



# AAFCS Strategic Plan

## *Goals and Objectives*

*American Association of Family & Consumer Sciences (AAFCS)  
Adopted by the AAFCS Senate, July 1, 2003*

### **Core Ideology**

#### *10-30 Year Planning Horizon*

*Core ideology describes an association's consistent identity that transcends all changes related to its relevant environment. It consists of two elements - **core purpose** - the association's reason for being - and **core values** - essential and enduring principles that guide an association. **Envisioned future** conveys a concrete yet unrealized vision for the association. It consists of a **big audacious goal** - a clear and compelling catalyst that serves as a focal point for effort.*

#### **Core Purpose**

Bringing people together to improve the lives of individuals, families, and communities.

#### **Core Values**

1. Believes in the family as a fundamental ~~unity~~ of society.
2. Embraces diversity and values all people. ?
3. Is dedicated to life-long learning and diverse scholarship.
4. Prepares new professionals. ?
5. Exemplifies integrity and ethical behavior.
6. Seeks new ideas and open to change. ?
7. Promotes an integrative and holistic approach to the Body of Knowledge.

#### **Big Audacious Goal (B.A.G.)**

To be recognized as the driving force in bringing people together to improve the lives of individuals, families, and communities.

# Outcome-Oriented Goals

## 3-5 Year Planning Horizon

*The following thinking represents goal areas for the next three to five years. They are areas in which AAFCS will explicitly state the conditions or attributes it wants to achieve. These outcome statements define "what will constitute future success." The achievement of each goal will move the organization toward realization of its vision. The goal areas are not in any order of priority.*

### **Goal Area: Public Awareness**

FCS programs are recognized and valued in education.

### **Goal Area: Funding**

AAFCS operates with a balanced budget and with adequate human and fiscal resources to accomplish its goals.

### **Goal Area: Advocacy/Public Policy**

AAFCS is recognized as the primary advocate for the FCS Body of Knowledge and influencing public policy.

### **Goal Area: Professional Development**

AAFCS develops effective, competent, and ethical leaders.

# Direction Setting Objectives and Action Generating Strategies

## *1-5 Year Planning Horizon*

*Strategic Objectives and Strategies provide direction and actions on how the association will accomplish its articulated goals. Strategic Objectives are considered in the 3-5 year planning horizon while Strategies are considered within the 1-3 year planning horizon. Strategies are reviewed annually by the AAFCS leadership.*

### **1. Goal Area: Public Awareness**

FCS programs are recognized and valued in education.

#### **Strategic Objectives**

- 1.1. Increase understanding and support for the FCS Body of Knowledge.
- 1.2. Increase the value of FCS programs in all educational settings.
- 1.3. Increase the number of FCS educators.
- 1.4. Increase the visibility of AAFCS in targeted media.

### **2. Goal Area: Funding**

AAFCS operates with a balanced budget and adequate human and fiscal resources to accomplish its goals.

#### **Strategic Objectives**

- 2.1. Increase grant funding.
- 2.2. Evaluate AAFCS' programs, products, and services annually measuring success in achieving the association's four strategic plan goals.
- 2.3. Increase the development of new and profitable business lines.
- 2.4. Increase program sponsorships and individual contributions.
- 2.5. Reinvest unrestricted assets to support new initiatives.
- 2.6. Increase dues revenue.

### **3. Goal Area: Advocacy/Public Policy**

AAFCS is recognized as the primary advocate for the FCS Body of Knowledge and for **proactively** influencing public policy.

#### **Strategic Objectives:**

- 3.1. Increase member's confidence as effective advocates.
- 3.2. Increase collaboration with other groups in advancing AAFCS' public policy priorities.
- 3.3. Increase the influence of AAFCS' collective voice.

### **4. Goal Area: Professional Development**

AAFCS develops effective, competent, and ethical leaders.

#### **Strategic Objectives:**

- 4.1. Increase the effectiveness of delivery channels for leadership development.
- 4.2. Increase AAFCS leadership training tools and resources for affiliates.
- 4.3. Increase the number of opportunities for training in professional ethics.
- 4.4. Increase the number of new professionals in leadership roles.



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