

## CALL TO ACTION PLAN

How can you help recruit, prepare, and support Family and Consumer Sciences Educators? Let's create a plan using the FCCLA Planning Process!



### **IDENTIFY CONCERNS -- Recruitment, Preparation, Support**

#### Recruitment Concerns:

- Need FCS teachers, extension faculty, early childhood specialists
- Identify scholarship funding
- Other? \_\_\_\_\_

#### Preparation Concerns

- Identify, increase, promote...FCS teacher preparation programs
- Generate alternative certification ideas
- Generate ideas to reduce credit numbers for traditional certification
- Other? \_\_\_\_\_

#### Support Concerns

- Recognize FCS programs in schools – funding, skill development
- Encourage retention of college, high school, junior high and middle school programs
- Other? \_\_\_\_\_



### **SET A GOAL – Recruitment, Preparation, Support**

#### **Recruitment/Preparation/Support: Establish/refresh State/Regional Team**

- Identify team members
- Establish a communication network in the state – what are needs? what is being done?
- Engage others – commitment sheets
- Identify funds to support ideas
- Build upon statewide initiatives. What is already underway to build upon? What partners might help promote?
- Develop clear understanding of Perkins fund uses. Explore how those funds are used in state.
- Other? \_\_\_\_\_

#### Recruitment Goals:

- Enlist or create alumni groups to assist in recruitment
- Compile calendar of school career fairs – identify how to participate
- Participate in FCCLA events – Signing? Promotion of programs? College students participate?
- Create statewide marketing plan
- Identify potential scholarship sources
- Gather personal stories – happy, positive, influence, making a difference; teacher of the year
- Create university videos
- Create information packets for school counselors
- Create introduction to FCS lesson plan (history) and visionary women poster
- Host dinners: alumni, future teachers

- Implement campus-based activities
- Generate promotional ideas: display cases, display/information booths – Child Dev conferences, extension conference, nutrition conferences, FCCLA conferences 4-H
- Make conference presentations/conduct conference workshops
- Adopt-a-student (university student adopts a high school student)
- Send letters – students, parents, mentor teachers – need for FCS professionals
- Other? \_\_\_\_\_

**Preparation Goals:**

- Develop flexibly offered courses needed for certification
- Other? \_\_\_\_\_

**Support Goals:**

- Promote FCS Day & FCS Educator Day – media coverage, recognition for teachers
- Create infographics – promote FCS careers
- Create affirmation statements for teachers
- Generate messages/talking points/sound bites for legislators – through FCCLA members? Through letters & emails to appropriate legislators (education committee), government employee?
- Develop monthly messages to share – social media, e-blasts, websites
- Other? \_\_\_\_\_



**FORM A PLAN (WHO, WHAT, WHEN, WHERE, HOW, COST, RESOURCES, AND EVALUATION)**

Select 1-3 goals to implement in the upcoming year

<i>Goal</i>	<i>Who – lead</i>	<i>What – measurable</i>	<i>Where/How</i>	<i>Cost/Resources</i>	<i>Evaluation</i>



**ACT**

Carry out 1-3 goals by November 2019 – keep track of who participates, costs, ideas for the next time



**FOLLOW UP / EVALUATION**

<https://www.aafcs.org/sayyes/partnership/partnership-sac>

- Collect numbers of people participating in state Say Yes to FCS activities
- Illustrate objects (letters, lessons, posters, affirmations) created, distributed, used
- Identify alliances/partners engaged
- Demonstrate change in candidate numbers in college programs