The Role of Humanity in FCS: Was Marjorie East Right?

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JOURNAL OF FAMILY AND CONSUMER SCIENCES
NEW MARKETING RESOURCES FOR FCS EDUCATION!

www.fcsed.net

#FCSed

Funded through USDA-NIFA Higher Education Challenge Grant
Promoting Public Service Announcements (PSA): FCS Education (30 Second Audio)

PSAs can help partners enhance their outreach and education efforts and are great tools for spreading the word about Family and Consumer Sciences Education. The PSA includes a call to action to learn more about Family and Consumer Sciences Education programs and career opportunities.

According to the Federal Trade Commission, PSAs must be on donated or free airtime; they cannot run on any paid media or be used as paid commercials.

Contact your local radio station.
Ask your local radio station to play the radio PSA script on air and customize it with your organization's contact information. If you have an upcoming event, ask if they will play the script in the days leading up to and after the event. Some radio stations also create their own PSAs for a cause using their own on-air talent. Stations are more likely to use the PSA if they are already supporting the cause—and if they are not yet supporting your efforts, get them involved!

Find your local radio station - [https://radio-locator.com](https://radio-locator.com)

Share through your social networks.
Post the PSA on your organization or program website, blog, or podcast channel and promote it to your networks by sending out the link via email or Twitter. Encourage your followers and partners to post it on their own page or to tweet it. Please include the hashtags #SayYestoFCS and #FCSed.

Use audio PSA as your “on-hold” message.
Play a PSA recording on your office phone or while waiting to start a meeting, so individuals get this helpful information when they are on hold. Encourage area organizations and businesses, specifically those that interact with your target audiences, to do the same.

Enlist your community and business partners.
Ask schools, state and county extension agencies, and other organizations to play PSAs on their public address systems, in waiting rooms, or during their community outreach events and activities. Ask them to include PSA on their soundtracks or elevator music.

Additional materials to assist with the PSA outreach and marketing efforts available at [www.FCSed.net](http://www.FCSed.net).
Tips for Promoting FCS Education Videos

Two new marketing videos have been produced to enhance outreach and recruitment efforts for Family and Consumer Sciences Education. The 30-second video PSA and 3-minute video are great tools for spreading the word about Family and Consumer Sciences Education. The videos include a call to action to learn more about the value of FCS education and its career opportunities.

1. **Contact your local television/cable station and/or movie theater.**
   Ask your local television/cable station to play the 30 second video PSA on air and customize it with your organization’s contact information. If you have an upcoming event, ask if they will play the video in the days leading up to and after the event. Be sure to follow the protocol or process for your local station. Many theaters, including those owned by large national chains, will play video PSAs and/or rotate ads from local businesses/organizations before the start of the previews. Ask your local movie theaters to play the video PSA before the previews or in the theater lobby.

   Find a local TV Broadcast Station at [https://www.fcc.gov/media/television/tv-query](https://www.fcc.gov/media/television/tv-query)

2. **Share through your social media and website.**
   Post the 30 second video PSA on your organization or program social media channel. Promote the videos to your networks by sending out the links via email or social media or adding the QR codes to your printed or digital materials. Encourage your followers and partners to post it on their own pages or to share the posts. In all posts, please include the hashtags #SayYestoFCS and #FCSed. Embed the videos on your organization or program website (using the embed code/link).

3. **Enlist your community and business partners.**
   Ask schools, state and county extension agencies, and other organizations to play the 30 second video on their digital billboards/signage, video monitors or scrolling banners in their waiting rooms, offices, or during community outreach events and activities.

4. **Play at your next event, workshop/meeting, or conference.**
   Play the video PSA at parent/teacher meetings, Open House, Advisory Board meetings, or community programs. It may also be possible to play before school/community events, such as plays, concerts, or sporting events. Ask conference organizers/planners to play the 30 second video PSA throughout the event as part of a trailer/crawler/ad between sessions or use the 3-minute video to kick off a session.

5. **Show at career fairs, recruiting events, signing ceremony, or trade show.**
   Show the videos on a loop on screen or device in your booth/table at upcoming career fairs and trade shows. Showcase one or both videos during a "Say Yes to FCS" Signing Ceremony or other recruitment event.

Additional materials to assist with marketing and outreach efforts available at [www.FCSed.net](http://www.FCSed.net).
ASSESSMENTS & CERTIFICATIONS

The portfolio of PRE-PROFESSIONAL standards-based assessments and industry-recognized certifications are designed to help satisfy the growing emphasis on assessment and accountability in education programs of study.

- Broad Field FCS
- Culinary Arts
- Early Childhood Education
- Education Fundamentals
- Family & Community Services
- Fashion, Textiles & Apparel

- Food Science Fundamentals
- Housing & Furnishings
- Interior Design Fundamentals
- Leadership Essentials
- Nutrition, Food, & Wellness
- Personal & Family Finance

Programs can use Pre-PAC to . . .

- Validate knowledge and skills of students
- Encourage pre-professional identity early in academic program
- Facilitate articulated credit or credit-by-exam
- Award credit for prior learning
- Measure effectiveness for preparing individuals to meet rigorous content standards and current business and industry standards.
- Meet accountability requirements for student learning outcomes
- Target instructional adjustments based on performance results for overall program improvement.

PROFESSIONAL certification is based on individual mastery of knowledge common and essential to all family and consumer sciences and related professionals as verified by a minimum of a baccalaureate degree and successful completion of the national competency-based examination.

Programs can . . .

- Use the national certifying exam as a program assessment tool
- Offer as a graduation exit exam
- Promote the opportunity for degree candidates to earn national professional credentials

CFCS: Certified in Family and Consumer Sciences
CFCS-HDFS: Certified in Human Development and Family Studies
CFCS-HNFS: Certified in Hospitality, Nutrition, and Food Science
CPFFE: Certified Personal and Family Finance Educator
CNWE: Certified Nutrition and Wellness Educator
RESOURCES

RESEARCH CONNECTIONS

- Present research on relevant issues at Annual Conference or via webinar
- Publish research findings in peer-reviewed journals
- Utilize research resources personally or with undergraduate and graduate students/courses in the FCS Research Center
- Find and connect with researchers around the US through the Research Connection
- Promote your graduate program in the national Graduate Program Directory

For more information, email research@aafcs.org

Complimentary Subscription with Membership

Optional Subscription: Discounted Member Rate

COMPENDIUM

Ideal for course materials/textbooks, this all-digital series is a peer-reviewed collection of previously published works by AAFCS in the Journal of Family & Consumer Sciences, Family & Consumer Sciences Research Journal, AAFCS Webinars, and other selected works.

HONOR CORDS

Pricing: $7 plus S & H; Bulk orders: Email membership@aafcs.org

Eligibility? AAFCS encourages the cord for individuals earning a Pre-PAC certification or graduates with a minimum of a 3.25 GPA, though it is left to the discretion of the university or college program.
RESOURCES
To Bring Research & Scholarship in JFCS to YOUR program or classroom

AAFCS MEMBER BENEFIT

AAFCS has launched a NEW online resource designed to bring JFCS content to life.

FCS educators will have opportunities to pursue further thought and action on selected topics presented in the JFCS through activities, discussions, and readings cross-walked to the:

- FCS Body of Knowledge;
- Family & Consumer Sciences Teacher Education Standards; and
- Family & Consumer Sciences National Standards 3.0.

FOR FURTHER ACTION

This segment provides supplemental resources to help educators further explore selected JFCS topics through:

- lesson plans;
- online resources/links with additional information; and/or
- potential community outreach projects.

FOR FURTHER THOUGHT

This segment provides questions and/or statements to serve as discussion starters for students, colleagues, or groups. Educators are invited to use this segment to:

- engage in discussion with fellow FCS professionals in the AAFCS Member Open Forum;
- lead a discussion in the community; or
- facilitate student discussions in the secondary or post-secondary classroom.

FOR FURTHER READING

This segment provides a list of additional readings from AAFCS publications that relate to the current issue's selected topics.

Access these FREE resources at: https://www.aafcs.org/JFCS-action
VIRTUAL PROFESSIONAL DEVELOPMENT OPPORTUNITIES

AAFCS has launched its Virtual Professional Development modules aligned to the cross-cutting themes of the FCS Body of Knowledge.

Each educational module includes:
- 30-minute Video (recorded presentation)
- Supplemental Materials and Instructional Resources
- PDU Certificate

Modules are
- available on-demand (24/7) for convenient access and viewing
- cross-walked to National Standards
- approved for Professional Development Units (PDUs)
- open to AAFCS Members (Students, AHE New Grads, Professionals, and Emeritus)

www.aafcs.org
Click on "Events" - "2021-2022 Virtual Professional Development"

Join AAFCS Today
AAFCS.ORG

Membership Benefits you don’t want to miss out on!
Join us for the Comeback Meeting in the Sunshine State or virtually!

- Opportunities to engage in FCS conversations amongst colleagues in our newly condensed meeting.
- Re-connect, learn & earn Professional Development Units (PDUs)!
- Debuting in 2022: the Hub, SuperSessions, community service event, and more!

Celebrate #FCSsuccess!

DoubleTree by Hilton Hotel Orlando at SeaWorld is the official conference hotel. Excellent room rates and special Student room rates at $79/night.

SPECIAL REGISTRATION RATES IN 2022!
- Early Bird Member Rates
- Reduced Registration Rate for Students
- 50+ Year Registration

www.aafcs.org/ac2022