

# **Transforming AAFCS: New Era of Action**

## **Phase 2**

### **Student Unit Recommendations for Action**

#### **Section 1. Purpose**

We always strive to provide our members with effective programming. We will always look to add to our current practices to improve how the SU is supporting the mission of AAFCS and providing value to our members. To start with, we would like to review our purpose within AAFCS, for our materials (SU Handbook and Bylaws), but also for addition to the AAFCS Policy and Procedures Manual. This will future SU members and leaders a more concrete idea of what the purpose of the SU is and from that where we need to be going to move the purpose forward.

We also need to become more open in communication to advisors. Chapter advisors tend to be the most constant face to students and they can overlooked in coordinated efforts and in our purpose. With better communication and tools for advisors, chapters will grow to have more uniform structures and we will be able to build stronger relationships with chapters and members. We are looking to form a database to keep better track of chapter advisors and contact information. In the future advisor orientation and information may be disseminated to increase knowledge of the SU as a whole to advisors.

#### **Section 2. Target Audiences**

New efforts this year have been put into place to increase student membership, using a Student Membership Campaign. The campaign is currently in progress and we will evaluate the effectiveness following the close of the campaign. If continued, it will gain participation in subsequent years.

Overall we feel that we are meeting the basic needs of the student members. In the future we need to work to tie together opportunities within the SU, throughout the Association, and with local and affiliate chapters. It will be important to more effectively use technology to engage our members. It is also important for us to remember to include programs that are welcoming to all student members. We need to make sure that we are inclusive to students that are at 2-year schools, 4-year schools, graduate students, and nontraditional students. We need to make sure that we are not making judgments about our population and that we are inclusive to all types of our members.

#### **Section 3. Programs and Projects with Related Value**

We are always looking for new and exciting programs and projects for the SU. Based on SU member feedback students are pleased with current activities, but we feel with our membership, the sky's the limit. We would like to annually review our programming and keep effective programs, revise programs as needed, and remove programs that are no longer effective or meeting the needs of the membership. It will be important to effectively implement needed changes, so that the benefits are passed along to our members as soon as possible.

#### Section 4. Resources

We need to viably look at our financial situation and make some changes. Currently we are not a revenue producing unit for the Association. We need brainstorm ideas for functional ways to provide revenue for the SU. Current ideas have included product sales at annual conference, programs like the student development campaign and continually working to increase membership.

It will also be important for us to devise a plan for funding of the SU, working together with the BOD, Finance and Properties Committee, and SU officers. While we are striving to become a revenue producing unit, it is a large hurdle for us to overcome as an officer team, until the time that we are producing revenue a formal funding process would be beneficial for us and also the BOD. In the past we have followed the process for Sections and Divisions. Since this process will no longer exist with Communities of Interest/Practice, we need a formal process that works for all parties involved. A formal process will keep things consistent over the future years, cause less concern of funding/financial issues, and also provide checks and balances on the work and programming of the SU.

#### Section 5. Benchmarking

We would like the SU to continually improve evaluation methods and feedback received from members throughout the year. Primarily our feedback is received at annual conference. This is a slight problem, because the feedback is only coming from members attending annual conference. It would be nice to implement formal surveys being used throughout the year. Survey Monkey, or other online survey options, may become a useful tool for the SU. Officers will be able to develop the survey on their own and send it to members and advisors for feedback.