

A large, faint watermark of the AAFC logo is centered in the background. The logo features a stylized figure with arms raised, holding a shield, with a sunburst or starburst above its head. The figure is rendered in a light blue-grey color.

# AAFC

**Sue Byrd, PhD, CFCS**

2010-2011 President

**American Association of Family and Consumer Sciences**

# New Look



AAAFCS

A M E R I C A N   A S S O C I A T I O N   O F

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F A M I L Y   &   C O N S U M E R   S C I E N C E S

# New Tagline

Connecting Professionals. **Touching Lives.**



# New "Home"

The screenshot shows the homepage of the American Association of Family & Consumer Sciences (AAFCS). At the top, there is a navigation bar with links for Members, Students, Communities, Athletes, Join, Donate, and Advertise. To the right of these links are input fields for Username and Password, with an Enter button and links for 'Forgot Password?' and 'Create a Profile'.

The main banner area features three sections: on the left, a photo of two professionals with the text 'CONNECTING PROFESSIONALS'; in the center, the AAFCS logo (a stylized flame) and the text 'AAFCS AMERICAN ASSOCIATION OF FAMILY & CONSUMER SCIENCES'; on the right, a photo of a family with the text 'TOUCHING LIVES'.

Below the banner is a secondary navigation bar with links: Home, About Us, Membership, Credentialing Center, Professional Development Center, Resources, Recognition, Advocacy, and Contact Us.

The content area below has a sub-navigation bar with 'Featured Events', 'News', 'Featured Resources', 'Spotlight', and 'Store'. The 'News' section is active, displaying a list of news items: 'View the Teacher of the Year press kit', 'Comment on the Annual Conference blog', 'Visit the news room', 'View the 2010 Annual Conference press kit', 'Read the latest issue of The FACS', 'See the Virtual Hall of Fame nominees', and 'Donate to induct your colleague or mentor into the Virtual Hall of Fame'. To the right of the news is a search bar and a 'Go' button.

Below the search bar is a 'AAFCS QUICK LINKS' section with a button that says 'Sign Up to Receive AAFCS Public Awareness Up'. At the bottom right, there is a banner for 'k-state distance ONLINE GRADUATE PROGRAMS' featuring a photo of a woman.

[www.aafcs.org](http://www.aafcs.org)

**Key Messages**

**Membership**

AAFCFS is a broad-based membership organization that helps connect FCS professionals across multiple practice settings to share knowledge, research and experience.

AAFCFS helps its members grow and accomplish more, both personally and professionally.

**Better Futures**

AAFCFS understands today's complex social and economic issues and helps members make an impact on the quality of life for individuals, families and communities.

Through leadership support and opportunities to collaborate, AAFCFS helps create integrated solutions that result in better outcomes.

**Mission Statement**

To provide leadership and support for professionals whose work assists individuals, families, and communities in making informed decisions about their well being, relationships, and resources to achieve optimal quality of life.

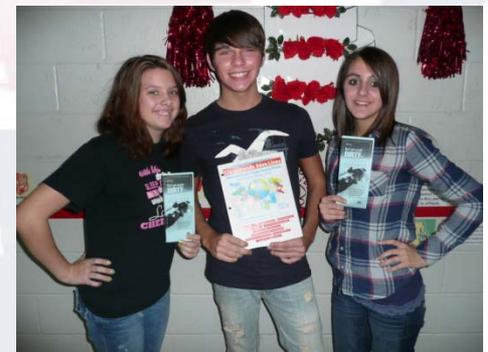


***Connecting Professionals. Touching Lives.***

# Taking It to the Streets Initiative

## FCS Professionals

- providing resources to and encouraging members to educate others
- mobilize as an association and profession whenever we can in areas related to our field.
- High involvement as a large group means we can provide focused help for individuals, families, and communities
- Results:
  - Making a difference!
  - All FCS entities taking action on the same issue at the same time!
  - Public awareness
  - Creditability



# Taking It to the Streets

## Last year's focus: H1N1

*FCS reached many people  
with relevant  
Information.....*

*Pasco County, FL*

**TOTAL CLASSES TAUGHT = 3,975**

**TOTAL REACHED = 52 schools, \_61,797 youth**

*Over 10,000 Families Reached in Georgia  
Through Co-operative Extension*

**THIS YEAR:**

**CHILDHOOD OBESITY**



Who's Got the Germies? MS  
Gold Medal Winners for FCCLA

# FCS Professional Development Center

## ***Our new Professional Development Center PROVIDES:***

- Quality professional development activities – onsite and online
- Calendar of Events to promote all FCS-related trainings and workshops provided by AAFCS and its state-level affiliates
- Training and networking for all FCS professionals
- Opportunity to disseminate research/best practices among peers and colleagues
- Supply avenues for professional development year-round, regardless of geographical location

# FCS Professional Development Center

*Extending our reach in person, online and in print to enable professionals to better assist individuals, families and communities.*

## On-Site Events

- Annual Conference and Expo
- AAFCS Affiliate Meetings and Workshops
- FCS Alliance Workshops and Conferences
- AAFCS National Leadership Conference
- Other FCS related events

## NEXT Webcasts (New EXperiences in Trainings)

- Trainings based on research and best practices in FCS content areas
- Career Development workshops
- Leadership Seminars
- Event archives

## AIM Online Sessions (Association Involve and More)

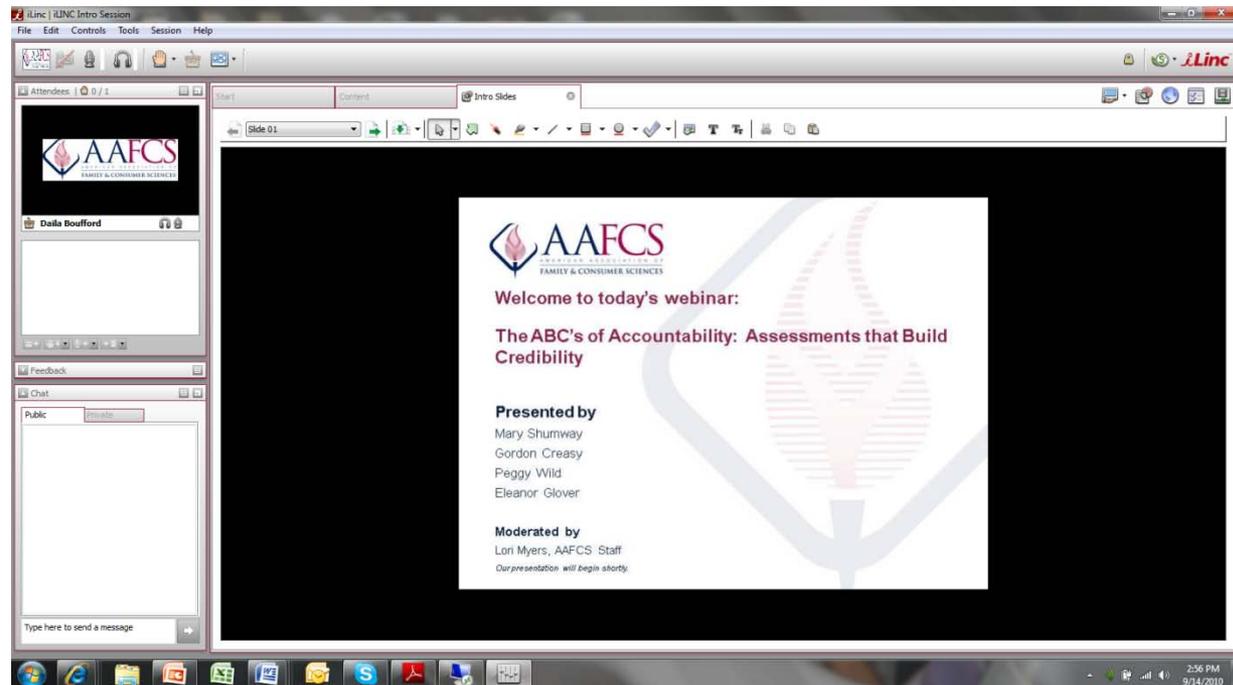
- Association initiatives
- Governance
- Education on various AAFCS programs
- Event archives

# Virtual Professional Development

Our Virtual Professional Development program includes the NEXT Webcasts and AIM Sessions. These will be offered via an online platform called iLinc.



- User Friendly
- Video streaming capabilities
- Integrated phone system & VOIP
- MAC / PC compatible
- Archiving capabilities
- Outlook integration
- Customer support
- Meeting, presentation, and training modes



# Virtual Professional Development

## Attractive Pricing Options Available

- “Can’t miss” introductory pricing for September and October events.
- Ongoing rate structures to fit various needs/situations:
  - Tiered rates for AAFCS members and non-members
  - Quantity discounts for multiple individuals viewing independently
  - Group discounts for multiple individuals viewing as a single group
  - Higher education site license rates



# Virtual Professional Development

The schedule of events for 2010-2011 is still being finalized, however we expect to conduct 20 NEXT Webcasts and 5 AIM Sessions during the first year.

September

- Sept. 30<sup>th</sup> Creating and Using Digital Movies in the Classroom and Beyond

October

- Oct. 6<sup>th</sup> Food Psychology: Why We Eat More Than We Think
- 2 more events - TBA

November

- Nov. 4<sup>th</sup> Social Media Boot Camp
- 2 more events TBA

December

- 2 events TBA

January

- 3 events TBA

February

- 3 events TBA

March

- 3 events TBA

April

- 2 events TBA

*Sample topics include: Financial Education for Teachers and Students, How to Start a Small Business, Strategies for Goal Setting, Budgeting and Debt Management, and Foods that Reduce the Risk for Heart Disease.*

**AAFCS is accepting proposals for webinars. Please contact Daila Boufford ([dboufford@aafcs.org](mailto:dboufford@aafcs.org)) if you are interested in presenting.**

# Pre-Professional Assessment and Certification



## Pre-PAC provides. . . .

- Assessments that are
  - Competency-based
  - Industry-driven
  - Rigorous
  - Psychometrically sound
  - Administered online
- Results that can be used for
  - Individual Recognition
  - Program Recognition
  - Accountability
  - Program Improvement and/or Effectiveness
- Opportunity to earn an industry credential

## Pre-PAC Portfolio of Products

- Broad Field Family and Consumer Sciences
- Culinary Arts
- Early Childhood Education
- Education Fundamentals
- Family & Community Services
- Fashion, Textiles, & Apparel
- Interior Design Fundamentals
- Nutrition, Food, & Wellness
- Personal and Family Finance
- Food Science Fundamentals
- Housing and Furnishings  
(Available during 2010-2011)

*Assessment competencies, information, and resources available online!*

## Pre-PAC and Extension Programming Opportunities

### 4-H Youth Development Programs

- **Correlate** programs and curricula to the Pre-PAC competencies
- **Demonstrate** exit-level competency achievement in 4-H project areas
- **Recognize** members' achievement of an industry credential and their increased employability
- **Promote** linkage between 4-H and career awareness/preparation

### Community-Based Programs

- **Promote** program improvement, professional development, and resource acquisition
- **Provide** credentialing for paraprofessionals involved in community based programs or as volunteer leaders

Contact Lori Myers ([lmyers@aafcs.org](mailto:lmyers@aafcs.org)) for more information.

**We're *MOVING FORWARD!***



- WITH A NEW LOOK
- PROVIDING VIRTUAL PROFESSIONAL DEVELOPMENT
- PROVIDING PREPROFESSIONAL ASSESSMENT OPTIONS
- AND MUCH MORE