

# THE FACS

CONNECTING PROFESSIONALS. TOUCHING LIVES.



## Membership Retention and Recruitment – Whose responsibility is it?



Susan Shockey,  
CFCS, CPPFE,  
President

**Happy New Year to All! I have an idea... Can we all make an AAFCS New Year's Resolution together to retain and recruit members?**

Now is the time for every member to take action. All AAFCS members have the essential knowledge and delivery system to strengthen our country. During this time of struggle, I ask that you hear my call to do something to assist with strengthening our membership in numbers.

This is a fabulous opportunity for the AAFCS membership to grow and maintain our network. Over the past two years, AAFCS Headquarters has received increased requests from reporters, government agencies, and local leaders for family and consumer sciences information. Individuals are seeking our assistance for essential life skills that will help people, families, and communities. These are exciting opportunities. We can provide leadership to address current concerns, such as family economics, food and nutrition (obesity), and family relations.

Now is the time that we have been waiting for to respond, show our

relevancy, and offer our best work. To be able to respond we need a diverse group of members located in all states of our country. It is our responsibility to take meaningful action and a perfect time to renew our commitment to AAFCS and ask a co-worker/friend to become a member.

Collectively we have decided as a group (AAFCS Board and Senate) to not increase dues. At the same time with the exceptional leadership of the AAFCS staff we have expanded our program offerings and given special discounts to members. We have been sensitive to the financial challenges of our members. This past year we established an Associate membership category to engage additional people who can benefit from our organization.

For AAFCS to be impactful we need to retain current members and aggressively recruit new members. We have chosen our career path in family and consumer sciences and have made a commitment to empowering indi-

viduals to improve their quality of life. Let us all work together to encourage family and consumer sciences professionals, associates, and businesses to join AAFCS and actively keep our commitment to others in the forefront as budgets are cut and fiscal decisions are made.

The AAFCS Membership Committee is working closely to develop a plan with the AAFCS Board, Carolyn Jackson, AAFCS executive director, and AAFCS staff. Having a national membership plan is important, but more importantly your efforts as an individual and a local affiliate are the most meaningful. At the local level and in the neighborhood, you can offer the special personal invitation to join AAFCS.

I encourage you in 2012 as an individual member or a local affiliate to take the responsibility of retaining and recruiting members and making this a personal priority. Being an AAFCS member has

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## Membership Retention and Recruitment

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had a great impact on my life, your life, and those with whom we are associated. Join me in working together to regain our strength in numbers.

For more information about membership categories, dues, and a membership application form visit [www.aafcs.org/Membership/Dues.asp](http://www.aafcs.org/Membership/Dues.asp).

Thank you for joining me in keeping this New Year's Resolution by working together to retain and recruit members. If it is to be, it is up to US.

Wishing you a Wonderful New Year!

## FCS Leader Insights

Interview with Caroline Croccoll, Assistant Director (Acting) - Institute of Youth, Family and Community USDA, National Institute of Food and Agriculture



**Did you have a mentor or someone who inspired you to work in the field of family and consumer sciences? If yes, please tell me more about that person.**

In the early 1990s, I had just finished my master's degree in counseling and human development and was excited about career opportunities. I was the spouse of a career Army Officer, and had moved a great

deal—always pulling up stakes and trying to settle the family in some new and unfamiliar place. It was very difficult to have any kind of a career, because of the constant moves. People just did not want to hire someone who was so transient. That was the thinking at that time. We moved to Texas while my husband was working on his Ph.D. at Texas A&M University. After months of seeking viable employment related to my field, someone suggested I try the Extension Service. This was the first time I had heard of Extension. I applied for a position with Texas Extension to work on a military family program grant they had received, and this was my first introduction to Extension and to family and consumer sciences. Under the mentorship of Nancy Granovsky and Sarah Anderson, I learned about the rich history of the FCS field and of Extension and grew to love the idea of prevention education and outreach at the community level. Because of the support and guidance of these wonderful mentors, I have achieved so much in my career—going on after my time in Texas to earn a Ph.D. I will be forever grateful to these outstanding women for their willingness to take a chance on me.

### What advice do you have for new professionals in family and consumer sciences?

I have read so much lately about how critical our sciences are to the challenges we face in society today. There are projected global shortages of FCS professionals well into the future and there is such a strong need for our knowledge and skills to help people navigate life. Regardless of where we do this work, as federal employees, in professional organizations, as teachers, or Extension educators we all promote essential living skills that are integral to our success as productive human beings. New professionals must recognize, pro-

mote, and inspire our field. This is a calling and can be such a rewarding life and career for new professionals.

### Please tell me about your responsibilities as the assistant director for the Institute of Youth, Family and Community at USDA, NIFA.

In this position, I oversee the administration of the IYFC and work with the three divisions and directors that fall within the scope of the IYFC at the National Institute of Food and Agriculture (NIFA) USDA—the Division of Family and Consumer Sciences, the Division of Youth and 4-H and the Division of Community and Education. My primary role is to provide administrative and budgetary oversight and leadership to the IYFC as a whole. I am also responsible for representing USDA NIFA in very high level partnerships and meetings providing human sciences expertise internally at USDA and externally with federal, national and international organizations.

### As a member of the Family & Consumer Sciences Brand Steering Committee, how is your organization using the brand to create awareness for FCS?

We have shared the process and resources with the entire Land-Grant University and Extension System—over 100 universities and thousands of county-level Extension educators. We will hold webinars for our partnership on branding and creating awareness, and I have been asked to speak at various venues on both process and resources. Also, I have a brand sticker on my car!

### For the full interview, visit [www.aafcs.org/Membership/FCSLeaderInsights.asp](http://www.aafcs.org/Membership/FCSLeaderInsights.asp).

## Nominate Your Peers for AAFCS Leadership!

The AAFCS Nominating Committee is actively seeking members who wish to serve on the Board of Directors or on the Nominating Committee. The positions for the January 2013 election are:

President-Elect 2013-2014  
Director-at-Large 2013-2015  
Director-at-Large 2013-2016

### Additional National Leadership Positions:

Nominating Committee 2013-2015 (one position for former Board member and one position for Active, Ellen Richards Sustaining, New Professional, or Emeritus members)

If you would like to be a candidate, please complete the form at [www.aafcs.org/res/2012/AAFCS\\_Short\\_Nomination\\_Form\\_2013\\_Elections.doc](http://www.aafcs.org/res/2012/AAFCS_Short_Nomination_Form_2013_Elections.doc).

## Call for 2012-13 Committee Nominations

By Sue Buck, CFCS, AAFCS President-Elect

Strong committees enable AAFCS to be strong in carrying out the mission of the Association. It is important to have talented and dedicated members serving on these various committees. I am asking affiliate leaders to nominate colleagues from your affiliate who would use their skills in helping to move the work of our organization

forward. Your insights and recommendations are critical in developing such a pool of FCS professionals to appoint to these committees.

The nomination form can be accessed at [www.aafcs.org/res/2012/AAFCS\\_2012\\_COMMITTEE\\_SERVICE\\_FORM.doc](http://www.aafcs.org/res/2012/AAFCS_2012_COMMITTEE_SERVICE_FORM.doc). I would like to receive all forms by

**March 1, 2012.** If you have any questions, please contact me at:

Sue Buck  
137 Delzell Hall, UWSP  
910 Fremont Street  
Stevens Point, WI 54481  
715.342.5314  
[sue.buck@uwex.uwc.edu](mailto:sue.buck@uwex.uwc.edu)

## 2012 Election Ballot

### PRESIDENT-ELECT (1 position)

Peggy Wild, CFCS  
Kay Wilder, CFCS

### DIRECTOR-AT-LARGE (1 position)

Shirley Hymon-Parker  
Margaret Viebrock, CFCS

### NOMINATING COMMITTEE MEMBER (2 positions)

Donna Graham  
Jacqueline Holland, CFCS  
Jacquelyn Ogden  
Sharon Turini-Kent

The 2012 Election will take place online in January 2012. For members who do not have Internet access but wish to participate, please contact the governance manager, Roxana Marissa Ayona, at headquarters to have a paper ballot sent to you. AAFCS, 400 N. Columbus St., #202, Alexandria, VA 22314, phone 703-706-4608.



*Candidates for an AAFCS Office shall be elected on the basis of their biographies and vision statement and not by campaigning. No campaigning\* can be done by any candidate, affiliate, community or any other entity. Should any campaigning take place it could result in the candidate being taken off the ballot.*

*\*Campaigning is to distribute information on behalf of a candidate that encourages members to vote for a specific candidate."*

## Parliamentary Pointers: 11th Edition of Robert's Rules of Order

By Janice Strand, Professional Registered Parliamentarian and Past Chair, AAFCS Bylaws and Policy & Procedure Committee

The 2011 edition of *Robert's Rules of Order Newly Revised* was released on September 23, 2011, during the biennial convention of the National Association of Parliamentarians. The authorship team of this edition includes Henry M. Robert, III; William J. Evans; Daniel H. Honemann; and Thomas J. Balch. Daniel E. Seabold and Shmuel Gerber were assistants. This edition was published by Da Capo Press, a member of the Perseus Books Group.

Present at the September 23 event were the members of the Robert's Rules Association; the trustees of the Association are direct descendants of Henry M. Robert. Henry M. Robert, III, who is the grandson of the original author, spoke to the gathering; other trustees were introduced. Martyn Robert Redgrave, a great-grandson of the original author, also spoke.

The new edition uses language that more closely relates to the meaning of various motions. The incidental motion, Point of Information, has been changed to Request for Information. The Point of Information was so often misused to give information so it was wise to change it. The intent has always been that the maker

is requesting information from the presider; the presider can request that another member answer the request. (Pages 294-295 in the 2011 edition)

Another change is the use of "Is there any debate?" as a less formal alternative to "Are you ready for the question?" When the latter comment was used, members often shouted "Question" when the correct motion would be "I move the Previous Question." The use of "Is there any debate?" is used when the motion before the organization is a debatable motion. (Pages 38, 44, 120, and 386 in the 2011 edition)

Additional changes will be covered in later columns. In the meantime, check out the store on the website of the National Association of Parliamentarians ([www.parliamentarians.org](http://www.parliamentarians.org)) and purchase your copy of the 2011 *Robert's Rules of Order Newly Revised* or the 2011 edition of *Robert's Rules of Order Newly Revised, In Brief*.

## Free FCSRJ Articles Online from Special Tech Issue: Jan. 11 - Feb. 28



A major vehicle for the dissemination of new research, the *Family & Consumer Sciences Research Journal (FCSRJ)* covers the richness, diversity and interdisciplinarity that

characterize family and consumer sciences today. From consumerism, human development, and family studies to housing, technology, nutrition, and textiles, the *FCSRJ* keeps you up-to-date on this complex and vital field. Plus, AAFCS members can subscribe for only \$30 per year, a fraction of the regular price!

Here is a list of the free articles (titles are links) from "Influence of Technology on Individuals and Families":

### Guest Editors' Note

[Variation in Parent Use of Information and Communications Technology: Does Quantity Matter?](#)

[Couples and Computer-Mediated Communication: A Closer Look at the Affordances and Use of the Channel](#)

[SketchUp™: A Technology Tool to Facilitate Intergenerational Family Relationships for Children with Autism Spectrum Disorders \(ASD\)](#)

[iFamily: Internet and Social Media Technology in the Family Context](#)

[Self-Service Technology Users and Their Causal Attributions for Service Outcomes](#)

[Toward a Digital Goods Consumer Competence Index: An Exploratory Study](#)

To learn more about the *FCSRJ*, visit [www.aafcs.org/Resources/Research.asp](http://www.aafcs.org/Resources/Research.asp) or [http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1552-3934](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1552-3934).

## Honor Our 2012 DSA Recipients!

Our 2012 Distinguished Service Award recipients have a collective membership of 114 years; as significant as that figure is, it is outshined by the impact they've made through their careers and volunteer work. Each of these incredible women has played a role in advancing the family and consumer sciences profession for all of us.

We are honored they have chosen to make AAFCS a part of their lives, and look forward to celebrating their accomplishments in person at the 2012 Annual Conference & Expo in Indianapolis in June.



**Roma Jean Bradburn** - nominated by the Indiana Affiliate of AAFCS



**Sharon Nickols** - nominated by the Georgia Affiliate of AAFCS



**Rosa Purcell** - nominated by AAFCS members of the National Coalition for Black Development in Family & Consumer Sciences

Learn more about their achievements online at [www.aafcs.org/Recognition/dsa.asp](http://www.aafcs.org/Recognition/dsa.asp), and in the next issue of the *Journal of Family & Consumer Sciences*.

**What can you do now?** Get started early and submit a letter in honor of any or all of the honorees by May 10, 2012! Send your letter to AAFCS DSA at 400 N. Columbus St., Ste. 202, Alexandria, VA 22314. It will be included in the Book of Letters presented to each awardee.

Also, your gift to the AAFCS DSA Campaign supports programs and services that enable AAFCS members to grow and accomplish more, both personally and professionally! **Make your gift by April 30, 2012, to be included in the Honor Roll of Donors for 2011-2012!**

## REGISTER FOR INDY IN MID-JANUARY!



American Association of Family & Consumer Sciences  
**103RD ANNUAL CONFERENCE & EXPO**

**Main Conference:** June 24 - 27, 2012  
Indianapolis Marriott Downtown  
Indianapolis, Indiana

- Learn from renowned keynote speakers: **Dr. Gary Bradt**, author, clinical psychologist, leadership consultant, C-Suite executive coach and speaker, and **Cassandra E. McConnell, JD**, deputy assistant director, Office of Financial Education, Consumer Financial Protection Bureau.
- **Collaborate with colleagues across all areas of family and consumer sciences** on leadership topics to advance your career and help individuals, families, and communities.
- And, choose from **over 70 peer-reviewed educational sessions**, super seminars, plus many other special events and sessions!

**VISIT [WWW.AAFCS.ORG](http://WWW.AAFCS.ORG) AND FOLLOW US ON FACEBOOK FOR UPDATES.**

# Announcements

## Call for Centennial Items

By Roma Jean Bradburn, Leader, Community of History and Archives

A committee has been formed to collect and process centennial materials to be placed in the AAFCS Archives at Cornell University. We are asking each affiliate to contribute records of centennial activities. Guidelines from Eileen Keating, archivist at Cornell, and a suggested listing of items to submit are available at [www.aafcs.org/res/2011/AAFCS\\_Archiving\\_Document\\_Oct\\_2011.pdf](http://www.aafcs.org/res/2011/AAFCS_Archiving_Document_Oct_2011.pdf). Included are specific guidelines as determined by the committee. If needed, a PDF file can be sent to you by Roma Jean Bradburn at [rbradburn43@gmail.com](mailto:rbradburn43@gmail.com).

These materials should be collected and sent in acid free file folders labeled with affiliate name and contents (use #2 pencil for labeling) and an itemized listing of materials sent by **February 15, 2012**, to American Association of Family & Consumer Sciences, Attn: Centennial Archives Committee, 400 N. Columbus Street, Suite 202, Alexandria, VA 22314.

The committee members are Carolyn Jackson, AAFCS executive director; Sue Byrd, AAFCS past president; Jenny Schroeder, AAFCS Board member; and Roma Jean Bradburn, leader, Community of History and Archives. Questions may be directed to Roma Jean through email or by calling 317-845-5553.

## Apply for the AAFCS Leadership Academy

The AAFCS Community on Building Leadership Capacity is pleased to offer the inaugural Leadership Academy!

June 2013 (one and a half days prior to the Houston AAFCS Annual Conference)

Applications will be accepted after the Indianapolis Annual Conference in 2012. The Academy will target young professionals who wish to design their own leadership plan in order to secure their preferred future. Seasoned professionals will offer mentoring, within an interactive learning environment using the latest technologies. Face-to-face and distance learning sessions will be offered throughout the year. Encourage colleagues (who are AAFCS members) in the first 1-5 years post-bachelor's degree from your state to apply!

Sign up today for the AAFCS Community on Building Leadership Capacity to learn more details and stay tuned for future announcements. Members can sign in to access Communities at <http://webportal.aafcs.org:8080/default.aspx>. For any questions, contact Carolyn Barnhart at [barnhartc@uwstout.edu](mailto:barnhartc@uwstout.edu) or Sue Byrd at [sbyrd@utm.edu](mailto:sbyrd@utm.edu).

## Call for Community of Family Economics and Resource Management Education Award Nominations

The AAFCS Community of Family Economics and Resource Management (FERM) is accepting nominations for its 2012 FERM Education Award. This award recognizes an individual or team who has made a contribution to individuals, families, and communities through exceptional educational programming in family economics and/or resource management. This covers a variety of programs – curriculum for instruction in public schools, colleges, or universities; outreach education including Ex-

tension and community programs; or electronic or web-based programs.

The Award recipient(s) receive a \$1000 total cash award and a certificate. The recipient(s) must attend the AAFCS Annual Conference for the presentation. No travel allowance is provided. The recipient(s) will make a presentation about the award-winning program during the Annual Conference. Recipient(s) will be notified prior to Annual Conference Early-Bird Registration deadline. The 2012 AAFCS Annual Meeting will be in Indianapolis, IN, on June 24 to 27, 2012.

Nominees MUST be members of AAFCS and the FERM Community and have not received the award previously. If not currently a member of the FERM Community, you must have joined online at <http://webportal.aafcs.org:8080/default.aspx> before sending in your entry. Nominations can come from any component of AAFCS, its affiliates, or an educational institution employing the nominee(s). For full details, visit the FERM Community page at <http://webportal.aafcs.org:8080/default.aspx>.

## Nominations should be submitted electronically by 5 p.m. CST January 27, 2012.

## New Community Approved!

During the October 2011 Board meeting, Bev Card, CFCS, moved for the Community Coordinating Team: "I move that the Family and Consumer Sciences Effectiveness Task Force be approved as the Family and Consumer Sciences Secondary Education Effectiveness Community." The motion passed unanimously.

# Call for Public Policy Award Nominations

By Ida Marie Snorteland, AAFCS Public Policy Committee Member

Through public policy awards, we recognize those who are helping to address important family and community issues. As you plan your year-end giving, please keep in mind the three AAFCS public policy awards:

- Chalkley-Fenn Public Visiting Scholar Award
- 21st Century Community Champion Award
- Friend of the Family Award

All of these awards need additional funds in order to be self-sufficient. Now is the time to continue the awards program for AAFCS. Your gift will advance AAFCS's civic engagement efforts.

Mail your gift to the Chalkley-Fenn Fund, c/o AAFCS, PO Box 79377, Baltimore, MD 21279 or donate online and designate the fund of your choice in the comments section ([www.aafcs.org/Membership/Donate.asp](http://www.aafcs.org/Membership/Donate.asp)).

Nominations for the awards are due in **January 17, 2012**. Visit [www.aafcs.org/Advocacy/Awards.asp](http://www.aafcs.org/Advocacy/Awards.asp) for more information and updates!

# Congratulations, Newly Certified Professionals!

All of the professionals listed below have passed one of AAFCS's professional competency exams, paid a fee, agreed to abide by the AAFCS Professional Code of Ethics, and committed to completing 75 professional development units during a three-year period.

## Sept. 1 - Dec. 16, 2011

Axton Betz, CPFFE  
Ashley M. Cox, CFCS-HDFS  
Rosalind C. Cutchins, CFCS-HDFS  
Kimberlee Davis, CPFFE  
Marcia K. Fouraker, CFCS  
Amber R. Ham, CFCS-HNFS  
Carol H. Harper, CFCS  
Teresa E. Hollarn, CFCS  
Sheila J. Hooten, CFCS  
Karen L. Jones, CFCS-HDFS  
Sarah E. Jordan, CFCS  
Joan Koonce, CPFFE  
An T. Major, CFCS-HDFS  
Sarah Morgan Pope, CFCS  
Susan Shockey, CPFFE  
Linda L. Tucker, CFCS, CPFFE  
Shannon C. Veasey, CFCS-HDFS

## Special AAFCS Webinar Promotion for Winter Break!

Buy 3 2011 fall archived webinars and receive 1 complimentary 2012 spring webinar!

(Offer valid through January 15, 2012)

## 2012 Spring Webinars

- Nutrition and Hydration for Physical Performance: Guidelines for Teens and Adults
- Broken Promises: 10 Strategies to Achieve Financial Security When Benefits Are Reduced
- Why Group Work Does Not Work
- Business Finesse: Strategies for Career and Entrepreneurial Success
- Field Research: How to Ensure a Successful Result
- Teaching Skills for Today's Inclusive Classroom: How to Help Students with Developmental Disabilities Succeed
- Critical Personal and Professional Advocacy Skills
- Service-Learning: How To Engage Students and Maximize Learning
- 2-part program: An Ounce of Prevention: Complete Curriculum on Preconception Issues for Teens and Young Adults
- Beyond PowerPoint—New, Free Web 2.0 Technology for the FCS Classroom

[www.aafcs.org/DevelopmentCenter/webinars.asp](http://www.aafcs.org/DevelopmentCenter/webinars.asp)

## 2012 AAFCS Award, Fellowship, Scholarship, and Grant Opportunities

- Excellence in Extension Award
- Ruth O'Brien Project Grant
- Centennial Scholars Research Grant
- Graduate Fellowships
- National Undergraduate Scholarship
- National Teacher of the Year Award Leaders Award
- New Achievers Award

**Apply by January 17, 2012. For guidelines and forms, visit [www.aafcs.org/Recognition!](http://www.aafcs.org/Recognition!)**

## AAFCS Calendar of Events

- January 15, 2012** Last day to take advantage of AAFCS webinar promotion (buy 3 archived webinars, get 1 spring webinar free)
- January 15, 2012** Small Steps to Health and Wealth™ Online Challenge begins
- January 17, 2012** Nominations and applications due for AAFCS awards, grants, fellowships, and scholarships  
Nominations due for AAFCS public policy awards
- Mid-January 2012** Registration opens for AAFCS 103rd Annual Conference  
[www.aafcs.org/meetings/12](http://www.aafcs.org/meetings/12)
- January 23, 2012** Proposals due for Preister National Extension Health Conference - [www.preisterconference.org](http://www.preisterconference.org)
- January 26, 2012** AAFCS Webinar: “Nutrition and Hydration for Physical Performance: Guidelines for Teens and Adults”  
[www.aafcs.org/DevelopmentCenter/Webinars.asp](http://www.aafcs.org/DevelopmentCenter/Webinars.asp)
- February 1, 2012** AAFCS Student Unit Video Competition submissions due

## The FACS

*The FACS* is the quarterly newsletter for members of AAFCS. Photos and articles from and about members are welcome.

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The American Association of Family & Consumer Sciences (AAFCS) is the only professional association that provides leadership and support to family and consumer sciences students and professionals from both multiple practice settings and content areas.



*Address service requested*

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