

11 Ways to Boost Recruitment of Younger Members

1. Adopt local schools or otherwise serve as ambassadors to local schools to spread the word of the affiliate and profession. In this role, the affiliate can serve as a resource and subject matter expert on various topics for the school and local community.

.....

2. Be a mentor for college students studying family and consumer sciences.

3. Create affiliate/state conference opportunities for college student projects or student poster sessions. Students can use these opportunities to build their resumes, gain new experiences, and amplify AAFCS.

.....

4. Hold a "Future FCS Teacher Dinner" every year during state FCCLA Leadership Conference in the spring or regionally at a convenient time. A Family and Consumer Sciences teacher can bring two students from their high school who are juniors or senior and want to major in FCS in college. Have higher education institutions in the state/region with FCS teacher education programs give presentations.

5. Go to the regional and/or state conferences for FCCLA, set up booths, network, and volunteer to be judges.

.....

6. Have colleges/universities with FCS programs invite secondary education FCS teachers and students to their campuses for a "FCS Day" so they could learn more about the majors and programs, as well as networking with faculty and current students. Provide refreshments or a meal prepared and served by college students. Provide give-away items from the department/unit.

.....

7. Obtain a list from AAFCS of college graduates of FCS who have received their first-year membership free, inviting them to events, and making frequent contact.

8. Offer financial support/incentives for new (7 years or less) members to attend the AAFCS Leadership Academy.

.....

9. Offer financial support for first-time attendees to conferences.

10. Go social and create a place for conversation. Create social networks that provide information and a platform for discussions of current issues.

.....

11. Be casual and fun by adding after-hours networking so young members or "want to be members" can get to know each other as well as other members of the organization. (This can be as part of a state conference, regionally, or even a virtual event.)