<table>
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<tr>
<th>Alliance for Family &amp; Consumer Sciences</th>
<th>Annual Scope of Work 2016-2017</th>
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<tr>
<td>Caroline E. Crocoll, CFCS, Chair and Carolyn Jackson, CFCS, Managing Director</td>
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**ALLIANCE VISION:** Unifying the field of Family & Consumer Sciences

**ALLIANCE MISSION:** The mission of the Alliance for Family & Consumer Sciences is to unify diverse organizations in common purpose by advancing the value of family & consumer sciences globally. These efforts will enhance the visibility and viability of family & consumer sciences to improve the quality of life for individuals, families, and communities in a diverse and global society.

**2016-2017 PRIORITY: COMMUNICATIONS**

The overarching priority for 2016-2017 is Communications, and encompasses 3 Goals:

1. Advancing the Visibility of the Alliance for Family & Consumer Sciences,
2. Extending the Reach of Alliance Partner Initiatives, and
3. Developing and Deploying Actions Teams around Issues and Opportunities Relevant to Alliance Partners.

**GOAL #1: Advancing the Visibility of the Alliance for Family & Consumer Sciences**

**Actions:**

1. Conducting a survey of Alliance Partners and Sponsors, and using the resulting data in the development, launch, and marketing of the Alliance for Family & Consumer Sciences website. **DUE 2/14/17**
2. Developing a standard Alliance PowerPoint informational presentation for Partner and Sponsor use in updating their members and stakeholders on Alliance activities. **DUE 4/28/17**
3. Developing a standard orientation for Alliance Partners and Sponsors. **DUE 6/1/17**
4. Developing and conducting an informational webinar to share Alliance resources among Partner and Sponsor membership and stakeholder groups. **ONGOING**

**GOAL #2: Extending the Reach of Alliance Partner Initiatives**

**Actions:**

1. *Dining In for Healthy Families* Campaign **DUE 12/3/16**
2. Family & Consumer Sciences Day **DUE 12/3/16**
3. *Say Yes to FCS* Educator Recruitment Campaign **ONGOING**
4. *Healthy Food Systems, Healthy People* APLU **ONGOING**

**GOAL #3: Developing and Deploying Actions Teams Around Issues and Opportunities Relevant to Alliance Partners**

**Actions:** Develop and deploy Action Teams for the following:

1. Resource development to support Alliance activities. **ONGOING**
2. Planning the 2018 FCS Advocacy Event (Workshop, Summit, or Seminar). **ONGOING**
3. Review the Family & Consumer Sciences Brand messaging and toolkit. **DUE 5/1/17**