One way to raise our FCS voice, FCS visibility and FCS value is to pause and think about what we are already doing.

The American Association of Family and Consumer Sciences developed this set of questions to help you think about increasing family and consumer sciences visibility to develop a plan of action.

The FCS Stand UP and Stand OUT Exercise is easy and should take less than 5 minutes to complete. You should respond to each question with a yes or no answer. When you have completed the exercise, the next step is to determine your score.

Questions

1. Does your current job title include a reference to FCS?
2. Does your email signature line include the words FCS?
3. Does your email signature line include the official FCS graphic?
4. Do you have the FCS logo displayed in your office, classroom, or building?
5. When you introduce yourself to someone new – do you include the words FCS?
6. Do you wear clothing that displays the FCS logo?
7. Do you include the FCS graphic in all written communications that you send?
8. Do you include a definition statement about FCS in all written communications that you send?
9. Do you use a zoom backdrop that includes the FCS logo?
10. Do you talk about the value of FCS routinely with your supervisor?

11. Do you educate and inform elected local, state, and national elected officials about FCS on an annual basis?

12. Do you routinely talk to the media about the value of FCS?

13. Do you post messages about FCS routinely on social media channels?

14. Do you have a written plan that you follow to promote FCS?

15. Do you have a list of 3-5 key decision makers that you communicate with routinely?

16. On a routine basis are you in places where other FCS professionals gather?

17. Do you make it a point to raise FCS visibility when you are in a place where other FCS professionals are not present?

18. Does your community know and understand the value of FCS?

19. Does your local media know about FCS?

20. Do you have a personal message that you have recorded to promote FCS?

**Scoring**

Take a moment to determine how many times you responded “yes” to a question to see how you are doing!

16-20: **Platinum** level in raising visibility

11-15: **Gold** level in raising visibility

6-10: **Silver** level in raising visibility

1-5: **Bronze** level in raising visibility may need to be a higher priority

**Next Steps**

Make it a habit to complete this exercise every year.

*For more information about the exercise, contact nbock@aafcs.org.*

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