



North Carolina Extension Association of Family & Consumer Sciences

**The Professional Association for North Carolina Cooperative Extension
Family & Consumer Sciences Educators**

2010 Public Affairs Annual Report

The goal of the Public Affairs Committee is to:

- Provide opportunities for professional growth in the public affairs arena;
- Strengthen alliances with other organizations;
- Keep membership informed about public issues.

As the Vice President for Public Affairs, one of the duties was to become a member of the NEAFCS Public Affairs Task Force External Marketing Committee. Serving on the NEAFCS Task Force Committee provided the opportunity to meet with the National Association Members via teleconference on April 15, 2010. The Living Well Family and Consumer Sciences Marketing Campaign is a major focus of the Public Affairs Task Force. The Living Well Marketing campaign is observed in the month of March. In February, District VP's of Public Affairs were emailed the list of resource materials to share with the members to help promote Living Well during the Month of March. Living Well awards five (5) \$500.00 mini grants annually to groups or individuals to support the promotion of Living Well. The grant application deadline was April. I also served on the Living Well More Than a Cookbook, Food Preparation Committee. One of the recommendations from the cookbook committee during a teleconference was to encourage the members to use and market the cookbook. An innovative idea for the cookbook was to copy and distribute recipes from the cookbook during programming and to reference the cookbook when recipes are used. It was also recommended to have a case of cookbooks at each Cooperative Extension Center to sell.

The NCEAFCS Mid-Year Board Meeting was held January 11, 2010 in Gilford Co. Dr. Carolyn Dunn discussed a possible training through webinar for Cook Smart Eat Smart. Dr. Dunn also gave the FCS updates for Dr. Marshall Stewart. Topics discussed were changes in Extension and Committee Association (ECA). Geri Bushel will work with ECA; we can contact her for information. She also mentioned a possible paid part-time FCS position to work with ECA. During the meeting, there was a discussion about the Youth and Family Institute trainings that will be held in March. The State Specialist working with the three FCS Task Force Committees are; Dr. Jackie McClelland – FCS Tomorrow, Dr. Sarah Kirby – Marketing and Dr. Sandy Wiggins – Core Competency. Dr. Carolyn Dunn, will co-chair the FCS 2010 Centennial Committee. Dr. Dunn asked for suggestions for getting notification of FCS Agents who retire. The recommendation was to have the district VP for Member Resources send the retirees notices to Dr. Carolyn Dunn at the state office.

NEAFCS was represented at the 2010 Public Issues Leadership Development Conference, April 26-28, 2010 in Arlington Va. Participating from NCEAFCS were Debbie Stroud and Yvonne Mullen.

The Web Master Nancy Jones has done an excellent job with updating the NCEAFCS website.

2010 Public Affairs Committee Members:
Yvonne Mullen, Chair

Janice Fields, SC
Casey Stevens, SE
Rachel Monteverdi, NC
Mary Morris, NE
Sue Estridge, W
Toi Degree, WC

Submitted by:
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NCEAFCS VP, Public Affairs
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