

AMERICAN ASSOCIATION OF FAMILY & CONSUMER SCIENCES

FUTURE SEARCH SUMMIT

DECEMBER 2-4, 2005

THE CARTER PRESIDENTIAL CENTER IN ATLANTA, GA



REPORT

AAFCS FUTURE SEARCH SUMMIT: WHAT IS THE FUTURE OF FAMILY AND CONSUMER SCIENCES?

THE CARTER PRESIDENTIAL CENTER IN ATLANTA, GA - DECEMBER 2-4, 2005 -

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¹Future Search is an outgrowth of the work of Marvin Weisbord and Sandra Janoff, who founded the Future Search Network for its practitioners. The concepts and materials herein are adapted and used with permission: copyright 2005 by Future Search Network, a Program of Resources for Human Development, Inc., 4700 Wissahickon Ave., Suite 126, Philadelphia, PA 19144, USA.

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INTRODUCTION

On December 2-4, 2005, 67 participants gathered for a Future Search Summit to answer conceptually the question: "What is the future of family and consumer sciences?" sponsored by the American Association of Family & Consumer Sciences (AAFCS). The participants came from all over the country, ranging in age from the early teens to retirees. They represented a range of family and consumer sciences professionals, as well as people who serve them and people who benefit from the practice of family and consumer sciences. It was a diverse group of AAFCS members and non-members who held in common a belief in the importance of the effect of family and consumer sciences to improving the lives of individuals, families, and communities.

Prior to the Summit, AAFCS members and non-member stakeholders met in Conversation Cafés across the country to engage in dialogue with each other about the future of family and consumer sciences. The Summit participants received advance copies of the summary report from these Cafés and referred to them throughout the conference as they engaged in a series of discussions about the past, present and future of family and consumer sciences.

This report summarizes the key discussions of the Future Search Summit. It includes the text of the many flip-charted conversations that were held by the participants, mostly in small groups, that were reported to the whole group. For the most part, the flip-charted reports are produced verbatim, using the participants' own words.

Appendix A outlines the next steps for AAFCS; Appendix B contains a full list of the Summit's participants.



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FUTURE SEARCH SUMMIT SUMMARY

COMMON GROUND FOR THE FUTURE OF FAMILY & CONSUMER SCIENCES

A primary focus of the AAFCS Future Search Summit was to identify the common ground on which all parts of FCS can agree and toward which all are willing to work. This is important because it allows FCS to determine what is agreed upon now and to focus precious and limited resources to make steady progress forward. By focusing on common ground, AAFCS and its allied partners can avoid the all too frequent tendency in organizations to spend significant resources trying to resolve unresolvable differences, rather than investing resources in forward movement one step at a time.

As developed and proposed by the participants of the Future Search Summit for Family & Consumer Sciences December 2-4, 2005, at the Carter Presidential Center in Atlanta, GA:

GUIDING PRINCIPLES*

- We are a profession as well as a collection of professions who will work in concert to achieve the collective ends.
- The people we serve need for all the professionals working in FCS fields to have a mechanism (larger than the AAFCS alliance) for embracing the changes in society, so as to be proactive.
- AAFCS' role for the profession will focus on integration (systems, language).

**Title suggested by COMET post Summit*

FOCUS & BRANDING *"We" is defined as "the Field"*

- We will explore the future & reflect on our history to develop our focus (e.g., Quality of Life, Family Focus, Responders to Crisis, etc.).
- We will have a defined, core focus for our brand.
- We will create a strong brand for Family & Consumer Sciences.
- We will have tangible, useful products & tools for our users to promote our brand.
- We will have a recognizable, consistent & distinctive tagline for our brand, including a 20-second sound bite and slogan/anti-acronym.
- AAFCS will play a role in communicating the brand.

COMMUNICATIONS, PR, MARKETING & MEDIA *"We" is defined as "AAFCS"*

- We will develop one clear message (focus):
 - All internal & external stakeholders must learn & use message.
 - All affiliates of AAFCS must stay on message.
- We will have a clearly understood brand and name.
- We will develop a strategic plan to support our efforts.
- We will secure the resources needed to expand/outsource the communications campaign and will work with partnership groups.
- We will identify influential external stakeholders.
- We will tie in with global/current events and trends.
- We will develop organizational promotional materials including a video.
- We will continue to utilize electronic communications for distribution of internal and external messages, including press releases.
- We will continue to build contacts and media outlets.

AAFCS MEMBERSHIP

- AAFCS will expand membership to include all who support the mission and vision while maintaining a professional component (i.e., NAEYC or alumni and associates of FCCLA).
- FCS must address/service the changes in composition of population of the US.

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COALITIONS/COLLABORATIONS *"We" has been defined as "AAFCS"*

- We will have an event for liaison organizations at annual conferences (with 1-2) representatives from each of all related organizations.
- We will serve as a catalyst to facilitate an alliance of organizations that are dedicated to individual, family and community well-being (global, national, regional, local).
- We will have an on-going dialogue, web links, joint meetings, sponsored research, and other activities with members of the alliance.
- We will seek, develop and sustain partnerships with cooperating organizations and foundations to achieve synergy and support for individual, family and community well-being.
 - It is important to define mutual benefits.
- All statements support the purpose of enhancing individuals, families and communities.

FAMILY & CONSUMER SCIENCES RESEARCH

- AAFCS will value research as the foundation of practice regarding issues related to individuals, families, and communities.
 - Information is to be utilized by FCS professionals and related professionals
- AAFCS will be viewed as a credible source of research that informs public policy (national, international, local, NGO, state, school, etc.)
- AAFCS will translate the research findings for citizens and major stakeholders.
- AAFCS will have objective and longitudinal measures of the effectiveness of FCS programs/projects.
- The *Journal of FCS* and the *FCS Research Journal* will have impact factors of more than 3.0.

ADVOCACY & PUBLIC POLICY *"We" has been defined as "AAFCS"*

- We will have a defined public policy role (regulatory, legislative) agenda.
- Our public policy efforts will be proactive, mandated by the Association.
- AAFCS will have internal and external advocates, as well as individual and corporate advocates.
- AAFCS will provide adequate advocacy training.
- Public policy will pursue full/increased funding and support for issues and programs.

FCS COURSES—DISSEMINATING FCS KNOWLEDGE ACROSS THE LIFESPAN *"We" has been defined as "AAFCS"*

- AAFCS will work toward creating a mandate requiring FCS courses for high school graduation.
- FCS educational content will be offered across the lifespan.
- FCS will enhance and create career pathways that promote transitions and linkages in education.

NOTE: As noted during the closing discussion, the common ground for the future of Family and Consumer Sciences appears to be fully consistent with the Scottsdale Principles, as stated below:

UNIFYING FOCUS (FROM THE SCOTTSDALE MEETINGS)

Family and Consumer Sciences uses an integrative approach to the relationships among individuals, families and communities and the environments in which they function. The profession of family and consumer sciences takes leadership in:

- Improving individual, family and community well-being,
- Impacting the development, delivery and evaluation of consumer goods and services,
- Influencing the development of policy,
- Shaping societal change, thereby enhancing the human condition.

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CONVERSATION CAFÉS

Conversation Cafés were held across the country in preparation for the FCS Future Search Summit. Several hundred members and others interested in the success of FCS gathered to discuss the following questions:

- What about family and consumer sciences is important to you?
- What concerns do you have about the future of family and consumer sciences: What responses to these concerns might be possible; in other words, what might we be able to do to address them?
- What gives you optimism about the future of family and consumer sciences? What hopes do you have for the future? What actions are possible to make that future a reality?

GROUPS SUBMITTING CONVERSATION CAFÉ REPORTS:

Alabama Association of FCS (2)	Minnesota Association of FCS (3)
APU-Fall Leadership Workshop	Nebraska Association of FCS
Colorado Association of FCS (2)	New York State Association of FCS
Idaho Association of FCS	Northeast Regional Conference
Illinois Association of FCS	Ohio Association of FCS
Illinois Association of FCS Annual Conference	Oklahoma Association of FCS (2)
Indiana Association of FCS	South Carolina Association of FCS
Iowa Association of FCS (6)	Student Reponses
Maryland Association of FCS (2)	Tennessee Association of FCS (2)
	Wisconsin Association of FCS (2)

Summarized below are the 'headlines' from the Café reports. The full report is available on the AAFCS website at www.aafcs.org

THE FCS FIELD

Headline: The FCS field is especially valued for being multi-disciplinary, integrated, holistic, diverse, and based on scientific research.

Headline: People are optimistic because diversity and integration are seen as strengths and because they believe national issues (health, fitness, obesity, response to natural disasters, etc.) could spur a revival of FCS.

Headline: Participants hope for more unification in and continuing viability of the FCS field.

Headline: There is a concern that fragmentation exists and is increasing and that FCS has lost its identity and is becoming more isolated.

Headline: Increased collaboration and partnership within the field are recommended by participants.

THE FCS IMPACT

Headline: FCS is highly valued for its impact on youth, family and community life, for providing LifeSkills, and for its impact on specific areas such as nutrition, health, child care, self-esteem, and so on.

Headline: Participants perceive increasing demand for what FCS offers and are optimistic that as youth, families and communities face ever increasing and more complex challenges FCS services will be used more.

Headline: Participants hope for a renewed interest in the quality of family life leading to stronger families, and greater health, nutrition, food safety, and successful living.



Colorado Conversation Café

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Headline: There is concern about the perceived decline of the family and the increasing need for nutrition counseling, financial education for the elderly, and natural disaster preparedness, along with a need for better ways to cope with technology and a global society.

Headline: Program that continues to meet the needs of youth, families and communities, combined with efforts to make these issues and programs visible to the public, is the action advocated by most participants.

FCS PROGRAM AND INFRASTRUCTURE

Headline: Teaching academic and occupational courses in an applied, interdisciplinary way is very important to participants.

Headline: Participants are optimistic because they perceive FCS has strong secondary education programs and they are seeing increased student demand at the secondary and college level. Some perceive the certification program is finally getting some of the recognition it deserves.

Headline: Participants hope for a time when they will have school administration support, increased funding, and the technology support they need.

Headline: There is great concern about cost cutting and program or school closings, lack of funding and support, a declining workforce, trends toward outsourcing and program fragmentation, shrinking programs at colleges and universities, and program relevance and effectiveness.

Headline: Recommended actions encompass a wide range of approaches, many heavily reliant on research and public relations/public affairs.



Northeast Regional Conversation Café

PUBLIC POLICY

Headline: Participants believe influencing critical public issues and solving society problems are very important elements of FCS.

Headline: The political and social environment is perceived as ripe for what FCS has to offer, thereby providing multiple opportunities to drive policy and public discussion. People are encouraged by more vigorous efforts to apply FCS research findings to shape public policy.

Headline: Participants hope for increases in recognition of the importance of FCS and for increased involvement of FCS professionals in public policy efforts and discussions.

Headline: There is concern that FCS professionals are not included in policy discussions, that FCS is not perceived as the voice for individuals, families, and communities, and that FCS does not have adequate advocacy strength and impact.

Headline: Participants want the FCS field to be a more aggressive advocate. They recommend connecting advocacy efforts with marketing and research efforts (this is typically called Public Affairs) and enabling greater advocacy collaboration within the field of FCS, including with business partners.

AWARENESS OF FCS AND MARKET DEMAND

Headline: Participants feel optimistic when they see FCS areas of specialization growing more important to society and see renewed interest in food and homes due to TV shows.

Headline: Participants hope for a day when the field is more visible to and respected by the public, school administrators and legislators, when the designation 'FCS' is branded and recognized, and when the field grabs the interest of future students. They hope AAFCS will play an active role in elevating public awareness.

Headline: Participants are very concerned by a perceived lack of public awareness and marketing and promotion of the importance and value of FCS. They are disappointed that FCS is not perceived as the voice for individuals, families and communities. They perceive a need for greater marketing infrastructure that includes adequate research, and are concerned that lack of branding

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of FCS – with so many names used for the field – contributes to this problem.

Headline: Recommended actions focus on creation of a marketing plan that will change perceptions, increase public awareness and link FCS to the pressing social issues of our time in order to be seen as a key part of the solution, as well as effectively branding 'FCS.' Strategies suggested include partnering with related businesses and foundations and encouraging professionals to take personal responsibility to promote the field at every opportunity

FCS PROFESSIONALS

Headline: FCS Professionals see themselves as genuinely committed, passionate, caring, generous, and nurturing professionals. They value the breadth of knowledge the field offers, and the legacy, strength and stability the history of the field represents.

Headline: Participants are optimistic because they feel a need in society for what they do. They trust and respect their professional colleagues, and see quality in the next generation entering the field.

Headline: Competitive salaries, benefits equity, and increased appreciation are hoped for, along with a more trained workforce.

Headline: Primary concerns include a perceived decline in professionalism, inadequacy of the workforce (teacher shortage), and the challenge of attracting new professionals.

Headline: Action recommendations are primarily focused on mentoring initiatives, distance learning opportunities, and ways to encourage students to join the profession.

AAFCS: THE ASSOCIATION FOR THE FIELD AND ITS PROFESSIONALS

Headlines: Roles of great importance are providing a network of multi-disciplined professionals and future study, including fellowships and scholarships, and a certification that provides professional credibility. Corporate support is also very important and appreciated.

Headlines: Optimism comes from AAFCS increasing advocacy efforts and forming more partnerships with other groups. Participants are also optimistic because AAFCS is listening to member opinions via Conversation Café dialogue and other means, and because leadership recognizes and acknowledges problems needing attention.

Headlines: Participants hope for recognition as a credible, affordable, professional umbrella organization for specialized disciplines. They want to see a strong future for AAFCS and the field, and they hope for a strengthened certification and a structure that will embrace unity and capture the energy and passion of the membership.

Headlines: There is concern that specialization and changes in the way professionals identify themselves combined with increasing numbers of professional organizations are reducing the perceived value of affiliation. Loss of membership is a concern, as are problems perceived with the current certification program. There are also concerns about AAFCS' structure and decision-making processes.

Headlines: Action recommendations include many ideas for member recruitment and retention. The action most frequently mentioned is to strengthen links with organizations that serve an overlapping membership and consider a dues structure that allows multiple organization memberships. There are also many recommendations made for operational improvements. A desire is also expressed for more focus and clarity on common ground and commitment to it.



Wisconsin Conversation Café



Colorado Conversation Café #2

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HOW FUTURE SEARCH WORKS

Future Search is a methodology that has been used all over the world, in a wide variety of professional, industry, and community settings. It is a three-day event to which people are invited from the key stakeholder groups to explore and better understand each other's perspectives and to discover the common ground on which to build towards a mutually desired and realistic future. Working in stakeholder groups, mixed stakeholder groups that are themselves microcosms of the whole, and in one large group (i.e., "the whole system in one room"), participants explore the past, analyze the present, discover common ground and plan accordingly for the future.

DAY ONE SETTING THE STAGE

The Family & Consumer Sciences Future Search Summit began as a blank slate surrounding a large circle of 67 participants and two facilitators. The walls of the Summit room were covered with large strips of blank paper, with nine empty flip charts around the room. The work was informed and inspired by the views and hopes of the hundreds of people who had participated in Conversation Cafés. To discover common ground, the participants were led through a series of highly interactive, exploratory group exercises, which culminate in a large group discussion of the findings of each group.



All 67 participants "Came to the Circle"

To reach common ground, each participant first had to review and understand the past 30 years of family and consumer sciences. They looked at what has happened in family and consumer sciences in the past, what's happening now and what they want in a preferred future. With each conversation, the paper on the wall and on the easels became alive with colorful writing, reflecting the thoughts and the ideas of the participants. These are captured verbatim in this report.

THE GUIDING PRINCIPLES FOR FUTURE SEARCH ARE:

- A cross-section of members and non-members from all over the country so that we can explore the question, "What is the future of family and consumer sciences?"
- This created more diversity and less hierarchy than might be usual in a meeting, and a chance for each person to be heard and to learn other ways of looking at the task at hand.
- Before focusing on the future, the groups created and explored the big picture together before acting locally. This enhanced shared understanding and inspired a greater commitment to act.
- People self managed their work and used dialogue – not 'problem-solving' – as the main tool. This meant helping each other do the tasks and taking responsibility for one's own perceptions and actions.
- The participants sought to have a forward-looking, action-oriented approach that moves toward creating a shared future, not towards fixing problems.
- Common Ground, rather than 'conflict management,' was the frame of reference. This meant honoring differences rather than having to reconcile them.

KEY STAKEHOLDER GROUPS

A Steering Committee, which was itself diverse in its composition, analyzed the key stakeholder groups in family and consumer sciences and identified people to invite to the Summit who collectively had the authority, resources, expertise, information and need for family and consumer sciences. Keeping 67 participants in eight key stakeholder groups plus the Board of Directors is the configuration considered ideal for a Future Search. AAFCS started with the stakeholder groups and a pool of potential attendees was identified and invited from across the country. The pool included AAFCS members and non-members alike, the goal being to have as diverse a representation as possible to have 'the whole system in the room' for the Summit.

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THE KEY STAKEHOLDER GROUPS AT THE SUMMIT WERE:

- Non-FCS corporate consumers/communications/media/PR
- Professional associations/NGOs
- Government agencies/public policy
- Pre- and new FCS professionals
- Students/Parents/FCS users
- FCS professionals in business & industry
- AAFCS board members
- Education administrators
- FCS professional educators

The participants came from 24 states and the District of Columbia, a variety of nonprofit and for profit employment settings and different segments of family and consumer sciences, and ranged in age from 13 to over 60.

THE TIMELINE: FOCUS ON THE PAST (1975-2005)

The participants developed three timelines:

- Personal and professional
- Family and consumer sciences and AAFCS
- Significant global events

This was the one activity of the Summit in which each participant wrote from his or her own history. The participants reflected on their past and recorded events that were notable milestones or turning points in their lives. They each contributed their ideas of what was memorable or remarkable to them on the FCS/AAFCS and global timelines.

With the large colorful set of three timelines on the wall as a backdrop, the participants merged into eight 'mixed stakeholder groups,' with a person from each stakeholder group in each. The groups were each assigned a timeline to analyze and to 'tell the story' of what they found in the timeline and its relationship to family and consumer sciences.

By listening to the reports of each group, the participants revealed to each other their perspectives of the past 30 years on the personal and professional lives of the individuals in the room, the recent history of family and consumer sciences and the effects of world events.



The participant list can be found in Appendix B of this report.

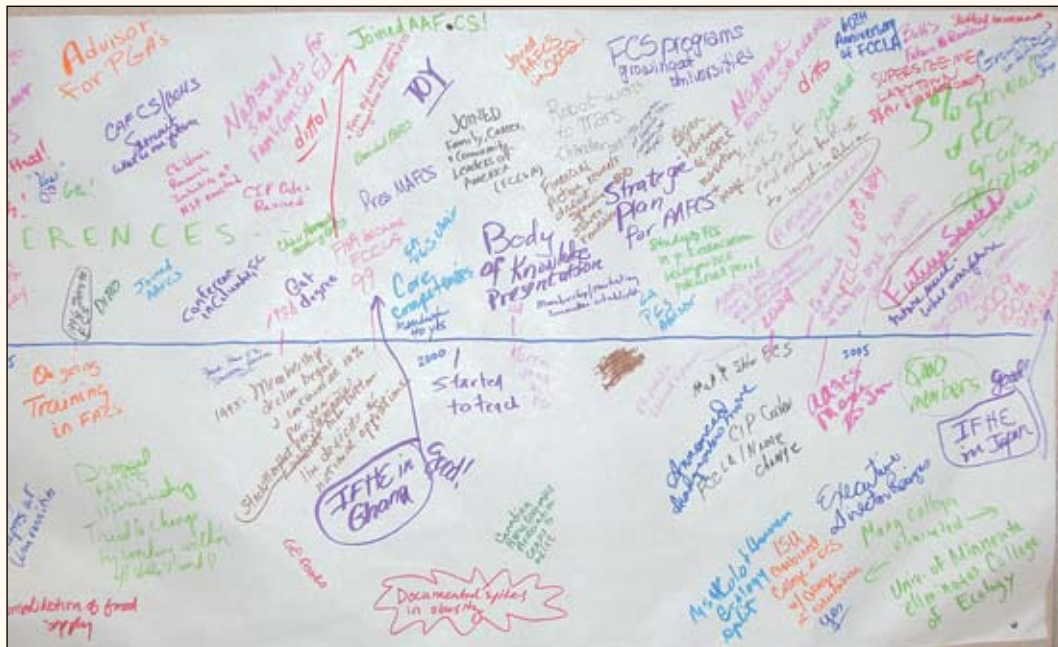


Each participant had the opportunity to enter his or her own personal events. Separate work groups were assigned to note the relevant AAFCS events and global events.



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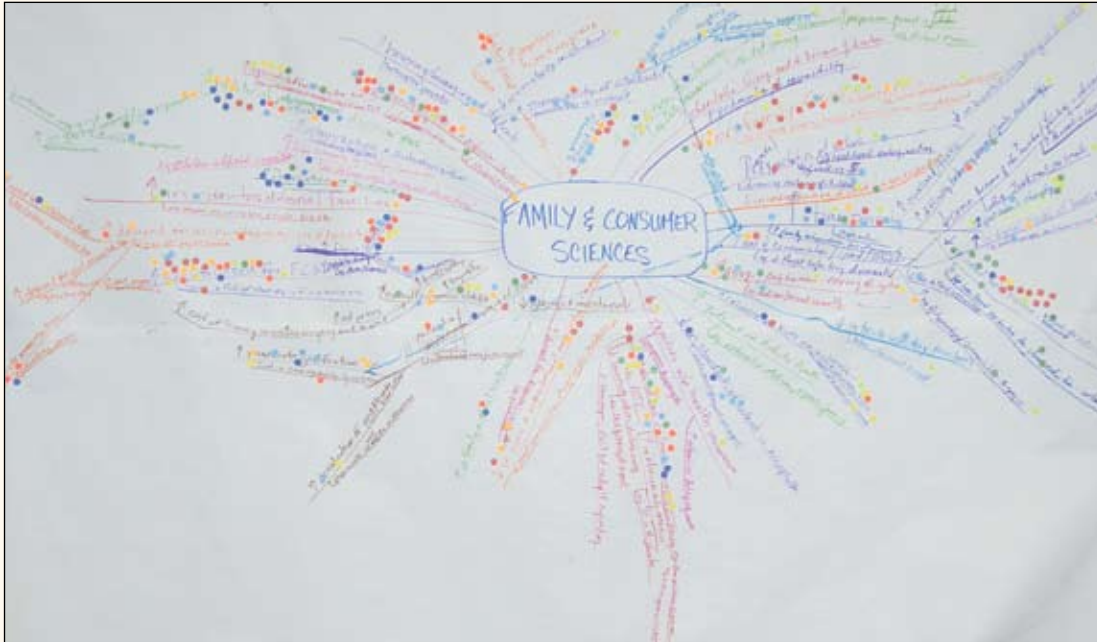
The AAFCS timeline reflects the events that were important, both negatively and positively, in the rich history of FCS and AAFCS.



Each group reported their impressions of the trends over the past 30 years, including the students, who were quite active throughout the three-day Summit.

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The "mindmap" focused on participants' perceptions of current and emerging trends affecting every aspect of society, FCS and AAFCS.

THE MINDMAP: FOCUS ON THE PRESENT

Having explored and shared perspectives of the past to reinforce that everyone is living and experiencing the same world, the group then considered the current trends in society that the participants believe are shaping family and consumer sciences. The entire group participated in this exercise, naming trends and giving examples to place on a colorful 'mindmap.' At the end of the exercise, each person was given colored dots to represent their stakeholder group. Everyone was asked to allocate their dots across the mindmap, sticking them on the trends that, from their perspective as a stakeholder, were the most significant and ones they could address.

THE TRENDS THAT RECEIVED THE MOST DOTS WERE IDENTIFIED AND NAMED AS:

- Time poverty/lifestyle overload
- Societal need for family and consumer sciences
- Promotion/threat to family and consumer sciences as a profession, segmentation vs. integration
- Economic environment and lack of equity in it
- Political and cultural divisiveness/denial of racism
- Globalization
- Media influence
- Technology

THUS ENDED DAY ONE OF THE SUMMIT,
SETTING THE STAGE TO ANSWER THE QUESTION:
"What is the future of family and consumer sciences?"

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DAY TWO

FOCUS ON PRESENT AND PAST ACTIONS: WHAT WE'VE DONE, WHAT WE ARE DOING & WHAT WE'RE NOT DOING THAT WE WANT TO DO

Day Two began with a large group discussion around the mindmap, followed by each key stakeholder group identifying the trends or “branches” that were most significant to them and drawing its own map to connect them. Each group then listed the actions that their stakeholder group was taking or had taken to address those trends and which actions they were not doing and would like to take in the future. The purpose of this exercise was to discover stakeholders’ core concerns, what people are doing now about them, and what we want to do about them, going forward.



STAKEHOLDERS: NON-FCS CORPORATE CONSUMERS, COMMUNICATIONS, MEDIA, PR

MOST SIGNIFICANT TRENDS:

- Important: Value or Saturation of BRANDING
 - Appeal/ connection to the consumer is more “emotional” & less “rational.”
- Tendency of LifeSkills information now being delivered by non-FCS sources
 - Use of these venues to promote BRANDS (i.e., Sears, Extreme Makeover, Home Depot, Trading Spaces).
- RESOURCES (funding) available to non-“core” education programs (e.g., not reading, math, etc).

WHAT WE ARE DOING:

- 1) Creating conversations about marketing, branding, clarity, etc.
- 2) Trying to promote LifeSkills with or without the formal FCS org.
- 3) Trying to help FCS professionals see the “LARGER PICTURE,” dealing with the realities of the world as it is, not as we wish it was or think it should be.

WHAT WE'RE NOT DOING THAT WE WANT TO DO:

- 1) Helping create partnerships with the private sectors (i.e. media & corporations)
- 2) Help FCS to speak in a SINGLE CLEAR VOICE (maybe re-evaluate current name & message)
- 3) Tie in with current provocative, relevant issues (could lead to corporate support & sponsorship)

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STAKEHOLDERS: PROFESSIONAL ASSOCIATIONS/NGOS

MOST SIGNIFICANT TRENDS:

- Outcome: How is the world better?
- Communication: Collaboration/competition within profession among groups' message to world
- Barriers/Boundaries
 - Reconfiguration
 - Funding
 - New Professionals
 - Credibility of profession



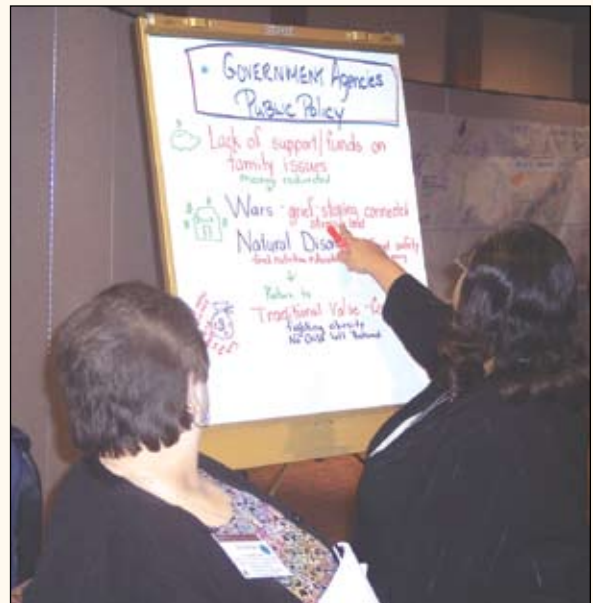
WHAT WE'RE NOT DOING THAT WE WANT TO DO

Bring leaders together – reduce barriers, collaborate, focus on outcomes

STAKEHOLDERS: GOVERNMENT AGENCIES/PUBLIC POLICY

MOST SIGNIFICANT TRENDS:

- Lack of support/funds on family issues: money redirected
- Wars: grief; staying connected; stress; loss
- Natural disasters: food safety; food nutrition education; financial planning
- Return to traditional values: conservatives; fighting obesity; No Child Left Behind
- Interagency partnerships
- Circular, interrelated issues of funding, advocacy for families



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STAKEHOLDERS: PRE- AND NEW FCS PROFESSIONALS

MOST SIGNIFICANT TRENDS:

- Gap between branches of information/integration
- Branch of positive promotion of the FCS profession as an integrated field
- Branch for more ACTION, less talk; "just do it"
- Base/roots are "BE POSITIVE"
- Concerns: Will I have a job? Eat less and exercise more is NOT working!

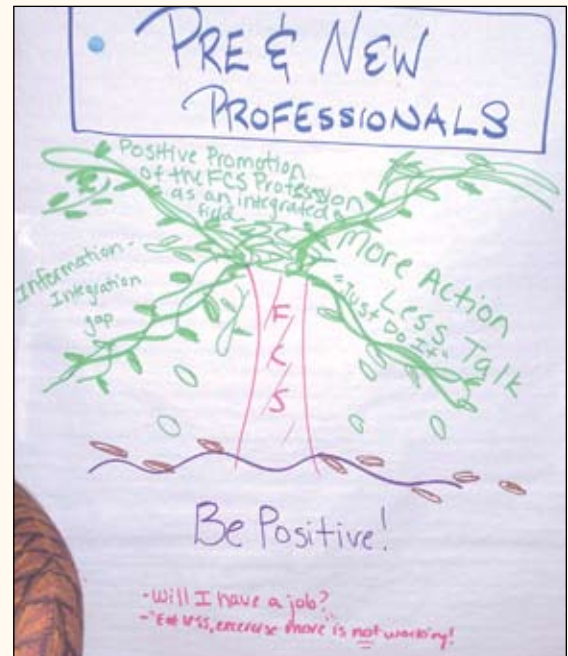
STAKEHOLDERS: STUDENTS, PARENTS/USERS OF FCS

MOST SIGNIFICANT TRENDS:

- Time poverty: family communication; dinner table discussions; return to traditional values
- Societal impact of family unit; impact of media

WHAT WE'RE NOT DOING THAT WE WANT TO DO:

- Advocacy for family and consumer sciences & related occupations; make your voice/opinion heard
- Addressing non-traditional families; single/teen parents; leads to breakdown of values traditionally taught by the family
- Communicating the importance /impact of education (especially FCS)
- Family communications (Brady's vs. Osborne's): media impact; time poverty
- Addressing the non-traditional family; misuse of technology; lack of management skills
- Advocacy for FCS
 - Initiative to have more PE in schools
 - Public relations visits to speak out for FCS/FCCLA/AKA
 - Entertain workshops from Extension Service
 - Stressing community awareness



STAKEHOLDERS: FCS PROFESSIONALS IN BUSINESS AND INDUSTRY

MOST SIGNIFICANT TRENDS:

- Time management
- Media-technology
- Segmentation/specialization/lack of business membership
- Other resources to do FCS business

WHAT WE'RE NOT DOING THAT WE WANT TO DO:

Future

- Enhance link between AAFCS and business
- Include related businesses in call for presentation at Annual Conference

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- Collaboration of Annual Conferences: annual or biannual - FCCLA, ACTE, NAEFCS, NCFR
- Look at ADA model: promotion, marketing, PR, media representation
- Technology: Not where we should be; make effort to partner with Food Network professionals; involve someone from Martha Stewart, Inc.

New

- Develop curriculum
- Exhibit at AAFCS meetings
- Participate at Summit
- Ratio of cost of exhibit vs. value received is too high (Return On Investment is insufficient)

STAKEHOLDERS: AAFCS BOARD

MOST SIGNIFICANT TRENDS:

- Promotion of FCS; segmentation/integration
- Societal need for FCS
- Time poverty; decrease in civic engagement
- Political and cultural divisiveness

WHAT WE ARE DOING:

- Future Search Summit
- Conversation Cafés
- Increased member communications; leader conference calls; *The FACS* and print correspondence
- Deliberative environment/leadership conferences
- Planned governance/organizational redesign
- Annual conference; societal issues focus
- Outreach to external organizations
- More resources for members, e.g., web communications tools, revitalized journal, new competency tests, tools from Public Policy Committee



The Board examined how trends affect what we're doing.

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THE CARTER PRESIDENTIAL CENTER IN ATLANTA, GA - DECEMBER 2-4, 2005 -

STAKEHOLDERS: EDUCATION ADMINISTRATORS

MOST SIGNIFICANT TRENDS:

- Specialization degrees: loss of generalization focus (specialization/integration)
- Other groups/professions evolving and adopting FCS mission; leverage our expertise with other groups
- “For profit” vs. “Not for Profit” oriented majors
- Business model vs. Human Service; education administrators
- Complexity of problems: service; child welfare; housing; obesity
- Restructuring and fragmentation of Higher Education units
- Communicating our value: outcomes; collaboration; grants; graduates’ accomplishments
- Resource scarcity for higher education; higher aspirations (ratings)
- Body of Knowledge: further development; philosophical grounding



WHAT WE ARE DOING:

- Focusing on survival of unit
- Focusing on current needs of students and faculty
- Quality teaching, research, and service
- Enhanced individual units

WHAT WE'RE NOT DOING THAT WE WANT TO DO:

- Recreating the profession
- Clarity of mission, vision
- Using theory and philosophy
- Not being recognized
- Adopt common name

FCS PROFESSIONAL EDUCATORS

MOST SIGNIFICANT TRENDS:

- New pathways from secondary school to community college to 4 year university/college
- Need to stress general FCS knowledge that then leads to specializations.
- Need for critical/creative thinking skills related to ethnics, values, resources.
- Promoting FCS as a profession (especially teaching).
- Promotion & acceptance of FCS standards that translates to accountability in classroom (of teachers as well as students).
- Denial
 - Reduction of FCS priorities.
 - Not progressing with society (curriculum).
 - Denying the importance of role of teaching (we become reactive).

WHAT WE ARE DOING:

- Remaining isolated & fragmented.
- Moving into the future (but we need to change).
- Connecting to student goals and making connections to those resources that will achieve those goals (VB).
- Beginning to dialogue about developing pathways.

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WHAT WE'RE NOT DOING THAT WE WANT TO DO:

- FCS to corporate America (for benefit of student & future careers).
- Connecting FCS to non-profit.
- Raising the bar for our programs (curricula, student expectations).
- Providing resources relevant to society's needs.
- Taking lots of time to collaborate!
- Creating unity of focus—can't have separate priorities
- Touching more than just students with FCS.

FOCUS ON PRESENT AND PAST ACTIONS: PROUDS & SORRIES

Having reported what they are doing and wish they were doing to address key external trends, the focus shifted to stakeholder groups 'owning up' to what they are doing and taking responsibility for their actions. This is an important exercise in owning up to what is, not blaming or problem-solving. The motto was "Own it, don't moan it!" Each group brainstormed two lists:

- What they (individually or as a group) are doing right now that they are **proud of** in relationship to the practice of family and consumer sciences; and
- What they are doing now, or in the past, that they are **sorry about** in relationship to the practice of family and consumer sciences

Each group was then asked to highlight and report-out their "proudest prouds" and "sorriest sorries:"

STAKEHOLDERS: NON-FCS CORPORATE CONSUMERS, COMMUNICATIONS, MEDIA & PR

Our difficulties with the exercise:

Individually, we have many accomplishments we are proud of, but generally, by definition, we are outsiders, so we have no sorries. *The point is AAFCS does not OWN Family & Consumer Sciences, society does!*

STAKEHOLDERS: PROFESSIONAL ASSOCIATIONS/NGOS

PROUDS:

- Integrative focus
- Link to research practices & ed & policy practice to research
- Professional association meeting
- Initial efforts at collaboration
- KON focus on leadership cultural diversity, mentoring KON, NCFR, leadership workshop
- Tie to colleges: CAFCS, BAHS, KON
- Legislative & regulatory. Success: CRI NCFR credential

SORRIES:

- Negative feeling against research, against practice
- Not done enough
- Not marketing CFCS credential
- Need more globalization, not using full opportunity
- Need more funding, more awareness, more proposals
- Need more integration/collaboration
- Need more links to practice
- Need to keep up with new research
- Need technology in FCS classrooms – funding, motivation
- Need standards by grade level

STAKEHOLDERS: GOVERNMENT AGENCIES/PUBLIC POLICY

PROUDS:

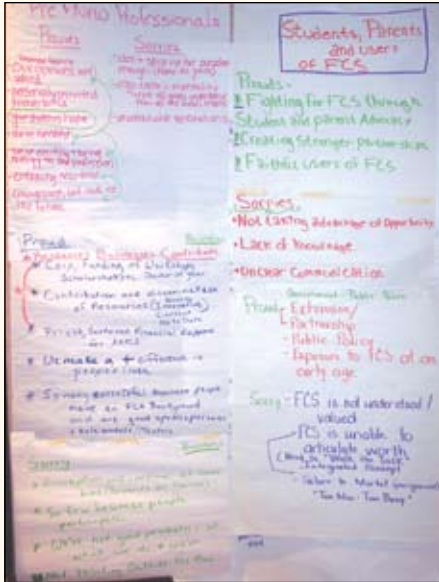
- Extension
- Partnership
- Public Policy
- Exposure to FCS at an early age

SORRIES:

- FCS is not understood/not valued
- FCS is unable to articulate worth (need to "walk the talk" of the integrated concept)
- Failure to market (unorganized)
- "Too nice – Too busy"

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STAKEHOLDERS: PRE- AND NEW FCS PROFESSIONALS

PROUDS:

- Promote family
- Our opinions are valued
- Personally recruited friends to FCS
- Give students hope
- We are needed
- We are exciting & bring energy to the profession
- Embracing new title
- Embrace past, but look to the future

SORRIES:

- We don't stick up for ourselves enough (e.g., Home Ec. jokes)
- Egocentric mentality: not all grads understand how all the fields related
- Having unattainable expectations

STAKEHOLDERS: STUDENTS, PARENTS/USERS OF FCS

PROUDS:

- Fighting for FCS through student and parent advocacy
- Creating stronger partnerships
- Faithful users of FCS

SORRIES:

- Not taking advantage of opportunity
- Lack of knowledge
- Unclear communications

STAKEHOLDERS: FCS PROFESSIONALS IN BUSINESS & INDUSTRY

PROUDS:

- Resources contributed by business
 - Corporate funding of workshops, scholarships, etc.,
- Teacher of the Year
 - Contribution and dissemination of resources (quality, innovative, current, "outside the box")
- Reliable, sustained financial support for AAFCS
- We make a positive difference in people's lives
- So many successful business people have an FCS background and are good spokespersons & role models/mentors

SORRIES:

- Assumption that things will continue at same level (resources are limited)
- So few business people participate
- We are not good promoters of what we do & who we are
- Not thinking

STAKEHOLDERS: AAFCS BOARD

PROUDS:

- Future Search
- Board functional, cohesive, working
- Cultivating meaningful relationships with stakeholders
- Ongoing implementation of strategic plan
- Working towards effective use of existing resources
- Commitment to transparency
- Successful 2005 Annual Conference (reinvention)

SORRIES:

- Board has not facilitated the empowerment of leaders to be involved as leaders
- Expenditures not in line with resources
- Need to clarify a focus
- Inadequate articulation of rationale for decisions
- Struggle to weigh decisions based on past, present & future based on data versus culture

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STAKEHOLDERS: EDUCATION ADMINISTRATORS

PROUDS:

- Branding our college, values vision
- Body of Knowledge
- Developing administrators, leadership, female minorities
- Impact on societal change, i.e., White House Conference on Children
- Scholarship increased
- Quality of academic programs & rigor
- Use advisory boards
- Making bridges
- Communication of disorders, social work with FCS & Kappa Omicron Nu... & criminal justice

SORRIES:

- Body of Knowledge not adequately finished
- Not debated honestly
- Administrators are overloaded
- Closed programs for FCS Ed
- Purpose versus convenience
- We can't say what we feel
- A contrary opinion would not be seen as contribution
- No recognition for FCS
- That we have to explain ourselves
- We don't know how to debate – tough dialogue
- Conflict avoidance

STAKEHOLDERS: FCS PROFESSIONAL EDUCATORS

PROUDS:

- Persisted
- Continual curriculum update
- Developed academics curriculum
- Attempts to be proactive
- Mission—to improve lives
- More rigorous, relevant resilient curriculum
- Holistic integrative approach
- Accomplishments of women in higher ed & other professions

SORRIES:

- Not more diversity, age, race, gender
- Avoid, ignore conflict
- Operate behind the scenes
- Criticism
- Covert operation
- Forced to specialize
- Consistently have to make excuses for profession
- Haven't changed with times
- In question of future
- Don't have collective self confidence
- Don't take control of marketing ourselves
- Wrestle with what our priorities should be

FOCUS ON THE FUTURE: SCENARIOS OF THE DESIRED FUTURE FOR FAMILY & CONSUMER SCIENCES

After sharing the lists of prouds and sorries and discussing them in the 'whole system' of the large group, the participants reorganized into their original mixed stakeholder groups for a task very different from those thus far. They were asked to pretend that it was ten years hence, on December 2, 2015. They were asked to visualize what had happened with family and consumer sciences as a result of having made the dreams of 10 years ago (back in 2005) a reality.

To develop their scenario of the desired future, each group was asked to answer the following questions:

- **What is life like today (2015) as a result of the practice of family and consumer sciences?**
- **What is life like today (2015) for family and consumer sciences professionals?**
- **With whom are we collaborating? How did they become our partners and what role do they play?**
- **Describe notable policies, programs, and structures that exist now (in 2015).**
- **What has the role of AAFCS been and what was the effect?**
- **How do you sustain progress?**
- **Think back to 2005, the year of the FCS Future Search Summit. What was the biggest barrier you had to overcome back then to get moving?**
- **How did you overcome that barrier?**

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The following pages capture the consolidated responses to these questions. The results parallel the views and hopes expressed in the Conversation Cafés.

WHAT IS LIFE LIKE IN 2015 AS A RESULT OF FCS?

- FCS courses required for high school graduation - academically integrated
- Family functioning better (obesity rates, child abuse rates, bankruptcy/debt rates/adequate housing)
- Integration - the “FCS tent” has many doors open to old, young, all cultures, backgrounds, classes, professional, non-professionals, etc.
- Greater financial stability (decreased dependency on government aid)
- Policy recognizes the legitimacy of a variety of family forms (i.e., terminology like “non-traditional family” disappears)
- Increased community
- Better childcare, health
- Valuing ALL people, especially those “unlike us”
- Policy based on science not politics
- Communities support the safety & security of all members
- More effective identification of interpersonal communication problems & conflict resolution/management
- Individuals & families w/improved decision-making skills
- Decreased sense of victimization. More self responsibility (yes, something bad happened, only YOU are the only one who can pick up & move on for yourself)
- Greater awareness of our society and the role of FCS in that society
- Greater self-reliance and responsibility
- Realistic wellness policies in place and implemented
- Students fully connected to industry
- Hope
- Programs are growing
- Scientific discoveries highly recognized; hunger, disease prevention; obesity
- Inroads in reducing poverty
- Families recognize value of FCS and promote it
- Everyone in US participates in resource management; nutrition, parenting classes at jr. high, high school levels
- Data demonstrates that investment in the above education is effective
- Quicker response rates to national disasters
- Return to family & community & SOCIETY values
 - Possible movement toward more corporate support
- Got to “core” of why health care \$ so high
- Maybe return to nesting
- Could be whole community, access and universal care for all
- Empowerment
- LifeSkills curriculum throughout
- Return to “well rounded curriculum”
 - Standardized testing
- TV shows about our profession
- No chronic disease
 - Link to healthy lifestyle
 - FCS panel member USDA
 - # individuals voting increases, especially with middle income minorities
- Families are a cohesive unit
- Awareness exists of FCS and our impact, access to public
- National FCS publication available to all consumers, and/or FCS columns in other national magazines
- Better use of technology
- FCS required at all middle- and high schools
- Life is enriched; communications are enhanced, e.g., teen pregnancy, consumer debt and bankruptcy, relationship satisfaction, obesity, health, disease
- Diversity among young people and elderly population. Influence and integration with FCS globalization
- Technology pervades every aspect of our lives
- Preventive, holistic health care becomes more common in society across lifespan
- All children exposed to FCS from preschool through high school



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WHAT IS LIFE LIKE FOR FCS PROFESSIONALS IN 2015?

- Politically savvy and engaged
- Recognized as first responders to crises affecting families
- Become a BRAND: corporate savvy; visibility; media savvy
- Respected and well paid as a profession \$\$\$
- FCS professionals are reaching out better to professionals from other areas to impact individuals & families better
- FCS teachers are valued for their contribution to the academic success of their students
- As a result FCS programs are being given the funding & resources they need
- FCS professionals are actively engaged in public policy & legislative issues
- Continual interaction with public schools and students to reinforce educational and career possibilities in FCS (better/clearer connection between LifeSkills classes and career paths)
- Continual care and feeding of “strategic partnerships”
- Take Risks!! Context; direction; partners
- Repositioned ourselves
- More colleagues
- “Go to” profession-- attracts best and brightest
- Well paid -- attracts best and brightest
- Form successful partnerships with many
- Will have a unified curriculum across states
- Diversity in the profession as well as in outreach
- Certification is valued
- Integration of tech between home & daily activities
 - Bridge gap between tech & family/home life
- Developed balance so tech does not dictate life
 - Bridge gap
- FCS profession greatly involved in public policy
 - “Grassroots”
 - Enable families to participate in system
- FCS becomes profession of choice within higher education & communities
- AAFCS is “the” organization of choice
- Anyone is welcome to join
- AAFCS/FCS is understood and appreciated
- We will have the ability to affect and influence key decision makers
- FCS education is relevant and current and ALL educators effectively teach/reach to their diverse audiences.
- Job satisfaction, feeling valued
- Demand for FCS professional
- Good salary
- Secured the context for practice
- People going into the field
- People know what FCS is!
- Increased accountability
- Increase in FCS assessment; more available credible data to support FCS
- Increased research on all levels (middle school, high school, and college, post- secondary, employed)
- FCS professional more credible so when we increase marketing we are seen as EXPERTS that society recognizes
- Future FCS professionals: Are a group of FCS professionals (AAFCS) whose purpose is seen as serving as experts: generalists & specialists
 - Respond as a panel to FCS-related questions for all forms of media: TV, print, web (like WebMD), interviews
 - Are more technology savvy
 - Enjoy greater awareness of FCS at all grade levels
 - Participate in increased collaboration with FCS community worldwide

WITH WHOM ARE WE COLLABORATING?

- Government agencies
- Corporate America
- Big-time spokespersons (Oprah)
- NGOs (youth groups)
- Media
- Farmers/Ag
- Media, by initiating partnerships & providing them w/events & results that are noteworthy.
- Media/Celebrities (pop culture)
- Universities/colleges
- Government
- NGOs
- Non-profits/Not-for-Profit organization: Jump\$tart; Action for Healthy Kids
- Public schools
- Health Care systems
- Database of current FCS contacts
- International: IFHE, other professional organizations; IHESO
- Professional organizations: summit, teleconferencing/virtual meetings. Role: working on common topics
- Stakeholders: government, business and industry, policymakers
- Associations: ACTE, ADA, AHA

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- Parent organizations/parents. We invited their involvement as well as developed relationships with them while they were students. They advocate our cause to school board, public, etc.
- Advisory committee
- Related associations
- Political groups
- USDA, NIH, NSF, HEW, DOL
- ADA, NCFR, ITAA, PTA
- Business/industry
- Elder hostels
- Foundations
- Community groups
- EVERYONE!
- Partners: fluid, constantly changing
- FCCLA + 4-H
- Communities (local and state: national)
- Schools: post secondary educational institutions; elementary through high school

HOW DID THEY BECOME OUR PARTNERS?

- Branding worked
- Grant collaborations
- Consumers/audiences demand/want FCS products
- FCS expertise was needed by others
- Media reps
- We invited them to the table...We are the catalyst!
- Local, state, national meetings/cosponsors
- Legislation
- Research
- Meetings
- Media appearances
- Public service
- Publicity highlighted FCS
- YOU went out, advocated for yourself and for FCS programs
- We talked about bottom line: profit, purpose, and votes
- State and National association
- Training

WHAT ROLES DID OUR PARTNERS PLAY?

- Credibility/power
- Funding/resources
- Help us reach more people together
- Leveraging
- Aggressive outreach
- Continuous dialogue
- Similar goals and visions
- Different purposes at different times
- Test bed for new products
- Attracted media attention
- Contributed financially
- Contributed in-kind services or products
- Employers of FCS graduates/professionals
- Development of products: experience and/or curriculum
- Judges
- Guest speakers and panels

DESCRIBE NOTABLE POLICIES, PROGRAMS, AND STRUCTURES THAT EXIST NOW (IN 2015):

- FCS courses required for high school graduation
- Name of profession widely accepted and understood
- Network of media/corporate advocates for program
- Diversity in age, gender, ethnicity throughout programs and association (AAFCS)
- Movie/television partnerships; message sent through film, etc. story lines
- Clear "BRAND"
- Continuous promotion of that "BRAND"
- Greater emphasis on partnerships with private sector (corporate sponsors)
- K-12 curriculum
- Exciting relevant & desirable courses
- Image directly related to school
- (AAFCS) Umbrella organization
 - Research-based
 - Defined programs
 - Coalition of membership
- State/locally supported
 - Networks
- National Geographic model – revised membership
- Broadened concept & new model in higher education

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- Progressive curriculum, beginning early with essentials (i.e., health & food safety)
- AAFCS has staff to contact for FCS subject matter
- Web-based database to facilitate collaborators/collaborations
- Streamlined organizational (association) structure
- Media savvy FCS experts ready and able to share information/work with public
- Politically proactive policies: PAC; legislative support fund
- Greater access to FCS degrees. Centers of FCS excellence
- Virtual centers of excellence
- (AAFCS) An association open to everyone: no silos
- Focus is on promotion of FCS professionals as generative thinkers; developing leaders in new ways
- Improved dialogue in the decision-making process
- Strong enough brand recognition to be a “seal of approval” or “foremost authority”
- Varied memberships
 - Community, PTA
 - RESEARCH BASED
 - Strong academic & community heritage
- “Key” areas of FCS — applied inter-generational sciences, emphasis on how to “manage” knowledge
- 4 foci per year
- “State of the family”
- Mandatory FCS education: Grades 6-12
- Two programs targeting lifelong learners
- Teacher education programs aligned with secondary education
- Federal funding program for required FCS (Middle School and High School)
- Every state has a FCS director
- Funded extension programs (immigration language)
- WOW network that responds to FCS issues/spokespeople/website
- Preschool through high school FCS curriculum (increased career awareness)
- Community service learning
- New teaching FCS concepts: middle school teaches elementary; high school teaches middle school; college teaches high school
- Well established FCS web
- Stronger collaboration with FCCLA:
 - FCCLA co-curricula
 - FCS/FCS teaching as a career option

WHAT HAS THE ROLE OF AAFCS BEEN AND WHAT WAS THE EFFECT?

- Opened/expanded membership - opened the “tent doors”
- Enhanced rigor/recognition of AAFCS programs: publications; accreditation
- Stronger advocate for PROFESSION (video)
- Thinking outside the box
- Outside input - seeking and utilizing
- The catalyst for collaboration
- Valued profession
- Respected
- Required training for all
- Effectiveness documented, fund assessments/program evaluation/PR of results
- Data driven/longitudinal study
- Active policy planners
- Active advocates!
- Collaborating to develop lifelong learning programs
- Train-the-trainers programs nationwide
- Creating context for practice
- To educate and equip FCS professionals and to provide networking, scholarship and recognition
- Media connections – PR
- National curriculum development
- Recognized experts
- Concentrated effort at succession planning
- Taking part in a highly collaborative community to grow FCS (community of stakeholders, professional organizations, etc.)

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HOW DO YOU SUSTAIN PROGRESS?

- \$\$\$\$
- Dialogue constantly/embrace change/be proactive
- Caution: Do NOT jump on every bandwagon
- Focus: one message = BRAND
- Put PROFESSION before your PASSION
- Involve & influence in greater ways on a local level
- A great effort/initiative that brings recognition on a national level
- Perform regular reality checks and be OPEN to the need for change over time
- Showcase success of youth and emerging professionals
- Get "Outside-The-Box:"
 - Demonstrate willingness to get out of "our tent" and go to other tents; rather than "building a bigger tent"
- Be appreciated for unique ways of presenting information
- Develop more funding \$\$\$
- Long term ownership
- Restructure board membership - project manager
- Establish value of organization
- National recognition
- Collaborations
- AAFCS drives, leads
- Facilitate communication to bring people together and be recognized for it
- Perform regular reassessment of goals and strategies (3-5 years)

THINK BACK TO 2005, THE YEAR OF THE FCS FUTURE SEARCH SUMMIT. WHAT WAS THE BIGGEST BARRIER YOU HAD TO OVERCOME BACK THEN TO GET MOVING?

- Time Poverty:
 - Resource management skills
- Lack of brand -??? "Home Ec"?:
 - Needed a universal brand, buy-in to it
- Institutional structures all over the place
- Failure of imagination
- Letting go
- Lack of courage
- Not open
- Not looking at end user/benefit to society
- Consensus
- Fear of change
- Inertia
- Lack of continuity: Board; Executive Director
- Whom do we serve?
- Where to start?

HOW DID YOU OVERCOME THAT BARRIER?

- BARRIER: Just say NO!
- DEFINED WHO WE ARE!!
- Coordinated communication between all stakeholders (inside and outside)
- Accreditation requirements/standards/curriculum (mandatory?)
- DEFINITION & RECOGNITION
- Transparency within the organization
- Consensus & decision on what we are, what we do & why we are meaningful
- Easy name, easy slogan & easy symbol/icon/logo
- FRESH BRANDING
- Focused on fewer priorities
- Took risks and embraced change
- Welcomed ALL types of members
- RESPONSE TO BARRIERS: Purpose-driven organization
- Getting all AAFCS members and collaborators on board and taking action
- Diversifying membership
- Returning to AAFCS previous strength in member #s by helping FCS profession; see the value
- Keeping momentum
- Sharing vision after Summit



One group's skit depicted AAFCS receiving a grant for \$1,000,000 during a television talk show.

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"Never doubt that a small group of committed people can change the world." (Margaret Mead)

For the report-outs, each group was asked to dramatize the scenario they had described on their flip charts. The creative and energetic dramatizations involved press conferences, media personalities, home and school life skits, and award presentations!

FOCUS ON THE FUTURE: COMMON GROUND FOR THE FUTURE OF FAMILY & CONSUMER SCIENCES AND ACTION PLANS RECOMMENDING HOW TO GET THERE

Day Two of the Summit was designed to answer "What is the future of family and consumer sciences?" The Day ended with the groups reviewing the scenarios and skits to identify the common themes and action possibilities that ran through them, as well as to identify any items for which there was not yet agreement.

THUS ENDED DAY TWO OF
THE SUMMIT, TO ANSWER
THE QUESTION: "What is
the future of family and
consumer sciences?"



A representative from each group filled in the areas the groups had together identified as "Common Ground."



A spokesperson gave a verbal report on the "Common Ground" findings.

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DAY THREE CONFIRMING COMMON GROUND

A primary focus of the AAFCS Future Search Summit was to identify the common ground on which all parts of FCS can agree and toward which all are willing to work. This is important because it allows FCS to determine what is agreed now and to focus precious and limited resources to make steady progress forward. **By focusing on common ground, AAFCS and its allied partners can avoid the all too frequent tendency in organizations to spend significant resources trying to resolve irresolvable differences, rather than investing resources in forward movement one step at a time.**

Day Three of the Summit began with everyone looking at the Common Ground wall from the day before and discussing it at length to identify the areas on which there was agreement and commitment to work towards accomplishing it. Small groups formed to articulate more clearly the Common Ground, sharing the descriptions with everyone. Following a discussion of the descriptions of Common Ground, participants organized themselves into small groups to develop initial action plans for each area.

The descriptions were summarized at the beginning of this report in the FUTURE SEARCH SUMMIT SUMMARY and are shown again below, along with the (verbatim) action plans to accomplish them that the groups proposed.

GUIDING PRINCIPLES:

- We are a profession as well as a collection of professions who will work in concert to achieve the collective ends.
- The people we serve need for the professionals working in FCS fields to have a mechanism (bigger than AAFCS coalition) for embracing the changes in society, so as to be proactive.
- AAFCS' role for the profession will focus on integration (systems, language).

ACTION PLAN DISCUSSION:

Know: Work we have identified (FCS content/issues) will be done.

QUESTIONS:

- Who will do it (which driving force: positive psychology (APA), socioeconomic, FCS...)
- Who will set context for practice, i.e., rules, players, what counts, who says so...

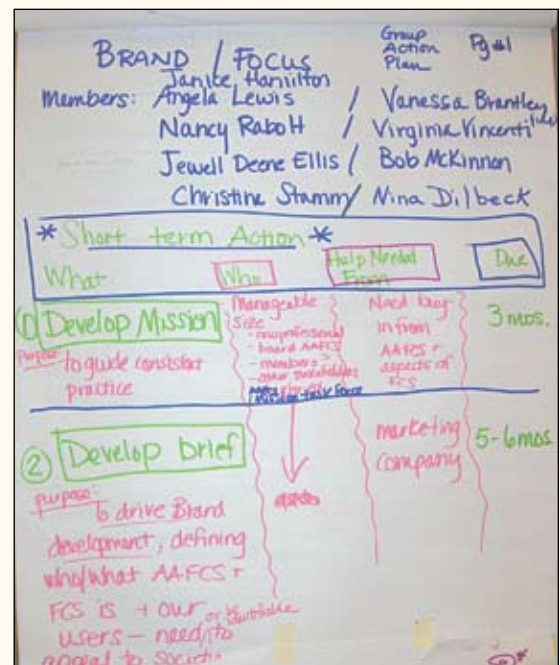
THEREFORE, KEY ACTIONS BY AAFCS:

- Likely redesign task force to assess/state/articulate competitive advantage of this profession to do the work.
- Governance is secondary to this primary activity.

Proposed action plan developed by: Bonnie Braun, Karla Hughes, Barbara McFall, Melissa Wilmarth

FOCUS & BRANDING

- We will explore the future & reflect on our history to develop our focus (e.g., Quality of Life, Family Focus, Responders to Crisis, etc.)
- We will have a defined, core focus for our brand.
- We will create a strong brand for family & consumer sciences.
- We will have tangible, useful products & tools for our users to promote our brand.
- We will have a recognizable, consistent & distinctive tagline for our brand, including a 20-second sound bite and slogan/anti-acronym.
- AAFCS will play a role in communicating the brand.



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SHORT TERM ACTION PLAN:

WHAT	WHO	HELP NEEDED FROM	DUE
Develop Mission Purpose: to guide consistent practice	Manageable size group: -New professional -AAFCS board -Members -Other stakeholders	Need buy in from AAFCS & aspects of FCS	3 months
Develop Brief Purpose: To drive brand development, defining who/ what AAFCS & FCS is & our users – need or be identifiable to appeal to society	AAFCS mission task force	Marketing company	5-6 months

LONG TERM ACTION STEPS:

WHAT	WHO	HELP NEEDED FROM	DUE
Brand Development “Professionals helping people OR The People experts”	Marketing Company	AAFCS/FCS mission task force	9-16 months
Strategize Brand & Mission into AAFCS & FCS	AAFCS/FCS mission task force & AAFCS Board & AAFCS mission group	Members	16-24 months
Implement brand & mission into AAFCS & FCS mission groups -Membership -Public policy etc. -National coalition -PR media -Research -Required course	+ members		16 months to 3 years

COMMUNICATIONS, PR, MARKETING & MEDIA

- We will develop one clear message (focus):
 - All internal & external stakeholders need to learn & use message.
 - All affiliates of AAFCS must stay on message.
- We will have a clearly understood brand and name.
- We will develop a strategic plan to support our efforts.

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- We will secure the resources needed to enlarge/outsource communications campaign and will work with partnership groups.
- We will identify influential external stakeholders.
- We will tie in with global/current events trends.
- We will develop organizational promotional materials, including a video.
- We will continue to utilize electronic communications for distribution of internal and external messages, including press releases.
- We will continue to build contacts and media outlets.

ACTION PLAN FOR AAFCS:

Short Term	Who/Help Need From	Due
1) Develop Focus	Board	3/1/06
2) Develop "Unique Selling Proposition"	Board/Staff	5/1/06
3) Develop Brand to Support the above	staff/professional branding expertise & committee)	9/1/06
Long Term		
4) Develop a communications & marketing plan	staff/professionals	9/1/06
5) Implement plan	staff/professionals	on-going

Action plan developed by: Steve Hines, Susan Reynolds, Marilyn Swierk, Linda Wilson

AAFCS MEMBERSHIP

- AAFCS will expand membership to include all who support the mission and vision while maintaining a professional component (i.e., NAEYC or alumni and associates of FCCLA).
- FCS needs to address/service change in demographic composition of population of the US.

ACTION PLAN:

3-6 Months:

1. What: Examine structures of other organizations
Who: Membership & Marketing Committee
HNF: Interested parties by June 2006, AAFCS Annual Conference.
2. What: Conduct focus groups to determine who open members are, benefits to provide, interests, etc.
Who: M&M Committee
HNF: Interested parties & affiliates; by June 2006

Next three years - Implementation:

1. What: New membership categories and services provided
Who: M&M Committee
HNF: PR professionals
2. What: Campaign to attract new members
Who: M&M Committee, Development, PR
HNF: PR professionals

Action plan developed by: Tiffani Calmes, Dixie Crase, Theresa Glasheen, Neddie Guthrie, Anna-Mae Kobbe, Debbie Nelson, Billy Plastine, Marilyn Plastine, Grace Salazar, Robert Salazar, Darby Sewell, Betty Trost, Laura Van Waardhuize

COALITIONS/COLLABORATIONS

- AAFCS will have an event for liaison organizations at annual conferences with 1-2 representatives from each of all related organizations.
- AAFCS will serve as a catalyst to facilitate an alliance/coalition of organizations that are dedicated to individual, family and community well-being. (global, national, regional, local)
- AAFCS will have an on-going dialogue, web links, joint meetings, sponsored research, and other activities with members of the alliance.
- AAFCS will seek, develop and sustain partnerships with corporations and foundations to achieve synergy and support

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individual, family and community well-being.
- It is important to define mutual benefits

- All statements support the purpose of enhancing individuals, families, and communities.

ACTION PLAN:

3-6 Months:

1. Identify existing partnerships = message AAFCS members; ask for candidates for collaboration (organizations) and contact person, website
 - Craft a marketing message that explains benefits and purpose
 - Screen candidates
 - Send message to candidates to determine interest
 - Plan first meeting
 2. Evaluate AAFCS 2006 coalition breakfast (format? do again? attendees?). If successful, repeat.
 3. (continuation of #1): Agree to plan of work for coalition
 4. Same process as #1?
- Find outside expert resource in how to work with corporations and foundations.

FAMILY & CONSUMER SCIENCES RESEARCH

- AAFCS will value research as the foundation of practice regarding issues related to individuals, families, and communities.
 - Information is to be utilized by FCS professionals and related professionals.
- AAFCS will be viewed as a credible source of research that informs public policy (national, international, local, NGO, state, school, etc.).
- AAFCS will translate the research for citizens and major stakeholders.
- AAFCS will have objective and longitudinal measures of the effectiveness of FCS programs/projects.
- *The Journal of FCS* and *Research Journal* will have impact factors of more than 3.0.

ACTION PLAN:

BY JUNE:	IN 5 YEARS:
<ol style="list-style-type: none"> 1. A. Research in Strategic Plan (BOD; sections/divisions) <ol style="list-style-type: none"> B. (1.) Peer-reviewed abstract & educational sessions to model research (sec/div) (2.) Undergraduate/graduate research at annual conference with partners (AAFCS/ KON/BOHS/CAFCS) C. Consider ONE journal with more defined, peer-reviewed articles (Editors/BOD) D. Review undergraduate curriculum (HEU with partners/Council for Accreditation/ undergraduate research communities) <ol style="list-style-type: none"> 2. A. Identify partners of related associations that publish FCS researchers (CUR section) <ol style="list-style-type: none"> B. Co-authorship across disciplines (members!) 3. A. Investigate existing database (inventory) (CUR) <ol style="list-style-type: none"> B. Review of literature on effectiveness of programs (schools, communities, extension, etc.) C. Funding by AAFCS and/or partners 4. See 1A related to long-term (editors; BOD) <ol style="list-style-type: none"> A. NAME/Key Words 	<ol style="list-style-type: none"> 1. A. Research in Strategic Plan (BOD; sections/divisions) <ol style="list-style-type: none"> B. Use annual conference (Showcase, posters, plenary, etc.): sec/div C. Increase in frequency of journals (monthly) (Editors/BOD) D. FCS profession "consumer" of research 2. Independent Funding of researchers; mission support 3. A. Investigate existing database (inventory) (CUR) <ol style="list-style-type: none"> B. Review of literature on programs (schools, communities, extension, etc.) C. Funding by AAFCS and/or partners 4. See 1A related to long-term (editors; BOD) <ol style="list-style-type: none"> A. NAME/Key Words

Action Plan developed by: Wendy Johnson-Taylor, Shelly Nickols-Richardson, Mary Pritchard, Jill Pakulski, Victoria Marie Gribshaw, SC.

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ADVOCACY & PUBLIC POLICY

- AAFCS will have a defined public policy agenda(regulatory legislative).
- Our public policy will be pro-active, mandated by the association.
- AAFCS will have internal and external advocates, as well as individual and corporate advocates.
- AAFCS will provide adequate advocacy training.
- Public policy will pursue full/increased funding and support for issues and programs.

ACTION PLAN:

SHORT TERM:	LONG TERM:
1. Review of the existing public policy focus in the strategic plan Who: Committee When: Feb. 1 2006	1. Identify partners/collaborators for future policy action. 2. Strengthen the mechanism between research and policy. 3. Provide national, state and local training in advocacy and public policy. 4. Hire a staff person whose primary responsibility is public policy. 5. Seek increased funding. 6. Establish a responsive public policy network for hot issues.

**Footnote for all: Conversation Café comments*

Action plan developed by: Eddie Gouge, Laura Levine, Mary McKenna, Michele Saylor, Sue Williams, Beverly Wooley.

FCS COURSES

- AAFCS will work toward creating a mandate requiring FCS courses for high school graduation.
- FCS educational content will be offered across the lifespan.
- FCS will enhance and create career pathways that promote transitions and linkages in education.

ACTION PLAN:

Share career pathways through web links

SHORT TERM:	LONG TERM:
Who – AAFCS, States working on them ACTE,? careercluster.org	Share info on how to do it. Articulation agreements, models & other resources FCS content will be offered across the lifespan Already being done... Just needs to be communicated

We will work toward having FCS courses required for high school grad.

SHORT TERM:	LONG TERM:
Find a group to investigate current environment Who? State Administrators	Develop a FCS competency assessment system, with possible certificate Who – State admin, educators, ESAE External stakeholders, AAFCS credentialing (Industry, parents, etc.)

Action plan developed by: Carolyn Brown, Nicole Chinadle, Sally Combs, Carla Goble, Jim Moran, Carolee Samuels, Peggy Wild, Marilyn Wragg.

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THUS ENDED DAY THREE, THE FINAL DAY OF THE
SUMMIT TO ANSWER THE QUESTION:

“What is the future of family and consumer sciences?”

FINAL NOTE: *As summarized on Day Three, the common ground for the future of Family and Consumer Sciences appears to be fully consistent with the Scottsdale Principles:*

UNIFYING FOCUS (FROM THE SCOTTSDALE MEETINGS)

Family and Consumer Sciences uses an integrative approach to the relationships among individuals, families and communities and the environments in which they function.

The profession of family and consumer sciences takes leadership in:

- Improving individual, family and community well-being,
- Impacting the development, delivery and evaluation of consumer goods and services,
- Influencing the development of policy,
- Shaping societal change, thereby enhancing the human condition.

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Appendix A

NEXT STEPS:

JANUARY 2006	<p>The Board identified three priorities for immediate action following the Summit:</p> <ol style="list-style-type: none"> 1) Forward a Proposed Open Membership Model to the AAFCS Senate in June 2006 based on Summit participants' action plan. 2) Proceed with the Governance Redesign for a vote in June 2006 at the Annual conference in Charlotte, NC, and 3) Convene a meeting of presidents/executive directors of FCS organizations initially in a "first" meeting to establish a coalition.
JANUARY 31, 2006 FEBRUARY 1, 2006	Conference Calls with Affiliates/AAFCS Past Presidents
FEBRUARY 3-5, 2006	Governance Redesign Task Force & Board Meeting The Task Force and Board will be considering the Summit report to guide organizational redesign.
FEBRUARY 2006 AND BEYOND	The Board will continue to prioritize the proposed action plans from the Summit. That will be ongoing work by the senior staff and the Board over the next few months.
FEBRUARY/MARCH 2006	<ul style="list-style-type: none"> - Post Governance Workgroup -Bylaws Committees will meet to revise Bylaws - Letter & Report to All Members
MARCH 2006	Proposed revised bylaws reviewed at Board Meeting
APRIL 2006	<ul style="list-style-type: none"> - Senate reviews report and Bylaws - Conference Call with leaders - Conference Call with Affiliate Leaders - Conversation Cafés by Affiliates - Conference Call with Past Presidents <p>Other Conference Calls with Stakeholders as needed.</p>

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Appendix B

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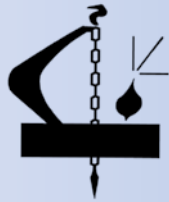
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