

The MINT

Membership Information Network Tipsheet

A Quarterly Publication of the
AAFCS National Membership Committee

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*Conference Registration
now open! Member
discount extended to all in
celebration of our 100 years!*

Message from the Chair

Affiliates Key to Success in Knoxville, Beyond

By Jackie Ogden, Georgia AFCS
AAFCS Membership Committee Chair



The AAFCS Membership Committee would like to extend thanks to you for your professional dedication, support and AAFCS membership recruitment during 2008. As an affiliate leader, the AAFCS legacy will continue as you lead by example and inspire others to become involved in AAFCS, especially during this CENTENNIAL year of celebration!

The AAFCS website at www.aafcs.org is available to affiliates to showcase your annual meetings to your membership. Email Sophy Mott at smott@aaafcs.org with your affiliate's annual meeting information to add to the upcoming events calendar; this is an opportunity to reach the affiliate members and FCS professionals (potential members!) in your region.

AAFCS membership staff has completed a national inventory of AAFCS members whose membership has lapsed to provide affiliates with the opportunity to reconnect and rekindle their involvement in the national association and their affiliate. Contact Gwynn Mason at AAFCS headquarters at 800-424-8080 or email her at gmason@aaafcs.org to obtain an affiliate list of lapsed members. Gwynn also has additional support materials to assist your affiliate in promoting the AAFCS Annual Conference & Expo in Knoxville, Tennessee, June 25- 28. The Membership Committee will host an orientation session for first-time attendees on Thursday, June 25th at 7:30 AM to share more about the educational opportunities available during the conference, to introduce AAFCS leaders and to encourage first-time attendees to network with one another.

The Membership Committee continues to collect information about the number of AAFCS student units across the nation, as well as, the name, email, address and phone number of the faculty advisor for each chapter. Currently we have 26 officers with the title of student unit advisor, chair or liaison recorded nationally, but we know there are more out there! Help us reach out and email all colleges, universities and contacts for your state to Sophy Mott at smott@aaafcs.org. The national Student Unit will continue to celebrate accomplishments of student units and their advisors at the Annual Conference. Thanks in advance for your affiliate's response to include all student units and advisors in your state in our national database.

Each issue of *The MINT* is provided to give state affiliates valuable information and promote communication to and from affiliate leaders. The Membership Committee encourages your affiliate to submit your success stories for membership promotion, recruitment and retention to the next issue of *The MINT*.

Affiliates, Development and the Centennial Campaign: A Winning Trio

By Kathy Norquist, Minnesota AFCS, AAFCS Development Committee Co-Chair

Each member of the AAFCS Development Committee has several affiliates to mentor in an effort to support and promote the Centennial Campaign at the affiliate level. I hope your affiliate has been contacted already by a member of the Development Committee. All affiliates will be contacted again this month to provide several key points regarding connection between the Centennial Campaign, affiliates and members.

For those of you who attended the Fall Leadership Conference in Indianapolis last October, I would like to express my thanks for being able to share with you some information on the four funds of the Centennial Campaign and some ways to put the WOW in your fundraising.

I would thank that group for the excellent ideas that were shared on what the dreams might be of accepting and utilizing the first grants of the Centennial Campaign, particularly the dream of being the first Chalkley-Fenn Scholar funded at \$10,000. These "dream ideas" are being incorporated into a presentation that will be available soon and will provide information and inspiration in support of the Centennial Campaign.

Thank you also for the generous onsite donations to the Young/Goebel Leadership Fund of the Centennial Campaign. This gathering of affiliate leaders at the Fall Leadership Conference is an example of the dream of leadership training that is already in place, but more connection and support is needed.

Be looking forward to a call or a contact from a Development

Committee member regarding the Centennial Campaign very soon. And, be thinking of your questions, ideas and concerns.

This is an awesome and exciting time for AAFCS, its leaders and members. I encourage you to visit www.aafcs.org/Centennial to take full advantage of all the resources available to you in your Centennial Celebration and development efforts!

Questions for the Development Committee? Contact Kathy Norquist at gknorquist@mywdo.com.



CTE Month Offers FCS a Chance to Shine

*By Jacqueline Holland, Maryland AFCS President-Elect
AAFCS Membership Committee*

Across the United States, February is designated Career and Technical Education Month. This is the time when CTE educators, namely, family and consumer sciences, business, engineering and technical academies can tout the rigorous programs of study that prepare youth and adults for successful careers. Whether we find ourselves in the community, on a college campus or public school, we can incorporate activities that celebrate FCS and what we do to prepare individuals and families to acquire skills for a lifetime. Consider the following activities to provide recognition to our organization in celebration of CTE Month.

- Engage in conversation with community clubs and organizations to make a presentation on the value of partnerships with FCS.
- Hold an essay contest on the topic of career preparation or another topic that ties in with CTE month.
- Have FCCLA, Future Teachers or collegiate AAFCS members plan an activity for an open house that would be attended by parents, students and the community.
- Obtain a proclamation from your state governor regarding CTE month to be featured in the school newspaper or showcase.
- Public schools can partner with post secondary institutions and training colleges to have campus visits and/or guest speakers visit the classroom.
- Feature CTE Month on your website.
- Provide job shadowing opportunities for students.
- Create a display in your institution or frequented community venue that would highlight CTE month, with the emphasis on family and consumer sciences.

All of the above suggestions not only create awareness but may also provide the impetus for increased membership in our organization.

For more information on CTE Month, visit the Association for Career and Technical Education at www.ACTEonline.org.



Stay connected! Take advantage of this FREE service and schedule your next affiliate officer call using one of AAFCS' conference lines. AAFCS has two lines available for affiliate use: one holds up to 8 callers, the other up to 16. Calls can be conducted after business hours and on the weekend! Call 1-800-424-8080 or email staff@aafcs.org to schedule.



Annual Conference: Benefits in Abundance

By Kathryn Callahan, CFCS,

Missouri AFCS, AAFCS Membership Committee Immediate Past Chair

With our exciting Centennial Celebration quickly approaching in Knoxville, Tennessee, we hope each of you has made plans to attend.

For those who haven't yet cleared their schedule, take a moment to revisit the positives about attending. It's all about the learning experience -- the exposure to new thoughts, ideas and maybe a culmination of the whole to make you a better person and a more sharply honed professional.

Below are just a few benefits you will gain from attending:

1) Exposure - this is a once-in-a-lifetime celebration for our profession and we want you to be a part of it. This is your chance to make history in the most prestigious association of professionals that supports individuals, families and communities.

2) Access - become involved in a community interest area that specifically addresses your interests. Broaden your knowledge regarding prominent developments and curriculum in specific areas by attending the ESAE Curriculum Showcase.

3) Education and Research - participate in oral, poster and creative exhibits. Featured speakers not only entertain but educate and motivate attendees on such topics as business ownership, sustaining ourselves for the future, individual rewards, recognitions

and honors. Further, attend "Research in Practice" Rounds on a wide variety of topics to keep you on the leading edge. View the research poster sessions to interact with the presenters and see how their research will advance our profession.

4) Expo - our professional trade show and its long-running exhibitors provide supplies, equipment and educational materials. This year will not disappoint you as we have a variety of booths of interest to all attendees.

5) Networking - come to conference to connect, cultivate, learn and grow by meeting new people and strengthening existing colleague relationships. Our employment board allows for postings of job announcements and resumes. If you are job seeking or interviewing for positions, annual conference provides you another opportunity to be successful, with plentiful opportunities to arrange interviews, meet support groups, foster references and receive feedback -- all key in helping you secure your next position.

6) Funding - participants will learn about grant opportunities and funding agencies, both private and public, that support training, research and other related professional activities.

7) Destination - each year AAFCS selects an exciting site that offers attendees the chance to visit a different part of the United States. Knoxville is a city rich in history, food, crafts and scenery! The TN Local Arrangements Committee has planned several educational excursions to broaden your knowledge and entertain you.

I urge all of you to come to Knoxville and join your colleagues as we celebrate AAFCS' 100th anniversary. *THIS CONFERENCE WILL NOT DISAPPOINT!*

When: June 25-28, 2009
(educational excursions and most business meetings June 24th)

Where: Knoxville, Tennessee

All registration info online at
<http://www.aafcs.org/meetings/09/index.html>

APU Business Meetings:

! Wednesday, June 24th, 6:30 – 9:00 PM

! Saturday, June 27th, 7:00 – 8:00 AM



Affiliate Conference Calls Offer Wealth of Ideas, Support

By Susan Shockey, Ph.D., CFCS, Ohio AFCS, AAFCS Director of Affiliates and Board Liaison to Membership Committee

Affiliate leaders were invited to participate in conference calls February 16th and 17th. Participation was amazing with more than 70 leaders participating from 45 affiliates. Leaders took turns sharing their Centennial activities – from farms days to trunk shows to glitzy galas, each affiliate's plans were equally impressive.

It was truly an "all hands on deck" round of meetings with AAFCS President Shelly Nickols-Richardson; President-Elect Marilyn Swierk, CFCS; APU Director-Elect Peggy Wild, CFCS; Membership Committee Chair Jackie Ogden; Vice-Chair Carolyn Barnhart, CFCS; Executive Director Carolyn W. Jackson, CFCS and other AAFCS staffers on-hand to share Annual Conference news as well as a new resource for members to use when working to secure or save their FCS secondary programs. Mary Rector, CFCS, APU recorder, provided her support on the calls minutes will be shared with all participants when compiled and reviewed.

AAFCS Headquarters Updates and More

➡ The Comnet telemarketing campaign to lapsed members began February 9th. To date, the calls have resulted in a conversion rate of 31%, meaning 31% of those contacted renewed via credit card or requested an invoice for payment by mail.

➡ **Email Campaign!** AAFCS strives to provide timely information to all our members. We do not have email addresses for close to 30% of our members. Encourage your affiliate members to provide their email address to AAFCS. Designated chapter officers can sign in to the AAFCS Member Web Portal, go to Affiliate Management/Affiliate Reports/AAFCS WEB Affiliate Member List and export their member list to Excel. Sorting by "email address" will allow you to see those missing email info. Know a willing volunteer? Call those members without email to see if they can obtain info to provide to AAFCS. Or, encourage members to sign into the AAFCS Web Portal themselves and update their contact info. For any questions on accessing the AAFCS Affiliate Management Portal, contact Sophy Mott at smott@AAFCS.org.



➡ The AAFCS Student Unit wants your student members! You know you have outstanding students and advisors in your affiliate; please encourage them to apply for a student unit award. Student members may also apply to be a 2009-2010 national officer. The deadline of March 10th is fast-approaching! All awards and officer applications are online at <http://www.aafcs.org/students/index.html>.

Online Leadership Resources

- ❖ Order custom Centennial business cards and letterhead at <http://www.printingforless1.com/aafcs/>.
- ❖ Begin interacting with other leaders on the Leadership Exchange at <http://webportal.aafcs.org:8080/default.aspx>.
- ❖ Learn more about Centennial activities and get involved at <http://www.aafcs.org/Centennial/>.
- ❖ Have an affiliate or regional meeting coming up? Email smott@AAFCS.org to have it added to the AAFCS calendar, online now at <http://www.aafcs.org/meetings/index.html>.

Affiliate Spotlight!

Kelly Welker, CFCS, Michigan AFCS President, shared this recent commendation she received from the state of Michigan. She used the Centennial Commendation template available online in the AAFCS Centennial Affiliate and Community Manual. Ohio, Wisconsin and Indiana are some of the other affiliates who have successfully obtained an official commendation. If your state has also received a commendation and you weren't listed above, email smott@AAFCS.org so a full list can be recorded.



The M I N T

is for affiliate and national leaders of AAFCS. Photos and articles about successful membership ideas and campaigns are welcome.
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AAFCS is a not-for-profit 501 (c) (3) organization that provides leadership and support for professionals whose work assists individuals, families and communities in making informed decisions about their well being, relationships and resources to achieve optimal quality of life. Visit us on the web at www.aafcs.org.

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for your
dedication and
commitment to
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