

Be a part of it!

Family & Consumer Sciences Day



Commit and find resources at

www.aafcs.org/FCSday
#FCSday #healthyfamselfie

Family & Consumer Sciences Day 2015 Results

FCS Day by the Numbers

-  127,000+ commitments to "Dining In" were received
-  50 states (see below) and 12 countries "Dined In"
-  287,000+ reached on Twitter for #FCSday
-  369 #healthyfamselfie tweets viewed by 315,000 Twitter users
-  27 proclamations received*

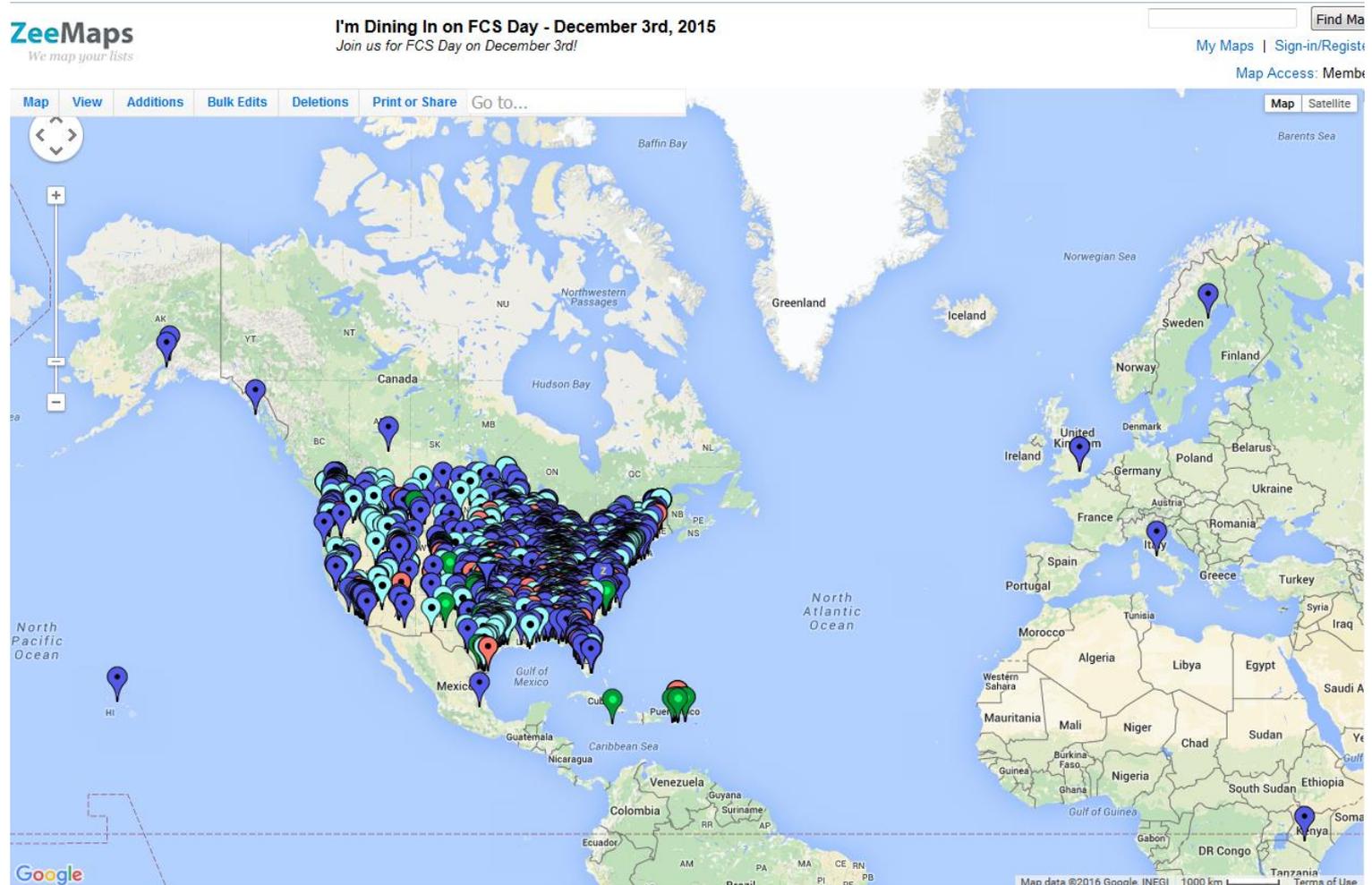
*According to data provided in FCS Day participant survey responses

Types of "Dining In" Commitments



Purple - My Class/School (74,711)
Navy - My Organization/Business (27,386)
Teal - Myself/My Family (15,706)
Gray - My Community Group (8,243)

Family & Consumer Sciences Day 2015 Commitment Map



Family & Consumer Sciences Day Resources

- All of the resources below are available for free via download from our website:

- FCS Day Logo
- I'm "Dining In" Logo
- "Dining In" Facebook Banner
- "Dining In" Flyer
- "Dining In" Infographic
- "Dining In" Banner
- QR code for sign-up form
- Sample social media posts
- Proclamation template
- Press release template

With more to come!

"Dine In" With Us!

FAMILY & CONSUMER SCIENCES DAY
"Dining In" for Healthy Families
DECEMBER 3

What You Can Do
(choose one or more!)

- 1 Commit to "Dining In" on December 3.
- 2 Prepare and eat a healthy meal with your family on December 3.
- 3 Take a photo of your family preparing a healthy meal and post it to Facebook, Twitter, and/or Instagram using #FCSday and #healthyfamselfie.
- 4 Change your Facebook profile photo to the I'm "Dining In" logo.
- 5 Wear an I'm "Dining In" sticker.
- 6 Ask your friends and family to "Dine In."
- 7 Pin your favorite family meal recipes to a "Dining In" Pinterest board.
- 8 Follow AAFCS on Facebook, Twitter, and Instagram for ideas and updates.
- 9 Share our social media posts or create your own posts about family mealtime.
- 10 Visit www.aafcs.org/FCSday for more ways to get involved and access resources!

www.aafcs.org/FCSday
#FCSday #healthyfamselfie

ASAC THE POWER OF PLAY AWARDS 2016 SILVER WINNER

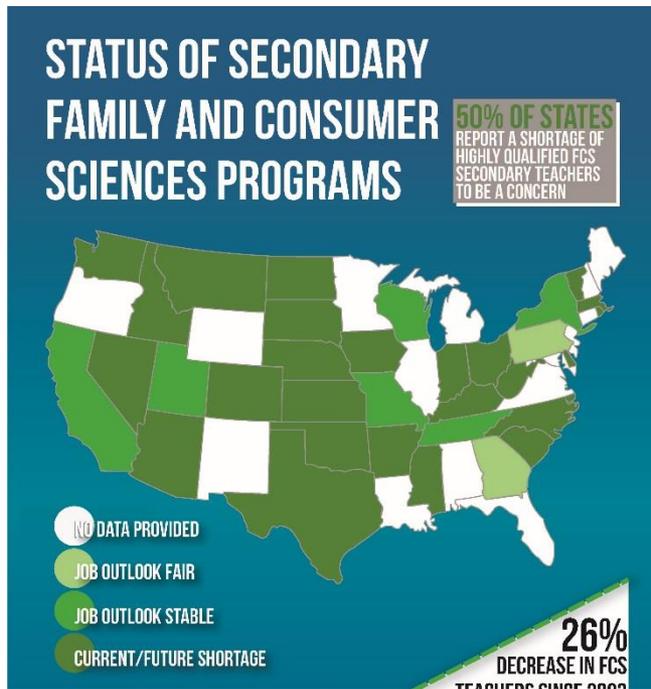
AAFCs FAMILY & CONSUMER SCIENCES

**Say
Yes
to
FCS**

**Filling the
FCS Educator
Pipeline**



Say Yes to FCS



(Werhan, 2014)

Recognized Shortages of Family & Consumer Sciences Educators

- Secondary educators
- Post-secondary educators
- Extension educators

Say Yes to FCS

Say **Yes** to FCS Goals:

Increase visibility and awareness
of family and consumer sciences education and
career opportunities.

Recruit young people and adults
to become family and consumer sciences
educators.

Say Yes to FCS

GRASSROOTS INITIATIVES

GETTING STARTED

Identify Stakeholders

- Extension educators/programs
- Secondary educators/programs
- Post Secondary/teacher educators/programs
- Youth Organizations
- AAFCS State Affiliates
- Other Groups/Associations



Web Resources for Campaign Leaders & Prospective Educators **TAKING ACTION**

Home About Us Membership Credentialing Center Professional Development Center Research Awards Advocacy Contact Us

Featured Events News Featured Resources Spotlight Store



Featured Events

NEW! AAFCS 108th Annual Conference & Expo
Call for Proposals!
June 25-28, 2017
Dallas, TX

NEW! Say Yes to FCS--Filling the FCS Educator Pipeline
- Learn about becoming an FCS educator!
- Recruit FCS educators!

NEW! SAVE THE DATE!
Family & Consumer Sciences Day
"Dining In" for Healthy Families
December 3rd, 2016

AMERICAN ASSOCIATION OF FAMILY & CONSUMER SCIENCES

Google™ Custom Search

AAFCS QUICK LINKS

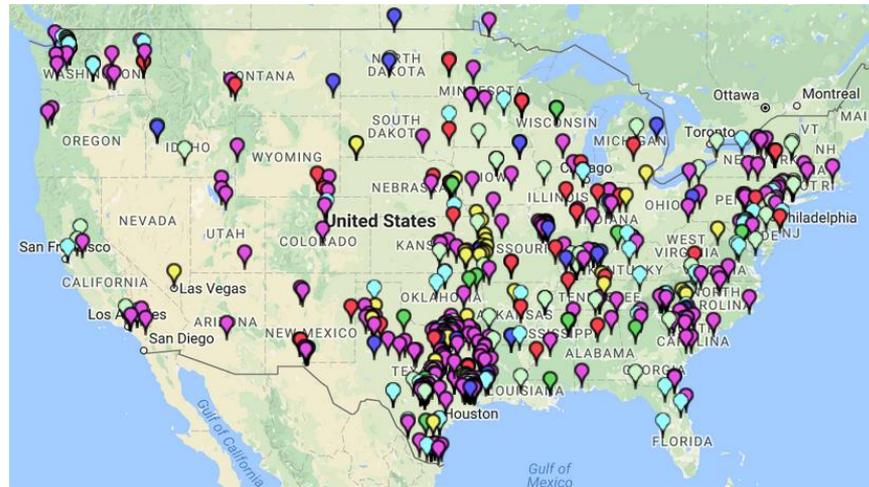
Opportunities to Exhibit, Sponsor, and Advertise



Say Yes to FCS Become an FCS Educator

Say Yes to FCS Recruit FCS Educators

Commit to the Say **Yes** to FCS Campaign!



Say **Yes** to FCS Online Commitments

- 43 States
- More than 200 Future FCS Educators
- More than 500 Advocate Recruiters

Say Yes to FCS

June The Power of Peer Education and Mentoring	July Building Intergenerational Connections	August Family & Consumer Sciences in High Gear with High-Tech Tools	September Why Belong! (benefits of participating in youth organizations)
October Speaking Out for Family & Consumer Sciences	November FCS + Teamwork = A Formula for Success	December Strengthening Families & Communities (includes FCS Day December 3)	January Resolving to Build Better Futures
February Cultivating Great Leaders	March A Perfect Pair: STEM and Family & Consumer Sciences	April Family & Consumer Sciences is HOT (focus on <u>H</u> igher <u>O</u> rders <u>T</u> hinking)	May Making a Difference Through Family & Consumer Sciences (includes FCS Educator Day May 4)

#SayYestoFCS

www.aafcs.org/FCSEdPipeline.asp

Say Yes to FCS

Campaign Overview

- What social media sites do we use?
 - AAFCS is posting and tracking activity on:



But you are not limited to using these sites!

Say Yes to FCS

Why Use Social Media to Promote Educator Recruitment?

It can have an exponential effect!

You have **many people reaching out to many people.**



After 10 months, unduplicated campaign reach is approaching 750,000!



**Say
Yes
to
FCS**

**Family & Consumer
Sciences
Educator Day
5-4-17**

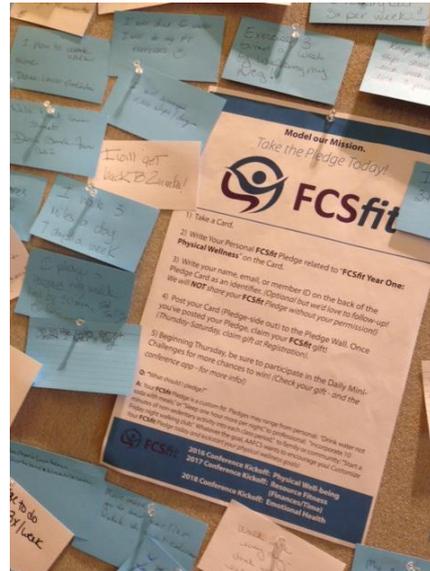


FCS*fit*

#FCS*fit*



Model our Mission



What, When, Where?



Year One: Physical Well-being (Kicked off at the 2016 AC in Bellevue, Washington)

Year Two: Financial & Resource Well-being (Launches at the 2017 AC in Dallas, Texas)

Year Three: Emotional Health & Relationship Well-being (Launches at the 2018 AC in Atlanta, Georgia)



Engaging our Community

www.fcsfit.org



Take the *FCSfit* Pledge!

 **FCSfit**

Join the Movement! #FCSfit

* Required

What is FCSfit?

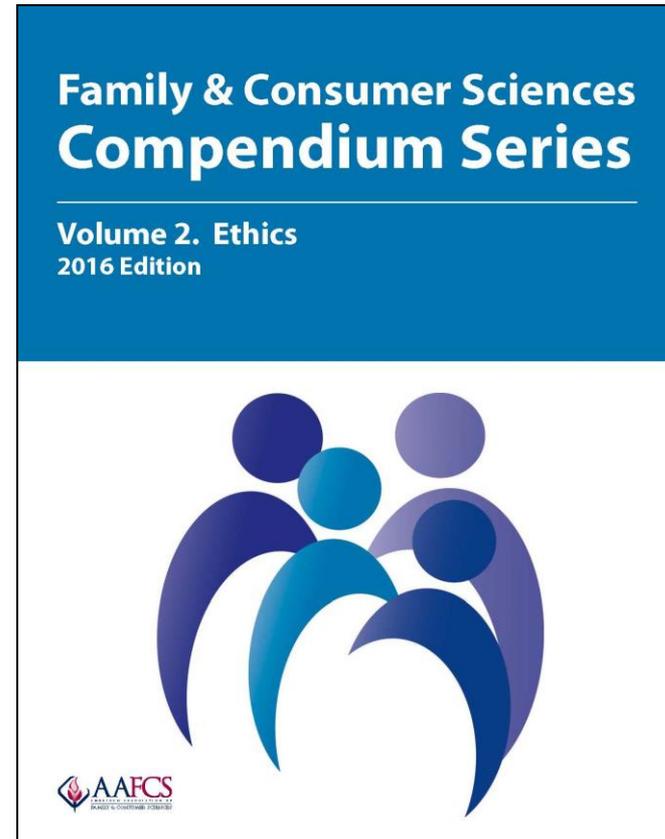
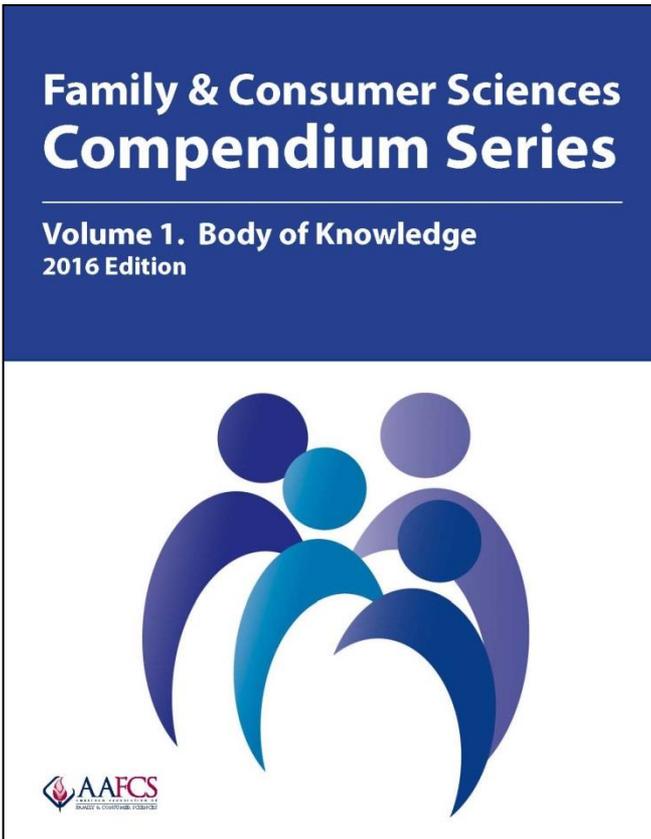
FCSfit is a three-year AAFCS signature initiative wherein our community of members and supporters sets goals related to Physical Wellness (Year One), Financial Wellness (Year Two) and Emotional Wellness (Year Three).

We want to hear from you! Please complete the Year One Pledge below. Whether it's getting more sleep, increasing your daily steps, or training for a marathon, every pledge makes us a stronger association and profession!

Getting Started: Choose your *FCSfit*!

- 1) Take the pledge at www.fcsfit.org.
- 2) Be *FCSfit* Social! Download our My *FCSfit* sign, snap a selfie, and tag your *FCSfit*-ness related activities #fcsfit.
- 3) Spread the Fit! Use our *FCSfit* resources to plan a *FCSfit*-ness event, and purchase branded items!
- 4) Share your wellness-related research, curriculum, and other best practices via the JFCS or on our *FCSfit* resource page!
- 5) Apply for an *FCSfit* program grant (details coming October 2016)
- 6) Participate in the Spring 2017 challenge presented by the Community of Obesity Prevention and *FCSfit*!

New! FCS Compendium E-Book Series



Learn more at
[www.aafcs.org/Resources/Store.asp!](http://www.aafcs.org/Resources/Store.asp)