WAFCS/WA-FACSE conference that attracts 10+% more participants in 2023</li><li>• Participate in Fall Conference by attending and volunteering</li><li>• Communicate and promote Easy Apply Grants</li><li>• Communicate and promote AAFCS webinars and WAFCS Clock Hour offerings</li><li>• Seek out members and potential members to fill chairs and committee positions. Invite others to participate, even if commitment is one ZOOM brainstorming session for a committee.</li><li>• Use Fall conference as a venue for reconnection with members and potential members<ul style="list-style-type: none"><li>○ Each board member creates a conference workshop and invites another member to co-present</li><li>○ Propose session for Easy Award Grants</li><li>○ Propose college reunions with intention</li><li>○ Propose a “What is FCS?” session</li></ul></li><li>• Establish state level awards for teaching, service, and research.</li><li>• Establish community group “making a difference” awards.</li><li>• Nominate members and potential members for Awards at both the state and national levels.</li></ul>