

Highlight of (national) Resources to Promote FCS for the county Extension staff

It can be complex to find all of the national the sources, review, and decide what is most useful for a County Extension Educator. As you will see in this short highlight, the organizations have different audiences, logos, hashtags, dates and events to highlight. They all have ways to promote Family and Consumer Sciences.

This document will briefly summarize the (free) promotional resources to promote Family and Consumer Sciences. This document will highlight the marketing resources from NEAFCS, National Partnership (including links to partnering sites like FCCLA), AAFCS and NCFR.

Annual dates related to these resources:

- February – FCS Educator Day, Wednesday of #FCCLAWeek (Family, Career, and Community Leaders of America) <https://fcclainc.org/communications/fccla-week>
- March – Living Well Month, NEAFCS, <https://www.neafcs.org/living-well-month-campaign>
- December – AAFCS emphasizes December 3rd, as it's Ellen Swallow Richards' birthday. Ellen Swallow Richards is credited as founding Home Economics.
<https://www.aafcs.org/fcssuccess>.

Those materials can be used throughout the year to promote FCS and there are also resources listed that do not have an emphasis on a specific date or time of year listed below from the National Partnership for Recruiting, Preparing, and Supporting FCS Educators <https://www.fcse.net/home> and the National Council on Family Relations <https://www.ncfr.org/about/what-family-science/toolkit>



The following suggestions are from the National Partnership for Recruiting, Preparing, and Supporting FCS Educators, Marketing Playbook, <https://www.fcsed.net/recruit/recruit-marketing> page 11.

Sensitivities (instead of this, say that)

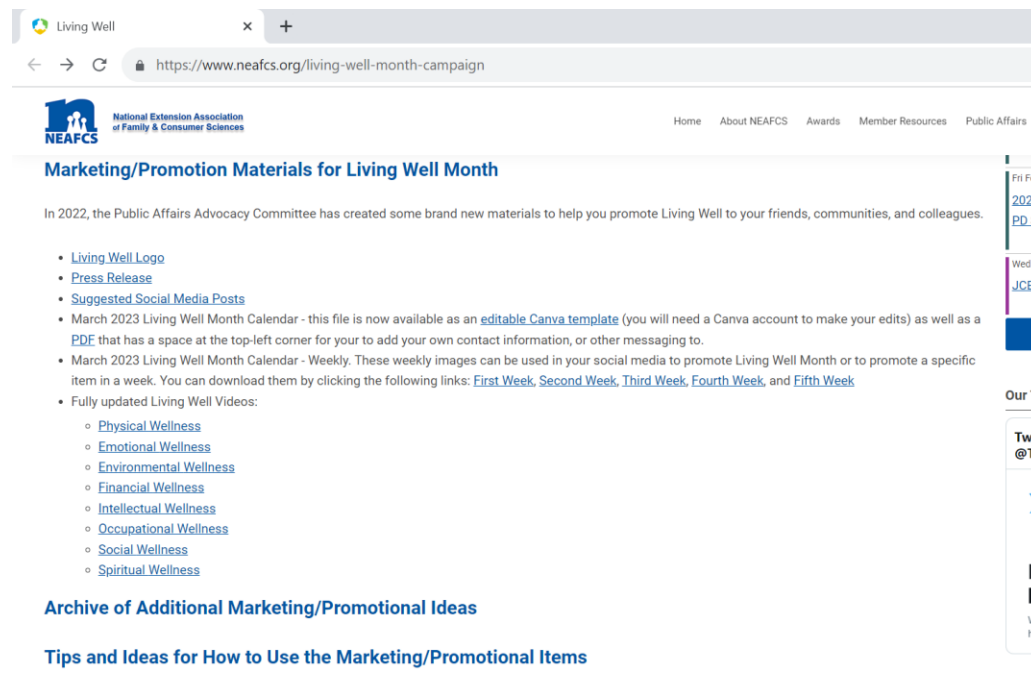
EDUCATOR, NOT “TEACHER” – our educators deliver content in secondary and post-secondary education as well as in community Extension programs. The word “teacher” implies strictly a school setting while the word “educator” encompasses the many locations where educators work.

BALANCE BETWEEN DIFFERENT PROGRAMS – it is important to remember that FCS is a wide umbrella with many programs underneath it! We should be sharing and working together with our colleagues. *(Note: This fits nicely with OSU Extension FCS balance between Healthy People, Healthy Relationships, and Healthy Finances topics)*

REAL-WORLD SKILLS, NOT “LIFE SKILLS” – most of the skills that would be terms as “life skills” actually fall under the category of real-world skills, our preferred term. (p 11)

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 promotional materials <https://www.neafcs.org/living-well-month-campaign> (screenshot)



Through Public Affairs activities, NEAFCS keeps members informed about issues that relate to FCS Extension and raise awareness of FCS Extension among consumers, the media and policy makers.

This is a reminder that Public Affairs collects annual information and data from each state (and we share our local information to our state president) to help tell the larger story and impact of Family and Consumer Sciences. This NEAFCS IMPACT is used at the Public Issues Leadership Development (PILD) Conference. For more information, please visit <https://neafcs.memberclicks.net/public-affairs-activities-programs>

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

- A partnership of 10 organizations, supported by United States Department of Agriculture (USDA) and National Institute of Food and Agriculture (NIFA), funded through USDA-NIFA Higher Education Challenge Grant
- List of partner logos: www.fcsed.net/about/about-partner-orgs
- Note, the name: “recruiting, preparing, and supporting” there is a focus on students and promotion of the field of work <https://www.fcsed.net/home>
- *Did you know there is a documented shortage of Family and Consumer Sciences (FCS) educators across the nation? To address the shortage, an innovative and collaborative approach to recruit, prepare, and support FCS educators is critically important!*
- Brief summary of FCS Educator Day here <https://www.fcsed.net/fcs-educator-day/fcsedday-about>
- #FCSedDay
- #SayYestoFCS

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

Direct links to:

- 30 sec video <https://www.fcsed.net/fcsed/life-is-lab-short>
- 3 min <https://www.fcsed.net/fcsed/life-is-lab-long>
- Marketing Playbook <https://www.fcsed.net/home> (30 pages)
- Tips for maximizing FCS Educational videos <https://www.fcsed.net/fcsed/support-fcs-short>

Partnerships are very important and some of the materials shared might/might not be as useful to an Extension County Educator versus other professionals like FCS teachers in the schools. For example, from page 27 in the Marketing Playbook:

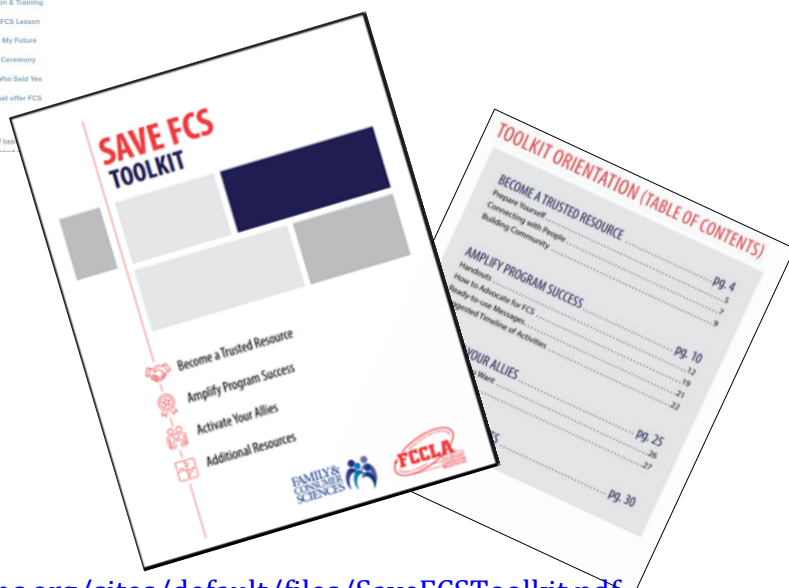
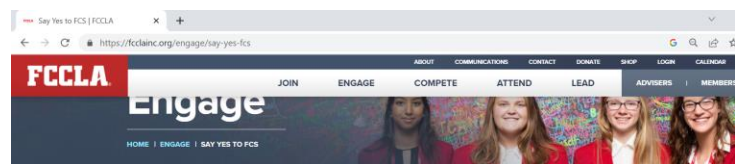
Association for Career and Technical Education (ACTE): Public awareness resources to help educators communicate to their communities and to colleagues, parents, and students the role of CTE in our students lives and nation's economy.

<https://www.acteonline.org/why-cte/cte-awareness>

Family, Career, and Community Leaders of America (FCCLA): Stay up to date on the latest FCCLA communications with Teen Times, branding guidelines, press releases, FCCLA's communications calendar, and more. <https://fcclainc.org/communications>

- Note – the annual celebration of **FCS Educator Day** always takes place on the Wednesday of FCCLA Week. The following hashtags are related to 2023 FCCLAWeek #FCCLAWeek #IncREDible. FCS Educator Day is designed to encourage others to become FCS educators and to recognize and celebrate the important role that Family and Consumer Sciences educators play in our schools and communities. <https://fcclainc.org/communications/fccla-week> (this site also provides a toolkit of materials to promote FCCLA Week so it might be a nice partnership with local FCS teachers and schools that have FCCLA)

Screenshot of <https://fcclainc.org/engage/say-yes-fcs>



<https://fcclainc.org/sites/default/files/SaveFCSToolkit.pdf>

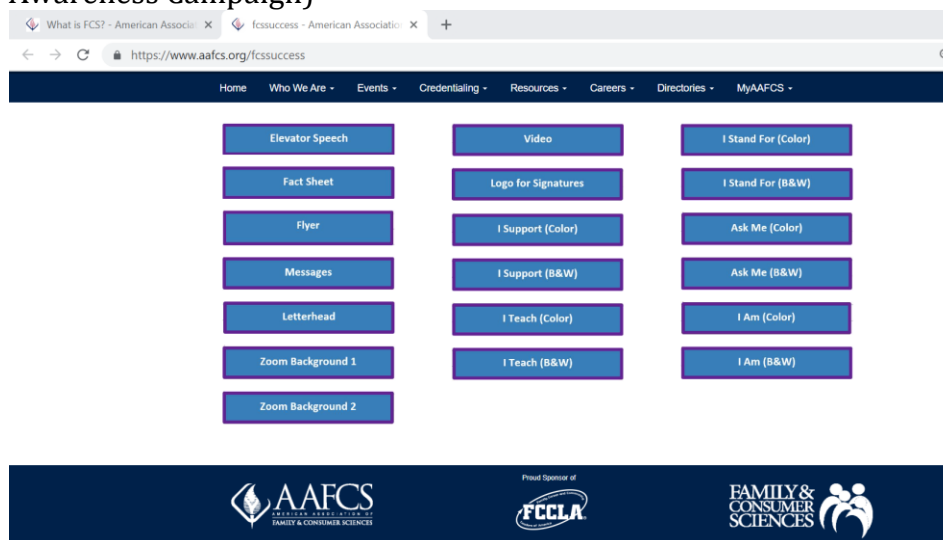
American Association of Family and Consumer Sciences (AAFCS)

- AAFCS highlights FCS Day on December 3rd, to celebrate the value and impact of the FCS profession and commemorate the birthday of our founder, Ellen Swallow Richards. (Note: in past years they celebrated both FCS Day and Dine In Day on December 3rd but they've recently updated their materials and Dine In Day is not emphasized as much)
- #FCSsuccess
- #FCSDay
- #ElevateFCS

This page provides information about the development of the FCS brand, key messages, icon, and brand story. <https://www.aafcs.org/about/about-us/what-is-fcs> (screenshot)



<https://www.aafcs.org/fcssuccess> (bottom of page screenshot of their FCS Public Awareness Campaign)

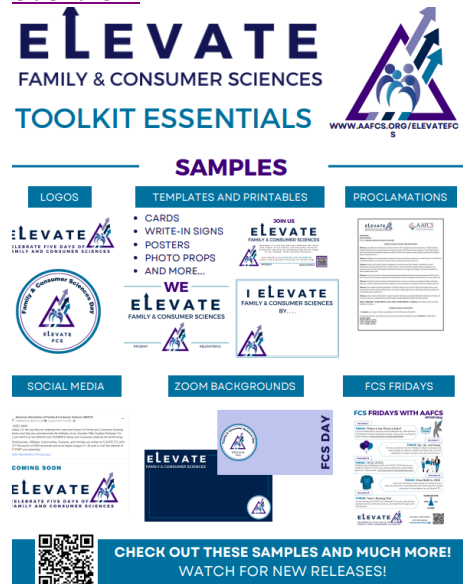


COLLEGE of FOOD, AGRICULTURAL, and ENVIRONMENTAL SCIENCES

Elevate FCS Toolkit <https://www.aafcs.org/elevatefcs>



Elevate FCS Toolkit Overview <https://www.aafcs.org/viewdocument/elevate-fcs-toolkit-overview>



National Council on Family Relations (NCFR) is the premier professional association for understanding families through interdisciplinary research, theory, and practice.

- Their toolkit to promote family science is for all professionals and encompasses those who work at the university level (verses a focus on FCS teachers in the High School Setting)
<https://www.ncfr.org/about/what-family-science/toolkit>
- #WeAreFamilyScience
- They have differentiated Family Science from Family and Consumer Sciences with this description: *Family and consumer science focuses on living and working well. Family Science originated in part from family and consumer science, but Family Science became its own discipline focused on families rather than the consumer pieces like nutrition or apparel.*
<https://www.ncfr.org/system/files/2022-01/Family-Science-Elevator-Pitch-Guide-FAQ.pdf>
(Note: while they may not focus on nutrition or apparel, they do expect Certified Family Life Educators (CFLE) to be proficient in ten content areas including Family Resource Management. There is a consumer component to this science and practice but it looks slightly different from professional organizations that are more specific to FCS)
- **What might be most useful for Family and Consumer Sciences Educators** is their guide on *How to Explain Family Science to Anyone: Create Your Family Science Elevator Pitch* at <https://www.ncfr.org/about/what-family-science/elevator-pitch>. We might tweak the language some to better reflect Family and Consumer Sciences but it's a useful tool. This infographic is from their resources. Notice how it aligns well to describe our work as Extension Educators.

