



North Carolina Extension Association of Family & Consumer Sciences

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

2011 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.

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. Members were invited to check out the list of resource materials to share with the members to help promote Living Well during the Month of March.

Immediately following the state meeting officers were notified to submit their 2010-2011 Plan of Work for posting on the NEAFCS website.

2010-2011 state officers submitted their annual (year-end) reports for posting on the NEAFCS web page prior to the state meeting.

As VP of Public Affairs I was one of 5 agents representing NEAFCS at the 2011 Public Issues Leadership Development Conference, April 3-6, 2011 Arlington, VA. As a first-timer, I gained a greater understanding of the importance of building political and public support for Extension. All of the speakers challenged us to keep our stakeholders informed about our work and the impact we are having in our communities. It is essential that we do a better job promoting the power of Extension and celebrating our successes.

Dr. Marshall Stewart, Associate Director, North Carolina State University shared with us the following invaluable guiding principles on how to effectively communicate CES impact to stakeholders: Know who you are, know who you are talking to, and know what is important to who you are talking to. He challenged all to become educated about the political arena and spend the time getting to know our legislator and building relationships before we need them.

2011 Public Affairs Committee Members:

- Christine Smith, Chair
- Janice Fields, SC
- Casey Stevens, SE
- Rachel Monteverdi, NC
- Susan Chase, NE
- Sue Estridge, W
- Tracy Davis, WC

Submitted by:

- Christine Smith
- NCEAFCS VP, Public Affairs
- August 1, 2011