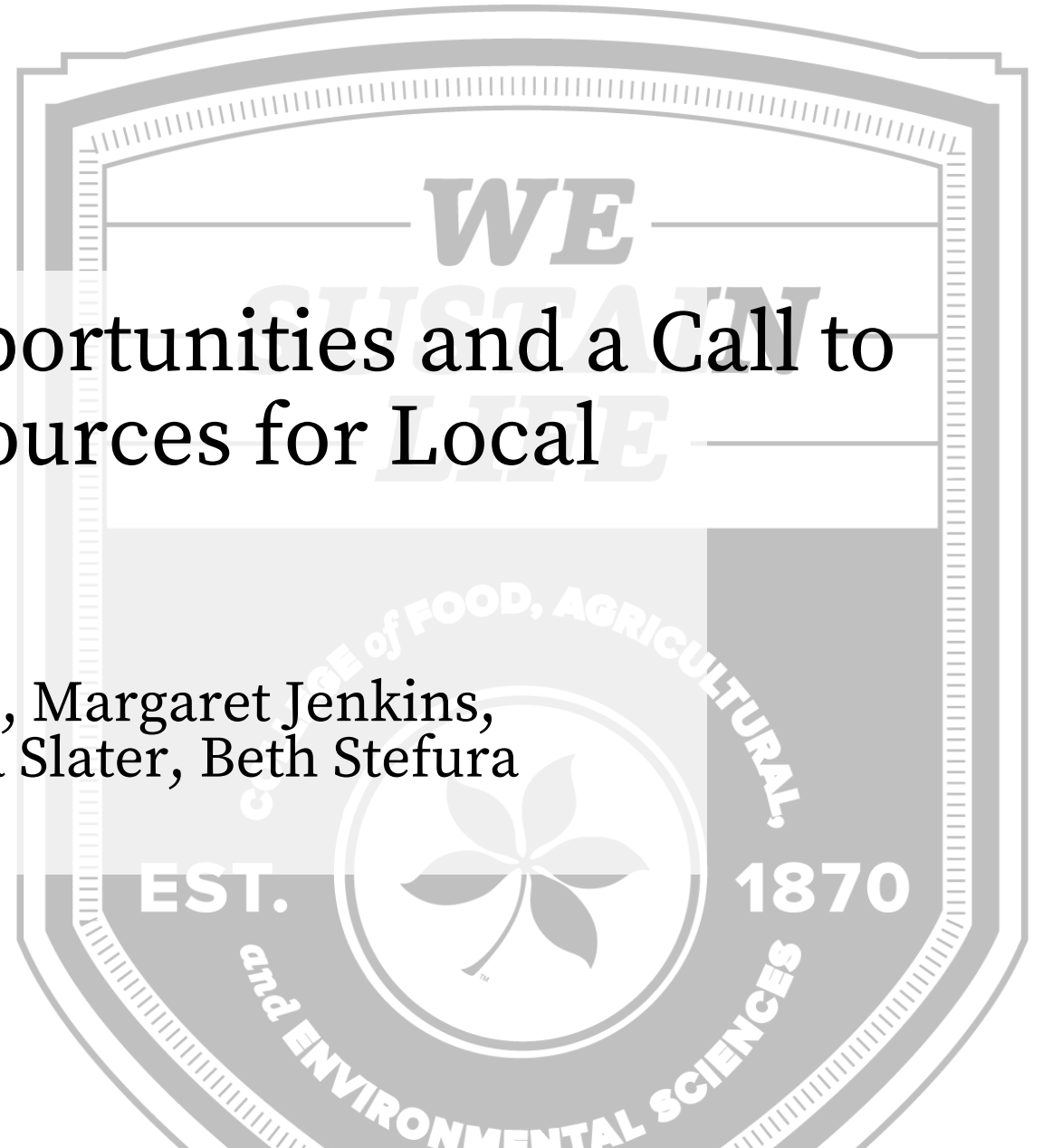


Navigating an Ocean of Opportunities and a Call to Action: Using National Resources for Local Benefits

Patrice Powers-Barker, Marie Economos, Margaret Jenkins,
Heather Reister, Melissa J. Rupp, Sandra Slater, Beth Stefura



THE OHIO STATE UNIVERSITY
EXTENSION



Today

- Embrace the connection between our day-to-day work as FCS Educators and the value of awareness campaigns for meaningful connections to our communities.
- Increase awareness of successful FCS campaigns.
- Utilize national marketing resources to create local promotional materials.
- Identify one way to utilize resources to enrich both education within the local community, as well as, to meet self-determined professional goals.

The Four Evolutions of our Working World

CFAES

1st Steam Revolution (Late 1700's)



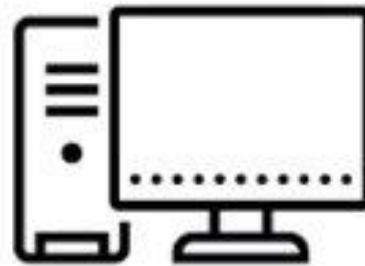
Mechanisation,
factories, steam
plants, steam ships,
steam trains, early
globalisation

2nd Electricity Revolution (Early 1900's)



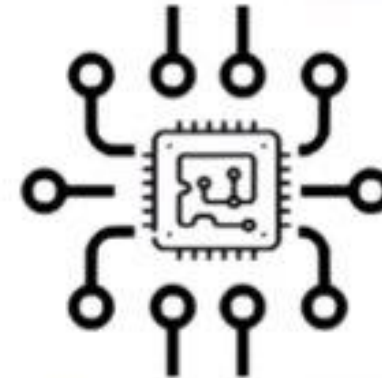
Accessible power,
lighting, motors,
refrigeration,
assembly lines,
mass production

3rd Computer Revolution (Late 1900's)



Personal computers,
programming, data,
automation, electronics,
internet, e-commerce,
Email, MS Windows

4th Technology Revolution (2016 >)



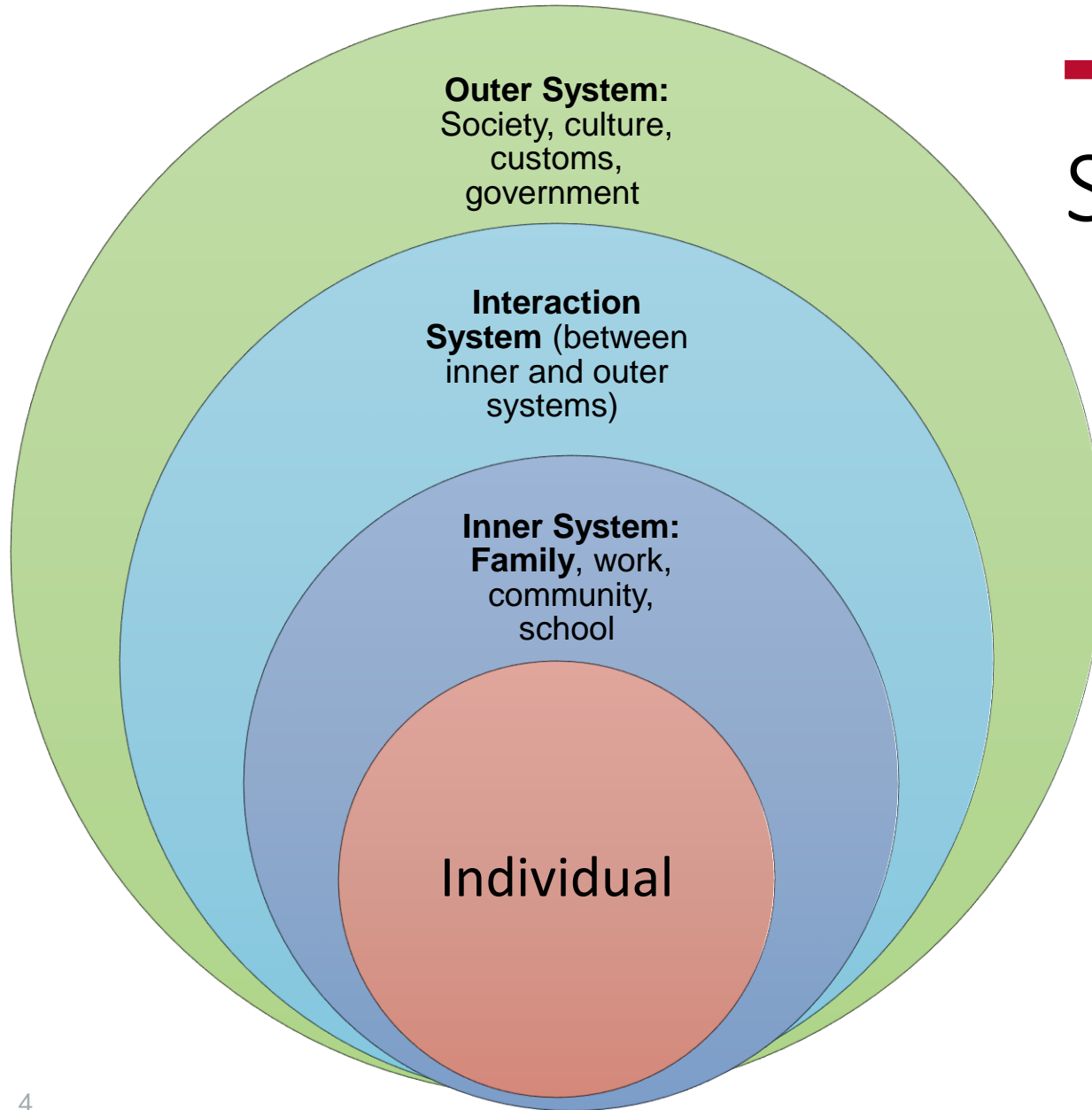
Cyber systems, Smart
technologies, big data,
advanced analytics,
artificial intelligence,
autonomous machines

Justifying Home Economics: Fight the right war
Sue L. T. McGregor McGregor Consulting Group,
Canada

Strategic Decision Solutions (Williams, 2019) used with permission
Four Industrial Revolutions

Social Ecological Model

Informing our work



Model adapted from figure 2, Scheer, 2020

National Organizations and Partnerships

NEAFCS (National Extension Association of Family and Consumer Sciences)

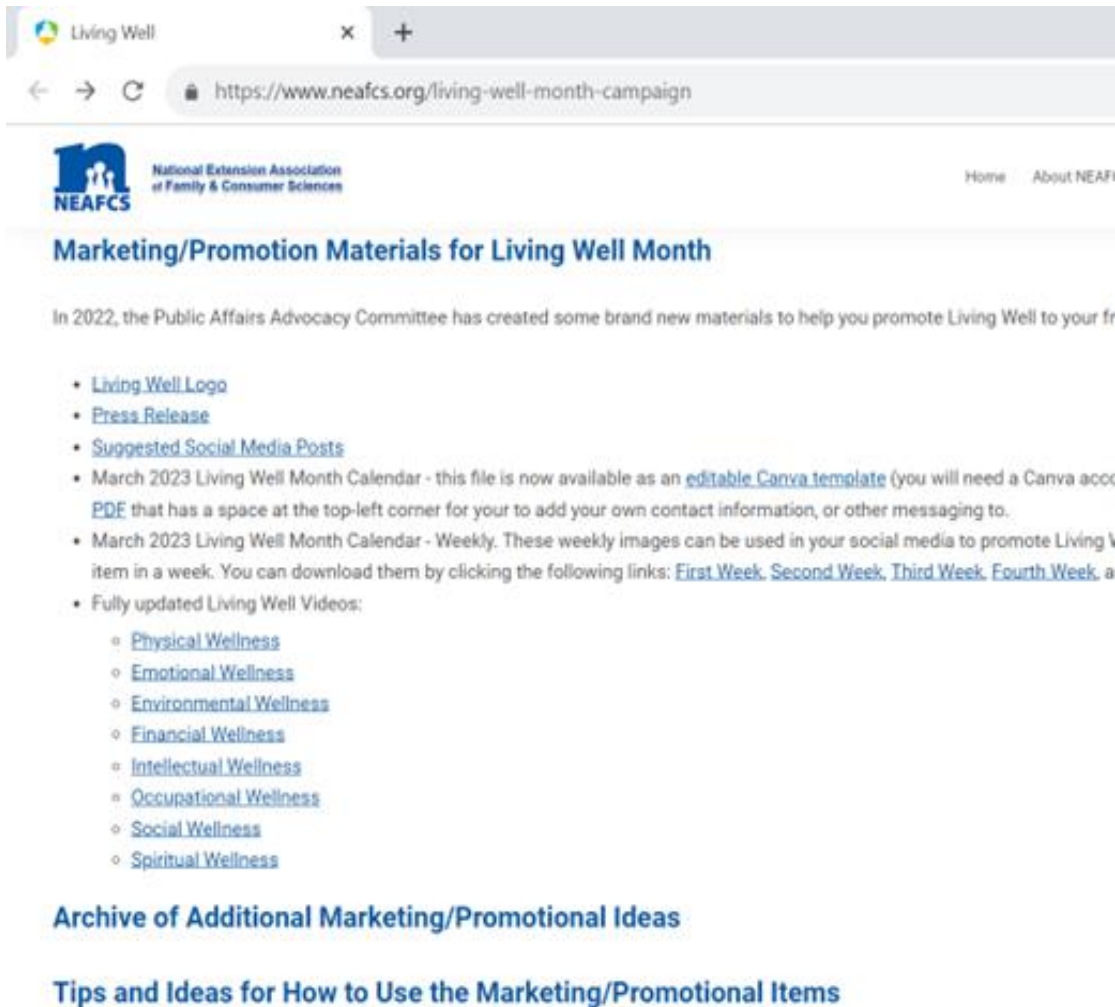
AAFCS (American Association of Family and Consumer Sciences)

FCCLA (Family, Career and Community Leaders of America)

NCFR (National Council of Family Relations)

National Partnership for Recruiting, Preparing, and Supporting FCS Educators

An *OCEAN* of Opportunities!



National Extension Association of Family and Consumer Sciences (NEAFCS)



- March – Living Well Month
- *To establish and maintain name recognition for the Extension FCS Programs and raise public awareness of Extension FCS services in local communities, statewide, and nationally*
- List of marketing and promotion materials online ([screenshot left](#))

NEW MARKETING RESOURCES FOR FCS EDUCATION!

Say Yes to FCS

30 SECOND PSA

30 SECOND VIDEO

3 MINUTE VIDEO

#FCSed

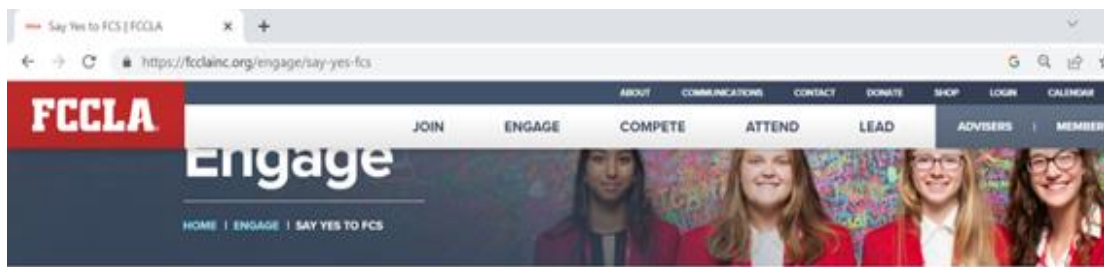
www.fcsed.net

Marketing Playbook

Funded through USDA-NIFA Higher Education Challenge Grant

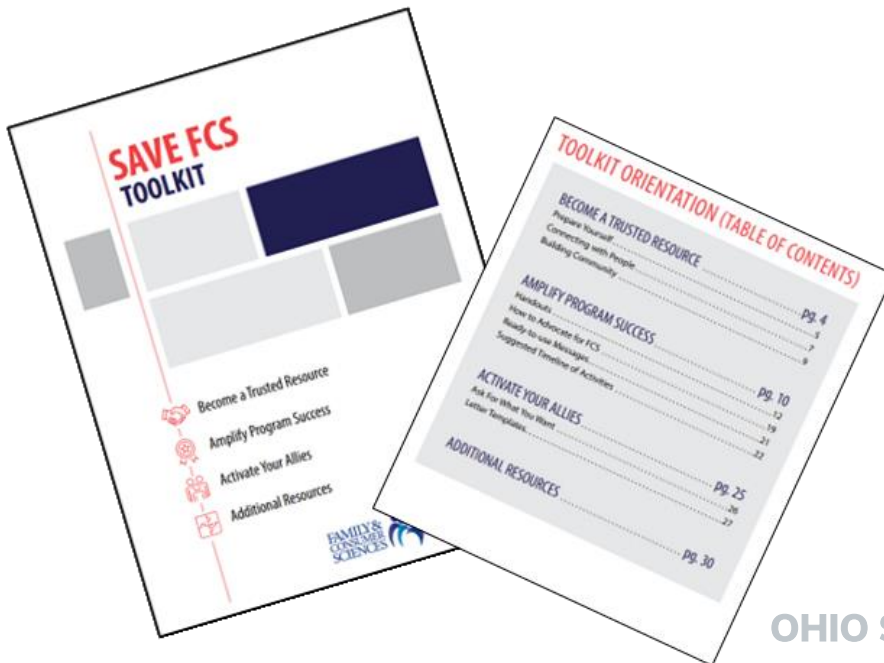
National Partnership for Recruiting, Preparing, and Supporting FCS Educators (also referred to as the Alliance for Family and Consumer Sciences)

- "Do you know there is a documented shortage of FCS educators across the nation? To address the shortage, an innovative and collaborative approach to recruit, prepare, and support FCS educators is critically important!"*
- Social media - #FCSedDAY
#SayYestoFCS



Family, Career, and Community Leaders of America (FCCLA)

- The annual celebration of FCS Educator Day always takes place on the Wednesday of FCCLA Week
- 2023-2024 Theme: The Ultimate Journey
- (left) screenshot <https://fcclainc.org/engage/say-yes-fcs>
- Toolkit, 30+ pages



What is FCS? - American Associ... x +

https://www.aafcs.org/about/about-us/what-is-fcs

AAFCS
AMERICAN ASSOCIATION OF
FAMILY & CONSUMER SCIENCES

Contact Us Donate Partnership Shop Jobs/Renew search MYAAFC

Home Who We Are Events Credentialing Resources Careers Directories MyAAFC

WHO WE ARE ABOUT US WHAT IS FCS?

What is FCS?



FAMILY & CONSUMER SCIENCES
THE PEOPLE-CENTERED SCIENCES

DEFINITION	CONTENT AREAS	PRACTICE SETTINGS
Field of study focused on the science and the art of living and working well in our complex world.	Our primary areas of focus include: <ul style="list-style-type: none"> Culinary arts, hospitality, and tourism Education and training Food science and nutrition Health management and wellness Housing and interior design Human and child development and family relations Personal and family finance Textiles, apparel, and retailing 	You will find professionals in: <ul style="list-style-type: none"> Academic education at these levels: <ul style="list-style-type: none"> Early childhood Elementary Secondary Higher Education Community education for adults and youth, including Cooperative Extension programs Business and industry Government Health and human services

VALUE

Through research, experiential education, and technology, our professionals help people develop the essential knowledge and skills to:

- Lead better lives
- Be work and career ready
- Build strong families
- Make meaningful contributions to our communities

#FCSuccess www.aafcs.org

The Family and Consumer Sciences (FCS) Body of Knowledge is the current framework that serves as the foundation for the field. [Click here for an overview and explanation of the FCS Body of Knowledge](#)

NEW FCS Key Message Card

Download Key Messages (Word)

Download Key Messages (PDF)

People-Centered Sciences Poster

What is FCS? - American Associ... x FCSuccess - American Associ... x +

https://www.aafcs.org/fcssuccess

Home Who We Are Events Credentialing Resources Careers Directories MyAAFC

Elevator Speech

Fact Sheet

Flyer

Messages

Letterhead

Zoom Background 1

Zoom Background 2

Video

Logo for Signatures

I Support (Color)

I Support (B&W)

I Teach (Color)

I Teach (B&W)

I Stand For (Color)

I Stand For (B&W)

Ask Me (Color)

Ask Me (B&W)

I Am (Color)

I Am (B&W)

American Association of Family and Consumer Sciences (AAFCS)

ELEVATE
FAMILY & CONSUMER SCIENCES
TOOLKIT ESSENTIALS

WWW.AAFCS.ORG/ELEVATEFCS

SAMPLES

LOGOS



TEMPLATES AND PRINTABLES

- CARDS
- WRITE-IN SIGNS
- POSTERS
- PHOTO PROPS
- AND MORE...

WE ELEVATE
FAMILY & CONSUMER SCIENCES

I ELEVATE
FAMILY & CONSUMER SCIENCES BY...

PROCLAMATIONS



SOCIAL MEDIA



ZOOM BACKGROUNDS

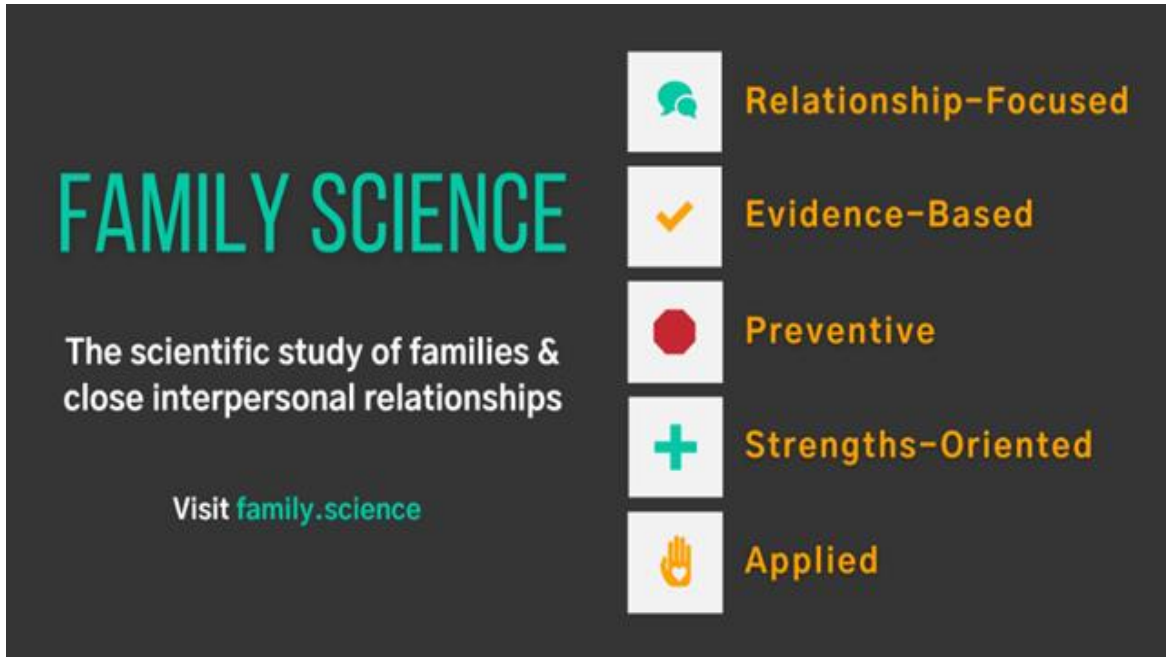


FCS FRIDAYS



CHECK OUT THESE SAMPLES AND MUCH MORE!
WATCH FOR NEW RELEASES!

- AAFCS highlights FCS Day on December 3rd, to celebrate the value and impact of the FCS profession and to commemorate the birthday of founder, Ellen Swallow Richards
- Screenshots (left)

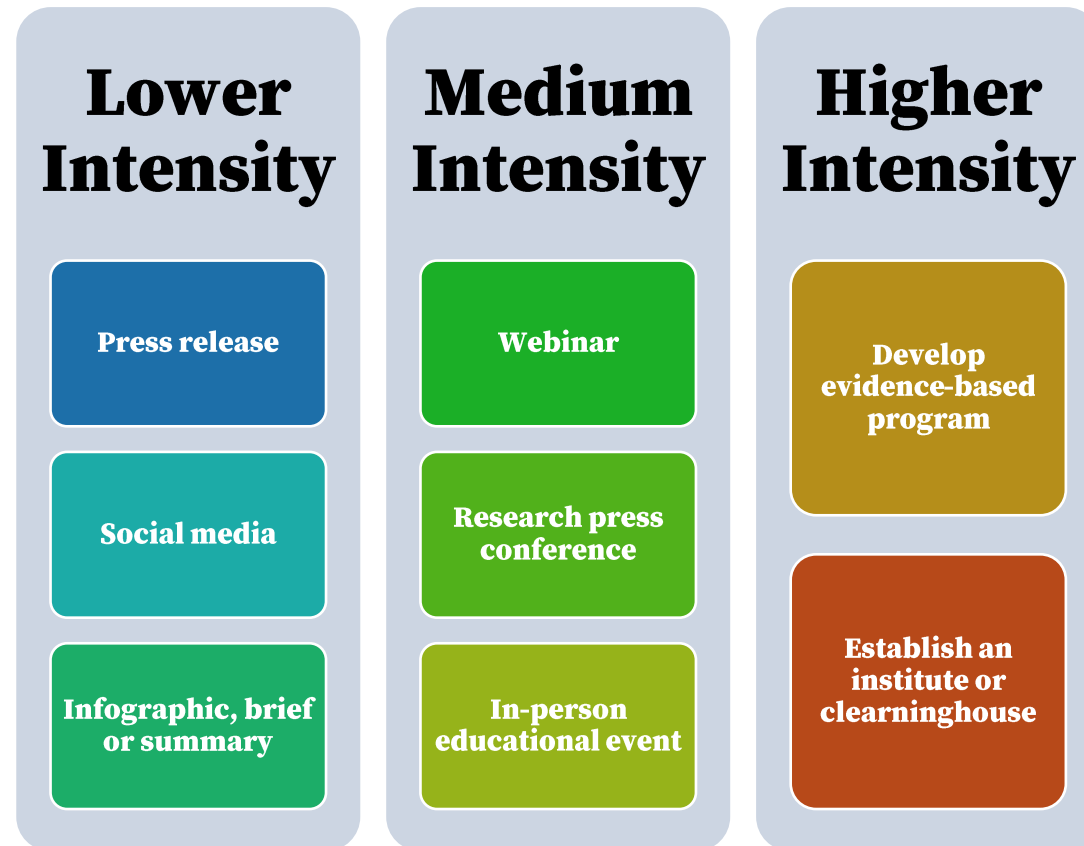


National Council on Family Relations (NCFR)

- The toolkit to promote family science is for all professionals and encompasses those who work at the university level
- Create Your Elevator Pitch

Continuum of Public Scholarship

Figure 1 (Monk, Bordere, Benson, 2021)



Annual Dates related to National Associations and Ohio Examples

January	February FCS Educator Day, Wednesday of #FCCLAWWeek	March Living Well Month, NEAFCS NW OH FCS Teacher In-Service Day	April The National Child Abuse Prevent Month
May	June	July	August
September	October OAFCS conference	November	December December 3 rd Ellen Swallow Richards' birthday, AAFCS

Using national materials to raise local awareness

The National Child Abuse Prevention Month

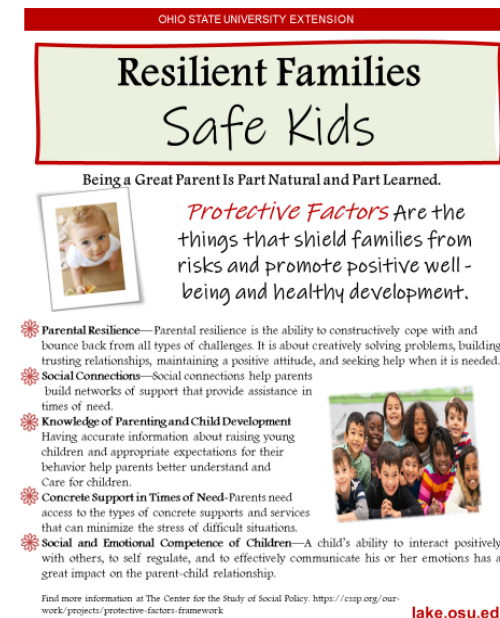
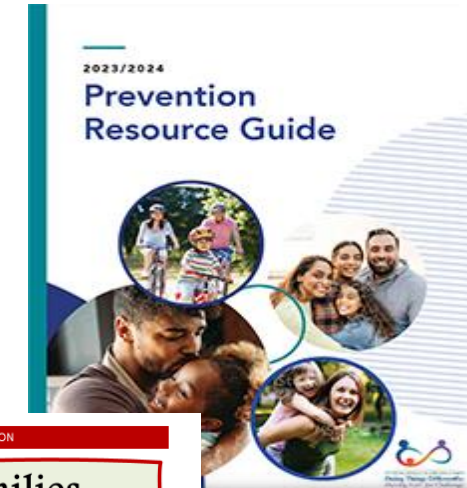
Lower Intensity

Press release

Social media

Infographic, brief or summary

- Kickoff Events
- Lunch and Learns
- Paid Media Campaigns
- Outreach tools
- Email Marketing
- Radio, Billboards, TV
- Social Media, and Cable



Using national
resources to
support
programming



DLS

**DEVELOPMENT OF
LIVING SKILLS**



Research press conference

In-person educational event



2023 OAFCS Conference at The Ohio State University

Join Us October 19-20, 2023

Educational
Tools and
Resources

Leadership,
Advocacy and
Collaboration


Research
and
Scholarship

Trends and
Technology



FCCLA Planning Process


Identify how you will utilize a national resource to enrich both education within the local community, as well as, to meet self-determined professional goals.


POWER OF ONE 1


POWER OF ONE PROGRAM GUIDE | RESOURCES

FCCLA Planning Process (English)


Download and save this Power of One editable PDF to your computer as a resource for easier recognition opportunities and archiving purposes.


 **IDENTIFY CONCERNS**

 **SET A GOAL**

 **FORM A PLAN**

☐ who
☐ what
☐ where
☐ when
☐ why
☐ how


 **ACT**

 **FOLLOW UP**

☐ What could have gone better/what did you learn?

Page 1/1

Copyright 2019, Family, Career and Community Leaders of America, Inc. All rights reserved.

 1 2 3 4 5

Click section icon to return to that section.

— Action Plan: Family and Consumer Sciences

CFAES

Enriching work using a National Professional Organizations/Resource

Date	Enrichment Goal	National Resource(s) to be used	How will you use the resource?	Person(s) Partners	Completion Date

Family and Consumers Sciences

Call For Action

Where Do We Go From Here?



Set Goal

Implement
Plan

Share
Results

Contact Information go.osu.edu/ocean

- Patrice Powers-Barker, Lucas County, powers-barker.1@osu.edu
- Marie Economos, Trumbull County, economos.2@osu.edu
- Margaret Jenkins, Clermont County, jenkins.188@osu.edu
- Heather Reister, Butler County, reister.6@osu.edu
- Melissa J. Rupp, Fulton County, rupp.26@osu.edu
- Beth Stefura, Mahoning County, stefura.2@osu.edu
- Sandra Slater, Lake County, slater.216@osu.edu (on work team, not in person at conference)

References

March is Living Well Month (2023). National Extension Association of Family and Consumer Sciences. <https://www.neafcs.org/living-well-month-campaign>

McGregor, S. L. T. (2022). Justifying Home Economics: Fight the right war. *International Journal of Home Economics*, 15(2), 33-45.

Monk, J. K., Bordere, T., & Benson, J., (2021). Emerging Ideas. Advancing Family Science Through Public Scholarship: Fostering Community Relationships and Engaging in Broader Impacts. *Family Relations*. 70:1612-1625

National Partnership to Recruit, Prepare, and Support FCS Educators. (2022). <https://www.fcsed.net/home>

Nickols, S., Ralston, P., Anderson, C., Browne, L., Schroeder, G., Thomas, S., & Wild, P. (2009). The Family and Consumer Sciences Body of Knowledge and the Cultural Kaleidoscope: Research Opportunities and Challenges. *Family and Consumer Sciences Research Journal*, vol. 37, No. 3: 266-283.

Scheer, S. D. (2021). Introducing the Human Development-EcoLogic Model: A Practical Approach for Outreach and Extension Education Programs. *The Journal of Extension*, 58(2), Article 29. <https://tigerprints.clemson.edu/joe/vol58/iss2/29>

Thank You!

Please visit

<https://go.osu.edu/naefcs2023>

To complete the evaluation

