



Alliance for Family & Consumer Sciences	Annual Scope of Work 2016-2017
Caroline E. Crocoll, CFCS, Chair and Carolyn Jackson, CFCS, Managing Director	
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:	
<ol style="list-style-type: none"> 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:	
<ol style="list-style-type: none"> 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:	
<ol style="list-style-type: none"> 1. <i>Dining In for Healthy Families</i> Campaign DUE 12/3/16 2. Family & Consumer Sciences Day DUE 12/3/16 3. <i>Say Yes to FCS</i> Educator Recruitment Campaign ONGOING 4. <i>Healthy Food Systems, Healthy People</i> 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:	
<ol style="list-style-type: none"> 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 	