**Public Affairs - Plan of Work - 2018**

**Goals**

Utilize advocacy, education, marketing, and communication strategies to:

* Raise awareness of FCS Extension among consumers, the media, and policymakers.
* Provide opportunities for professional growth in the public affairs arena.
* Broaden support for the FCS profession.

**Objectives**

* Increase public awareness of FCS and build support among stakeholders by communicating the value of FCS programs.
* Use best practices for reporting impacts of FCS programs.
* Use promotional materials to build visibility and show pride of FCS profession.

**Actions**

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| --- | --- | --- |
| **WHAT** | **WHO** | **WHEN** |
| Support **District VP’s** in their role | State VP for Public Affairs | As needed |
| Promote **Dining in for Healthy Families / FCS Day** on December 3 | District VP’s for Public Affairs | November 3 through December 3 |
| Compile and submit **N.C. impact report** to NEAFCS. | State VP for Public Affairs | February |
| Promote **Living Well Month** | District VP’s for Public Affairs | March |
| Represent NCEAFCS at **PILD Conference** | State VP for Public Affairs | April |
| 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)* | State VP for Public Affairs | Summer months leading up to NCEAFCS Annual Meeting |
| Attend Public Affairs affiliate officer meeting at NEAFCS and/or serve on the **Public Affairs National committee** if possible | State VP for Public Affairs | September |
| Serve on the NCEAFCS **Web Site Development Committee** (i.e. make recommendations for improvements for better utilization) | State VP for Public Affairs | As needed |

**Public Affairs Committee**

State VP - Tracy Davis West District VP – Tracy Davis

North Central VP – Shameca Battle South Central VP – Alyssa Anderson

Northeast VP – Dominique Simon Southeast VP – Kelly Tyndall

*Plan submitted by: Tracy Davis, State VP-Public Affairs*