FCS professionals are the best messengers to help teach the world the value of FCS to consumers, elected leaders, education stakeholders and other key audiences. The following elevator pitch can be used to help not just articulate what FCS is, but why it is essential in today’s world.
What is Family & Consumer Sciences?

In the United States today, there are unprecedented levels of childhood obesity, student debt is at an all time high and, for the first time in our history, the life expectancy of the youngest generation is shorter than that of their parents.

There is an opportunity today to turn the tide with a simple solution that can foster across-the-board improvements in many of the challenges facing society today. That solution is Family and Consumer Sciences (FCS).

To put it simply, FCS is the science and art of living well in a complex world. It’s learning how to feed a family healthy food. It’s learning the value of a dollar. It’s learning how to navigate the complexities of family life.

In short, our professionals are on the frontlines of solving some of our society’s most pressing issues. From the classroom to the boardroom, we are instilling the skills, the tools and the know-how to help people live long, healthy and fulfilling lives. That’s what #FCSSuccess is all about.