

PAFCS Strategic Plan 2026-2027

Mission

PAFCS supports and promotes the importance of Family and Consumer Sciences across Pennsylvania through education, advocacy, research, leadership, and service in our field.

Vision 2026-2027

PAFCS seeks to build connections among Family and Consumer Sciences professionals, students, and communities in Pennsylvania. During 2026-2027, PAFCS will focus on strengthening membership, improving communication, supporting professional development, advocating for family and consumer sciences education, and ensuring responsible stewardship of association resources to support long-term financial health and member engagement.

Core Values

- Connection
- Collaboration
- Leadership
- Advocacy
- Professional Excellence
- Inclusion and Belonging
- Innovation and Creativity
- Stewardship and Service

Strategic Priority #1: Membership Growth and Engagement

Objectives:

- Develop recruitment, retention, and recognition campaigns that include an onboarding process for new members and communication with current and previous members.
- Encourage members to get involved in leadership roles and educational research.
- Train PAFCS leadership, future leaders, and members about roles and opportunities.
- Foster mentoring relationships with PAFCS among members and students.

Lead Roles:

President Elect (Lead), Membership Chairs, Student Unit Advisor, HUGS Coordinator, Nominating Committee, Awards Chair, Scholarship Chair, and Executive Committee.

*Executive Committee includes President, President Elect, Area Vice Presidents, Executive Director, Assistant Executive Director, Treasurer, Secretary, Immediate Past President and Parliamentarian.

Success Indicators:

- Increase membership by 10%
- Develop onboarding materials
- Recruit members for leadership roles
- Establish mentoring program
- Make membership connections quarterly

Strategic Priority #2: Effective Communication Methods

Objectives:

- Establish effective modes of communication to members using email distributions, meeting reminder emails, a meeting and event calendar (GoogleCalendar), monthly newsletters, social media, and timely meeting minutes and announcements.
- Organize association information on the PAFCS website and PAFCS Google Drive.
- Implement a social media strategy for communication, advocacy, and recognition of members and profession.

Lead Roles:

Executive Director (Lead), Assistant Executive Director, Secretary, President, Vice President for Internal Relations, Vice President for External Relations, Public Relations Chair.

Success Indicators:

- Monthly newsletter published
- Website updated monthly
- Meeting calendar updated as meeting dates change
- Google Drive files organized and archived for more efficient access
- Meeting Email Reminders scheduled/delivered two days before meeting
- Meeting minutes posted within 14 days
- Social media announcements bi-monthly and timely announcements

Strategic Priority #3: Professional Development Opportunities

Objectives:

- Plan local district gatherings and professional development opportunities in lieu of the Regional Membership Meetings in 2027.
- Encourage members to participate in our *Golden Year* by attending the AAFCS Fall Leadership Summit 2026 and Annual Conference 2027 in Pittsburgh, PA.
- Announce national, state, and local events, webinars, professional development activities, award opportunities, and messages to members in a timely manner.

Leadership: Area Vice Presidents (Lead), Professional Development Chair, District Chairs, VP of Internal Relations, Student Unit Chair, President Elect, President.

Success Indicators:

- District gatherings are offered twice in each PAFCS Regional Area.
- Increased member participation in district, state, and national professional development activities, including students, emerging professionals, potential members, and future leaders.
- Strong member representation at the AAFCS Fall Leadership Summit 2026 and Annual Conference 2027.

Strategic Priority #4: Advocacy and Public Awareness

Objectives:

- Participate in the AAFCS advocacy grant meetings, campaigns, and efforts.
- Advocate to schools, policymakers, and partners about the importance of family and consumer sciences education and the FCS profession.
- Highlight FCS success and member accomplishments to public outlets, social media, external stakeholders, and potential new collaborators.
- Utilize advocacy materials to educate the community, new professionals, and others about family and consumer sciences and FCS resources in Pennsylvania, Northeast Network, and nationally.

Leadership: VP of External Relations (Lead), President, President Elect, Advocacy Grant Committee Members, Executive Committee, Cooperative Relations Chair, Public Policy Chair, and Public Relations Chair.

Success Indicators:

- Participation in AAFCS advocacy grant activities and campaigns.
- Regular communication of advocacy resources and opportunities to members.
- Increased visibility of Family and Consumer Sciences through social media and public outreach.
- Ongoing recognition of member accomplishments and FCS success stories.
- Strengthened partnerships supporting Family and Consumer Sciences education.

Strategic Priority #5: Responsible Financial Stewardship

Objectives:

- Maintain a balanced budget while continuing to build financial reserves for the Association.
- Explore new opportunities and utilize current grants that focus on advocacy, professional development, and mentoring initiatives.
- Support members in attending the AAFCS Fall Leadership Summit 2026 and Annual Conference 2027 in Pittsburgh, PA.

Leadership: Treasurer (Lead), Finance Committee, President, Executive Director, President Elect, Immediate Past President.

Success Indicators:

- Balanced budget and financial reserves maintained throughout 2026-2027.
- Current grants are utilized to support strategic initiatives.
- Financial support opportunities promoted to members.
- PAFCS members participate in the AAFCS Fall Leadership Summit 2026 and Annual Conference 2027.
- Financial decisions align with the mission and strategic priorities of the Association.