

# IN THE KNOW

THE OFFICIAL NEWSLETTER OF THE AAFCS STUDENT UNIT

## Family & Consumer Sciences Brand

by **Kyley Brooks, Chair**

Those of you who attended the AAFCS Annual Conference in Phoenix this year were able to see the unveiling of the new Family and Consumer Sciences Brand.

It was certainly an exciting time and marks the beginning of a new era for AAFCS and the Family and Consumer Sciences field. The Family and Consumer Sciences Brand is the product of much hard work and dedication by the Family and Consumer Sciences Alliance.

This alliance is composed of 11 Family and Consumer Sciences organizations that are working diligently to promote Family and Consumer Sciences to the public. We want individuals to understand and recognize the value of our field to society.

Begin promoting the FCS brand today and show individuals that we research and teach essential skills to families and communities! To download the FCS Brand logo, go to [www.aafcs.org/aboutus/FCSbrand.asp](http://www.aafcs.org/aboutus/FCSbrand.asp). Please read the information about acceptable

uses of the logo without needing to seek permission from AAFCS.

The image below is available as a temporary tattoo! Order from AAFCS in quantities of 25 for \$15. Great for chapter meetings and events! Visit the AAFCS Store for more items!

[www.aafcs.org/Resources/Store.asp](http://www.aafcs.org/Resources/Store.asp)



### AAFCS Student Unit Video Competition!

The submission process will be run through an external app and **more info will be available on the Facebook page by December 15th.**

The AAFCS Student Unit wants to hear from you! We feel this video competition will help create excitement about Annual Conference, help Student Units across the nation get ideas about chapter activities and events, and help individuals see how AAFCS truly benefits students throughout the nation.

#### Rules/Reminders:

1. Time: Please keep the video between one minute and 2 minutes.
2. Keep the video professionally fun! (We want you to have fun! Any inappropriate videos will be removed from the competition page immediately.)
3. Please talk clearly, have limited background noise, and use the best video quality you can.
4. Awards will be based on the number of "Likes" the winning videos receive.

#### Awards:

**1st Place:** Complimentary Student Registration to the AAFCS 103rd Annual Conference in Indianapolis, Indiana June 2012! (\$99 Value)  
**2nd & 3rd Place:** Complimentary Student Pacesetter Dinner Ticket at the AAFCS Annual Conference! (\$35 value each)

# STUDENT UNIT MEMBER OPPORTUNITIES

## Questions:

1. What are you most excited about for the 2012 Annual Conference?
2. How did you first become involved with AAFCS?
3. What are some great activities that your Student Unit has done this year?
4. If you have attended the Annual Conference in the past, what did you find most enjoyable about attending?
5. What are some of the benefits you have gained through membership with AAFCS?
6. Why would you encourage students to get involved in AAFCS and the Student Unit?
7. What value does AAFCS create for you?
8. Why are you passionate about Family and Consumer Sciences?

## AAFCS 2012 103<sup>rd</sup> Annual Conference & Expo

by Erik Scearce, Secretary

The sun is shining bright and the beaches are packed. Summer time is a beautiful time of year. However, there is another reason to celebrate the coming of summer -- the AAFCS Annual Conference and Expo is here! This coming

summer, 2012, the Annual Conference and Expo is being held in the good ole' Hoosier state. Indianapolis, Indiana welcomes AAFCS professionals and college students from all over the nation!

Indiana is rich in its history since it officially entered the union on Dec. 11, 1816. Indiana is well known for its agriculture and most notable its corn production. Indiana is also the home of racing including some of the most well known racing events in the world including the Indy 500 and the Brickyard 400. Indiana is also nicknamed the "Mother of Vice Presidents" as five elected Vice Presidents have come from Indiana including Schuyler Colfax, Thomas A. Hendricks, Charles W. Fairbanks, Thomas Marshall and Dan Quayle."

- o The 103<sup>rd</sup> AAFCS Annual Conference and Expo will be held June 24-27, 2012.
- o The theme for 2012 is "Connecting Professionals: Leadership in Action."
- o Information about speakers and

sessions has not been posted at this time, but is coming soon!

- o Student Unit members registration cost is \$99.00, but there are some opportunities to win free registration throughout the year including the Student Unit Video Competition!

Start preparing today to attend the 2012 Annual Conference and Expo! The national officers can't wait to see you there!



## **Communities in AAFCS**

**by Catherine Sustersic, Vice Chair of Service & Outreach**

Most AAFCS members have heard of Communities, but I'm sure many members have been wondering just exactly what they are. Well, AAFCS online Communities are a great way to get connected to peers on topics that matter to you the most!

Using the link located at [www.aafcs.org/membership/communities.asp](http://www.aafcs.org/membership/communities.asp) and logging on with your AAFCS username, you will find tons of different Communities for any AAFCS member to join, such as Conference Connection, Community of Extension and Building Leadership Capacity in AAFCS and many more.

There are topics that would interest any AAFCS member! And, if there's a topic that you can think of that is not already featured in a Community, members can even work together to start their own Community. Click on the title of any Community and you'll be brought to the home page for that Community. There, you can read the Statement of Purpose and, if you'd like to join the Community, click "join the group" where it appears near the center of the screen. In these Communities, you can network with professionals around the country, discuss the topics that mean the most to you,

and build leadership skills by leading online discussions. The discussions resemble threads, so a member will start a discussion and then other members will add to the discussions, and are even able to include presentation, documents and Wiki pages. AAFCS Communities have something for every member and are a terrific way to get involved!

## **Navigating the Online AAFCS Portal**

**by Bethany Seifert, Second-Vice Chair**

Have you logged into the online AAFCS portal lately? If not, you are missing out. Visit [www.aafcs.org](http://www.aafcs.org), under the membership tab you will find the web portal link.

Does your SU have a fundraiser or activity coming up? Not quite sure how to advertise? Check out the PR/Media Tool Kit. This is the location for press release procedures, photo releases, interview preparation tips, as well as tips on how to relate to the media. Sample paperwork can help guide your student group through the process of public relations to make your event an outstanding success.

The Communities aspect of the portal allows you to connect with other professionals to share ideas and thoughts for a specific

area of FCS. It can be an excellent way to narrow your focus and expertise within AAFCS. Get to know FCS professionals that are passionate about the same initiatives and areas of study that you are.

Branding an organization is vital to public relations and growth. Therefore, the Branding Tool Kit gives you the information necessary to better understand AAFCS and how that information relates to your own SU. Having cohesiveness across the nation amongst our state affiliates and local affiliate chapters allows AAFCS to be more empowered. We will also be able to band together and be more effective in our vision of bringing people together to improve lives.

Do not miss out on these excellent resources. Visit the AAFCS website today and log into the web portal.

## **“Professional” Development for You!**

**by Sherry Rooks, First Vice Chair**

Professional development is one of the many different things that the American Association of Family and Consumer Sciences has to offer. As a student, you are eligible for the same opportunities AAFCS offers its professional members!

**What exactly is professional development for students?**

Professional development is a beneficial method of gaining both the hours needed and the experiences to better further yourself in both your future career as well as your current position of being a student now.

AAFCS has many different ways to gain professional development including: on-site events, webinars and AIM (Association Involvement and More) Students are always able to look on the website and view these archived webinars. These are great ways to increase your knowledge and be better prepared for the future.

The goal of AAFCS is to help students to be the best they can be through providing valuable insights and resources: In doing so the Student Unit of today will be the leaders of tomorrow in the Family and Consumer Sciences field. All of these resources are at the fingertips of all student members. So, visit [www.aafcs.org](http://www.aafcs.org) today and check out the many different subject matters that pertain to you a member of the American Association of Family and Consumer Sciences. As a well respected member of the FCS family AAFCS is now offering both online events and virtual seminars to meet your professional development needs.

On-Site Events include our Annual Conference and Expo as well as the annual Leadership Conference.

Webinars are New Experiences in Training-NEXT. These include a wide variety of training activities from research to best practices in the FCS content areas.

AIM (Association Involvement and More) Sessions include association initiatives, governance, and education about various AAFCS programs.

For questions about any of the Professional Development Center programs, please email Daila Boufford, AAFCS director of professional development and research, at [webinars@aafcs.org](mailto:webinars@aafcs.org).

**Tell us about it!** We'd love to hear from you about your professional development journey as a student! What types of webinars would you like to see offered? Other students and professionals will benefit from your feedback as well.

## Students Committed Toward Change

**by Brittany Irene Trotter, Chair-Elect**

Margaret Mead once said, *"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*

With this quote in mind, consider your campus student unit. What has your student unit done or have planned for this year? Oftentimes, it may seem that as students our efforts are minimal, but to create any change in the world action must take place. It does not matter if your Student unit is large or small;

everyone can reach out to those in need.

With the holidays approaching, there are numerous ways for your student unit to reach out now to others and bring hope to the hopeless.

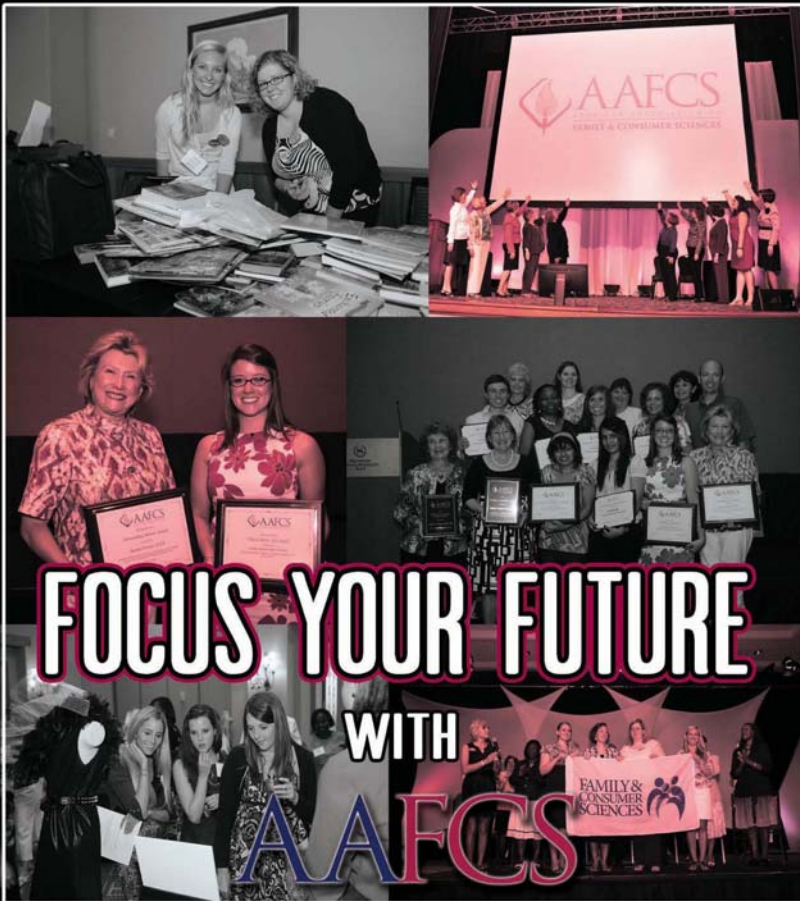
My student unit chapter at the University of Georgia has set the initiative this year to be committed towards change. We have realized the need for a positive change in our community so we have been looking for opportunities to take action.

Some of the activities that we have promoted within our chapter have included: donating school supplies for underprivileged children in local elementary schools, making candy bags for the Boys & Girls Club at Halloween, hosting a tailgate at a football game for FCS alumni, collecting can foods for a local food pantry, and gathering winter clothing for a homeless shelter. Whether your chapter does community service projects similar to these or other activities, the purpose is to get involved. Any event that is promoted amongst members will provide all who partake with personal growth and leadership development. So in the process of giving to others and being proactive, an individual gains as well. Also, by participating in any outreach event your chapter is able to promote FCS.

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Regardless of what your student unit does, the importance is to get involved. Become committed towards change, become proactive towards promoting FCS, and always remember that change starts with a small group of thoughtful, committed people.

Thoughtful, committed students = thoughtful, committed AAFCS members = **thoughtful, committed you!**



**National Leadership Positions**  
**Mentoring and Networking with current Professionals**  
**Awards, Grants, Fellowships, and Scholarships**  
**Discounts on annual conference and more**  
**Students in all FCS Majors and Related fields welcome**  
**Annual Membership \$5 Per Month**

[www.aafcs.org/membership/students/asp](http://www.aafcs.org/membership/students/asp)



Have you downloaded and printed this FREE poster to promote the AAFCS Student Unit on your campus?

It's formatted to be printed in color on 11x17 paper. Post it! Share it! Help your FCS classmates Focus their Future with AAFCS!

[www.aafcs.org/Students/res/AAFCSStudentBrochure.pdf](http://www.aafcs.org/Students/res/AAFCSStudentBrochure.pdf)