

# FCS ALLIANCE LIAISON REPORT

PRESENTED AT SUMMER MEETING IN CALGARY, 2017

The FCS Alliance annual meeting was held June 28-29, 2017 in Dallas, Texas, immediately following the AAFCS annual meeting. The meeting was energetic, robust, and focused on the mission of the alliance. The FCS Alliance is comprised of companies, associations, honor societies, and other FCS-Related groups across the United States, all of whom are working to advance FCS through advocacy.

After introductions and sharing of new initiatives, announcements were made to the group, including the Chalkey-Fenn Public Policy Visiting Scholar opportunity. AAFCS members are encouraged to apply and the application process is available on their website at <http://www.aafcs.org/Advocacy/Awards.asp>. This award is designed to

- stimulate interest in policy as it affects the family and consumer sciences profession
- educate scholars in various aspects of policymaking.
- provide interaction with members of Congress and leaders of various family and consumer sciences-related organizations.

The primary focus of the meeting was “The FCS Brand” and the communication efforts that are needed to improve our brand image. Communication efforts include

- Advance the visibility of FCS Alliance and its important work
- Extend the reach
- Develop and deploy actions

A report was given by Carolyn Jackson, Gwynn Mason, and the Brand Review Team. Attendees formed groups and worked on communication “elevator speeches” that would be targeted to various audiences. Each group’s report was turned in and a follow-up analysis will be forthcoming.

Other discussions included:

- Ongoing concern about filling the educator pipeline for middle and high schools as well as extension.
- New national standards have recently been released.
- Scholarship site
- Online bank of courses available for FCS teacher education

Announcements:

- IFHE in 2020 will be August 2-8 in Atlanta, GA. Focus on sustainable development

Respectfully Submitted, Jana M Hawley, FCS Alliance Liaison.

