

2023-2025 **STRATEGIC PLAN & PRIORITIES**



MISSION:

AAFCS elevates the profession by inspiring research, leadership, and service to empower individuals, families and communities.



GOAL: STRENGTHEN THE PROFESSION

Individuals, families, and communities are achieving optimal quality of life assisted by competent, caring professionals whose expertise is continually updated through AAFCS.



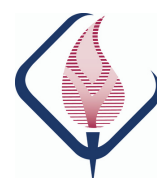
GOAL: INVEST IN THE FUTURE

We develop, protect and strengthen equitable access to relevant family and consumer sciences programs for all generations.



GOAL: REVITALIZE THE ORGANIZATION

We build a relevant organization with the capability and capacity to operate effectively and efficiently to meet member needs.



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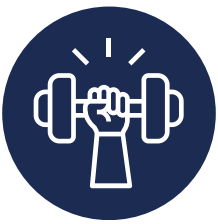
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GOAL 1: STRENGTHEN THE PROFESSION



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PRIORITY 1:

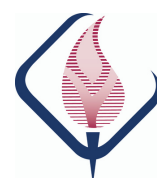
Advance the FCS profession and the value of the FCS Body of Knowledge and support FCS member leaders with advocacy at the national, state, and local levels.

PRIORITY 2:

Create an organization that maintains member value for FCS professionals while also directing resources to support the cause of equipping individuals and families with the life skills needed to successfully contribute to society.

PRIORITY 3:

Elevate FCS professionals as essential advocates, leaders, and experts.



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GOAL 2: INVEST IN THE FUTURE



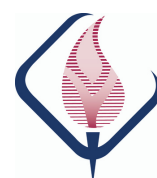
We develop, protect and strengthen equitable access to relevant family and consumer sciences programs for all generations.

PRIORITY 1:

Establish a grantmaking entity to support underrepresented FCS groups.

PRIORITY 2:

Foster the development of the next generation of FCS in the workforce through emerging program offerings and educational opportunities.



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GOAL 3: REVITALIZE THE ORGANIZATION



We build a relevant organization with the capability and capacity to operate effectively and efficiently to meet member needs.

PRIORITY 1:

Build capacity and optimize operations through partnerships that will support AAFCS' ability to achieve goals, establish a dynamic value proposition, and amplify our impact.

PRIORITY 2:

Ensure the business of the association is modernized to meet future needs:

- membership model
- administration
- conferences
- technology
- communications
- operations
- business practices



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