

**Ohio Association of Family and Consumer Sciences
Strategic Plan – 2007-2008
Approved April 2007**

In an effort to develop a strategic plan of work for 2007-08, the Ohio Association of Family and Consumer Sciences (OAFCS) identifies five areas where goals have been set: Public Awareness, Budget/Funding, Public Policy, Professional Development, and General Operations. Each of these goals is addressed with specific planned strategies/activities that identify ways to accomplish the stated goals.

Goal I: Public Awareness – FCS programs are recognized and valued in education and society. OAFCS seeks to increase the public's awareness of our activities including the impact of our accomplishments on our students and on society in general.

Proposed Strategies/Activities:

Recognition from the General Public

1. Identify high profile individuals (talk show hosts, television and radio personalities, etc.) who we can contact with FCS related information. Ask these people to use the name Family and Consumer Sciences when mentioning aspects of FCS related programs. Send them examples of students working on FCS projects.
2. Send a press release to local newspapers about the Friend of the Family Award recipient.
3. Send press releases to local papers about annual conference and area activities.
4. Present information about current public policy issues being promoted by OAFCS on the OAFCS website.

Recognition from Professional Publics

1. Communicate information via The Lamplight, including international news and activities, state and regional conferences, scholarly accomplishments and research advances, AAFCS information, OAFCS subject matter and section information, etc.
2. Activities by each OAFCS district to contact state representatives to advocate for a higher priority on life skills education.
3. Advocate adoption of a life skills/FCS class requirement for Ohio high school graduation.
4. In schools, promote FCS related professions and publicize FCS through FCCLA and service learning projects.
5. Support an OAFCS presence at State Planning Committee for Health Education in Ohio (SPCHEO) activities, including the annual School Health Conference.

6. Support OAFCS representation on the steering committee of Ohio Action for Healthy Kids (AFHK); as a result FCS leaders will be present at the table to impact students and on society in general.
7. Provide information and financial support to student section.
8. Continue “Brown Bag” and other fundraising for student section. Support student activities by soliciting funds and supplies from local FCS professionals.
9. Strengthen partnerships with others focused on family and consumer issues such as Jumpstart Coalition and Junior Achievement, Council of Marriage and Family Relations, Child Life specialists, Early Childhood educators, etc. Publicize collaborative activities.

Goal II: Budget/Funding – OAFCS must operate with a balanced budget and with adequate human and fiscal resources to accomplish its goals.

Proposed Strategies/Activities:

1. Promote value of OAFCS membership to current members and to past and potential members, with the expected outcome to retain current members and increase membership overall.
2. Promote value of OAFCS activities to members. Activities with costs include membership in the International Federation of Home Economics (IFHE), awarding a Helen Strow Travelship, and contributing to IFHE-US Development Fund, funding student activities, support of SPCHEO activities, etc.
3. Identify value-added for AAFCS/OAFCS members and potential members who hold multiple section/subject matter memberships and who hold memberships in other professional organizations.
4. Promote fiscal responsibility through use of electronic correspondence and web distribution of newsletters and conference information/registration materials.
5. Promote fiscal responsibility by seeking paid sponsorship of OAFCS activities.

Goal III: Public Policy – OAFCS strives to be recognized as an active agent in advocating for public policy that will support and strengthen families and provide for educational programs (formal and informal) that are aimed at educating youth and adults in ways to strengthen individuals and families. These areas can also serve as focus areas for annual meeting and other programs aimed at professional development.

The areas of focus for public policy include: (1) child development and care; (2) public funding/support for FCS Ed programs in middle, high school, and adult education settings; (3) obesity/nutrition/wellness; and (4) financial literacy/security.

Proposed Strategies/Activities:

1. OAFCS should continue to interact with FCS teachers to learn how we can help each other and create working relationships that enhance rather than separate our entities.
2. OAFCS will be represented at SPCHEC and as a result FCS leaders will be present at the table to impact students and on society in general; OAFCS will continue to support SPCHEO objectives to decrease obesity, increase nutrition knowledge and promote wellness and to increase the number of schools that have wellness policies in place in compliance with new federal mandates.
3. OAFCS will continue to support Ohio AFHK objectives to decrease obesity, increase nutrition knowledge and promote wellness, including annual meeting sessions that focus on these topics, supporting position papers from Ohio AFHK, and OAFCS members serving on zone committees.
4. OAFCS will continue to work with various groups to promote providing financial literacy programs for Ohio residents and other educators. Groups include the U.S. Department of Treasury, Ohio Jumpstart Coalition, Ohio Treasurer through Women & Money, and Ohio State University Extension.
5. Links will be provided on the OAFCS website that will enable members to easily communicate with legislators about their views on current policy issues.
6. The OAFCS website will provide information about public policy issues that affect individual and family well-being, particularly in the four areas noted above.
7. OAFCS members will continue to inform students in our classes about relevant policy issues.
8. Promote the continued selection of an OAFCS member to the AAFCS Public Policy Committee who will also serve as a liaison between the national organization and state affiliate.
9. Provide activities at the OAFCS Annual meeting that address obesity, nutrition, wellness, child development, financial literacy, and they importance of life skills in middle and high school curricula.

Goal IV: Professional Development – OAFCS provides annual programs aimed at developing new effective, competent, and ethical FCS leaders and at re-invigorating current FCS leaders.

Proposed Strategies/Activities:

1. Ensure that activities and sessions at the OAFCS Annual Meeting are geared to the various subject matter areas represented by the membership so that professional development opportunities exist for all members.
2. Communicate with OAFCS members through The Lamplight opportunities for professional development activities and information related to generating and disseminating new knowledge/information that will contribute to enhanced professional lives.
3. Support the development of students through mentoring, financial support of meeting attendance, and inclusion in meeting and strategy planning for OAFCS.

4. OAFCS will advocate for FCS teachers to be able to use vocational funding to pay OAFCS membership fees.
5. Continue to provide funding from the Helen Strow fund for one OAFCS member to participate in his/her first IFHE Congress/Council in 2008.
6. OAFCS will continue to offer continuing education opportunities for FCS members through annual and district meetings.

Goal V: General Operations – It is expected that OAFCS board members provide an effective structure to maintain basic operations, support the implementation of planned programs, encourage the development of future programs, and maintain a history of past organization activities and accomplishments.

Proposed Strategies/Activities:

OAFCS Structure

1. Continue to evaluate the current board, district, and officer structure of the organization in light of decreased membership.

Communications with Members

1. Continue to refine the methods used to communicate with members. Update the lists of those members who use email/web correspondence and those who need communication via telephone and postal mail services.

Recognition Program

1. Evaluate the current award categories for relevance considering membership numbers.
2. Continue to recognize deserving OAFCS members for their professional accomplishments.

History

1. Continue to identify parts necessary to compile an OAFCS history document for 2009, 100th anniversary. Review history documents of items to include in final OAFCS publication.
2. Continue to organize historical materials on hand and items collected by J. Schroeder:
 - Continue to create awareness and interest in the historical perspective. Contribute significant history items to OAFCS Lamplight. Respond to requests from the membership for historical information. Share historical information at Board and State Annual meetings.
 - Continue to participate in the historical work of the AAFCS International Division, the AAFCCS history committee, the IFHE history committee and the IFHE-US history committee. Research, collect, and help compile materials for the four history committees.
 - Continue to represent OAFCS with the Ohio Historical Society. Discuss, share, request information, and help from OAFCS representative at The Ohio Historical Society.