

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
GOVERNANCE	
<p>BOARD OF DIRECTORS The budget provides for ONE face-to-face Board meeting at the AAFCS headquarters, and a one-day Board meeting at Annual Conference; Finance Committee Meeting expenses for two public members and newly elected President-Elect; Past Presidents mailings and refreshments at Annual Conference; postage; supplies; photocopying; D&O insurance for Board. A Spring meeting could be added using conference call and LiveMeeting(c).</p>	<ol style="list-style-type: none"> 1. Board selected and inaugurated Carolyn Jackson as the Executive Director. 2. Held Board meeting at conference in Reno, NV, June 2007. Invited incoming Board members, elected in 2007, to participate, providing them with an overall orientation to the Board as well as a thorough discussion of the FY 07-08 budget under which they will operate. 3. Conducted teleconference and web based Board meetings in November, December, February and May. 4. Past President and Executive Director conducted Board Orientation and Development on October 4, 2007. 5. Held Fall Board Meeting on October 5-6, 2007 in conjunction with the Archives Grand Opening at Cornell University. 6. Spring Board Meeting was held March 14-16, 2008. It was deemed cost effective to conduct the meeting in person after careful consideration of the costs involved and resource available. Invited incoming Board members, elected in 2007, as guests providing them with an overall orientation to the Board as well as a thorough discussion of the FY 08-09 budget under which they will operate. 7. Board developed a Strategic Plan for 2008-2013 to launch our next century for presentation to the 2008 Senate. 8. Board worked with Bylaws Committee to propose bylaws amendments for action by 2008 Senate. 9. Executive Committee developed an executive director evaluation process and tool; subsequently conducted an evaluation of the Executive Director.
<p>SENATE / GOVERNANCE The budget provides for staff support to Director of Affiliates for Senator data entry and web posting of Senate materials.</p>	<ol style="list-style-type: none"> 1. Developed materials for distribution to Senators in May 2007. 2. Held Senate session at Annual Conference on June 23, 2007, in Reno, Nevada. 3. Conducted deliberative discussion of the AAFCS Form of Governance at the 2007 Senate session.
<p>ELECTION PROCESS The budget provides for staff support to volunteers; work with vendor to update electronic ballot; Nominating Committee conference calls.</p>	<ol style="list-style-type: none"> 1. The Nominating Committee identified candidates for 2008 election. Staff developed copy and design for 2008 ballot. 2. Posted ballot "live" January 30 - February 22, 2008. 3. Announced election results to candidates; included notification to all members in April issue of <i>JFCS</i>.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	4. Nominating Committee began its work to identify and interview candidates for the 2009 national ballot.
<p>COMMITTEES The budget assumes all committee conference calls will be scheduled through headquarters using conference bridges. Other expenses addressed in separate budgets, e.g. Past Presidents refreshments at annual conference.</p>	See separate Committees' Report for 2007-2008.
<p>CENTENNIAL This budget provides for staff support of Centennial.</p>	<ol style="list-style-type: none"> 1. AAFCS Centennial Planning Committee worked throughout the year to plan and implement major Centennial projects including the Affiliate Wall of History, Second Century of Helping and development of a DVD, The Life and Legacy of Ellen Swallow Richards. 2. Presentation was given to Affiliate leaders at their fall leadership conference on the role they play in our Centennial celebration.
<p>AFFILIATES The budget provides for four conference calls with affiliates and support for Director of Affiliates with email communications and web postings; data entry.</p>	<ol style="list-style-type: none"> 1. HQ staff updated online affiliate directory with current APU as per officer updates received from affiliate leaders. 2. HQ staff sent several email communications to affiliate leaders in coordination with Director of Affiliates, Centennial/Development Committee and HQ staff. 3. HQ staff established "Leadership Exchange" site hosted on AAFCS Communities to facilitate communication between affiliate leaders. 4. HQ staff reinstated monthly membership reports sent via email to affiliate-designated report recipient. 5. HQ staff distributed three issues of the Membership Committee's MINT newsletter to more than 250 affiliate leaders by mail. 6. Held affiliate conference calls on Feb. 5 and 6. Approximately 45 affiliate representatives participated in the calls along with BOD and HQ staff. Discussions included the report from the Finance Committee, Recommendations for Action, pre-professional credentialing, membership statistics, and technology upgrade. 7. AAFCS HQ staff created online survey to conduct affiliate self-assessment in coordination with Director of Affiliates. Staff tracked, collected, and disseminated results to Director and others leaders. 8. Publicized AAFCS Branding opportunity for affiliate leaders in cooperation with Communications staff. Affiliate leaders given the opportunity to purchase affiliate-specific letterhead, business cards with AAFCS logo.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	9. Executive Director delivered keynote addresses at the Kansas and Arkansas affiliate annual meetings.
LEADERSHIP CONFERENCE The budget provides for minimal HQ staff support to leaders managing the Leadership Conference.	1. Director for Affiliates planned and implemented Leadership Conference for affiliate leaders in Indianapolis, IN, October 26-28, 2007. 2. HQ staff publicized event on website, two members of HQ staff compiled materials, developed presentations for, attended event and conducted follow-up.
COMMUNITIES The budget provides electronic and data entry support for communications with Communities and Student Unit members.	1. CCT coordinated submissions and approval of 14 Communities. HQ staff created these Communities online, and publicized these Communities in the FACS Community Corner column and via eblast. HQ staff provided continuous tech and knowledge-based help for members on Community process. 2. HQ staff obtained articles for, wrote articles for, designed, posted and emailed two issues of <i>In the Know</i> , the Student Unit e-newsletter. 3. Held one conference call with Student Unit. 4. HQ staff coordinated Student Unit Award and Election process with SU officers, including publicizing these events and sharing results in FACS, ITK.
ORGANIZATIONAL TRANSITION Provides for staff and overhead to support the organization transition.	1. Presentation was developed for the Open Forum at the 2007 Annual Conference in Reno, NV to share the milestones reached in the Association's endeavors called <i>Transforming AAFCS: New Era of Action</i> . 2. Components of the transformation process addressed during 2007-2008 are the higher education unit's "Futures Task Force," AAFCS form of governance, affiliate recommendations for action, and bylaws revisions.
MEMBER SERVICES-PRODUCTS (Dues)	
MEMBER SERVICES The goals for Membership in FY 07/08 are to provide basic membership services to retain core AAFCS members and help recruit new members by providing resources for affiliates in The MINT, conducting affiliate and member-get-a-member contests, and	1. Current membership statistics as of April 30, 2008, were: 6,706 members. 2. Conducted the spring Affiliate +5% Recruitment Contest and Member-Get-A-Member Campaign for the acquisition of new members. 3. Continued use of a telemarketing company to conduct telephone

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
<p>using telemarketing campaigns. Membership expenses include office supplies, telephone calls, cost of telemarketing service, prizes for contests, recognition of 50-year members, cost to promote The FACS sponsorships in the AAFCS Media Kit and sponsorship sales commissions, postage (for The MINT, The FACS, reports, membership cards, new member packets, renewal notices, year-end letter, and call-in prospect fulfillment), and printing (of The MINT, The FACS, renewal notices, envelopes, membership cards, year-end letter, and applications/brochures). The scholarship for an FCCLA high school student. This budget no longer includes items that have been cut: Fast FACS renewal news sheet; costs for electronic communications; an address audit. Revenue includes dues, The FACS sponsorships, fees and royalty programs and list rentals.</p>	<p>campaigns aimed at renewing or reinstating lapsed members.</p> <ol style="list-style-type: none"> 4. Produced monthly issues of <i>The FACS</i> e-newsletter and distributed to members via the website, email, and mail. 5. Designed, printed, and mailed monthly issues of <i>Fast FACS</i> (hot news sheet). This one-pager reports and promotes AAFCS activities and is sent with first renewal notices. 6. Held one face-to-face meeting of the Membership & Marketing Committee at the Annual Conference in Reno, NV and supported the work of the committee including scheduling conference calls through out the year. 7. Published and mailed the Autumn, Winter, Spring, and Summer (pending), issues of <i>The MINT</i> newsletter. This quarterly newsletter is mailed to members of the Board of Directors, Affiliate Presidents, affiliate membership contacts, community and committee leadership, and is posted on the website. 8. Provided news to AAFCS members in "Inside AAFCS" in the <i>JFCS</i>. 9. Worked with new technology vendor to refine and launch online membership application and renewal application as part of new web portal. 10. Instituted monthly "New Member Welcome" Email to new members advising them of online features, including Web Portal and Communities. 11. Established April as AAFCS Member Appreciation Month in coordination with Membership Committee; awarded free membership to member at month's end. 12. Reestablish Database Manager position to provide additional level of service to Members and Affiliate Leaders.
<p>JOURNAL Expenses include the design, production, printing, mailing, fulfillment, marketing to advertisers, editor's fees, outsourced journal management fees, and advertising commissions. Some of the journal expenses will be reduced in this budget because programs areas will be charged \$250 for each full journal page used (internal transfer). Expenses have also been reduced by eliminating color inside the journal and reducing the page count to 80. Revenue includes non-member subscriptions, manuscript fees, and advertising.</p>	<ol style="list-style-type: none"> 1. Renewed contract with journal publisher for one year, and negotiated a savings over previous expenditures. 2. Introduced Centennial features in 2008 issues of <i>JFCS</i>. 3. Processed 40 new manuscripts for peer-review since September 2007. 4. Finalized themes for 2009 and published in November 2007 issue.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
<p>WEBSITE Provides for web posting, maintenance, hosting and internet connection.</p>	<ol style="list-style-type: none"> 1. Continued hosting services necessary for AAFCS web-presence. 2. Updated website with relevant information and news in a timely manner. 3. Incorporated new web portal with AAFCS website as part of new technology project. Allows members and other customers to create a profile, change a profile, purchase conference registrations and tickets, and join online in “real time.”
<p>INTERNET COMMUNICATIONS Provides for monthly eNewsletters and broadcast emails for members through Get Active blast email service.</p>	<ol style="list-style-type: none"> 1. Maintained our secured network that protects our data and hardware from being compromised by Malware or Spyware, through partnering with our IT consultants to better identify and resolve IT infrastructural weaknesses. 2. Maintained significantly reduced “bounce back” rates on our domain name and on email messages by conducting a newly developed project to resolve database and procedural defects. 3. Launched on-line conference registration site with live credit card transactions to improve registration process. 4. Continued using on-line survey application to develop, deploy, and compile survey information more efficiently. Increased interaction by members online. 5. Produced broadcast emails used to distribute AAFCS e-newsletters and important announcements and information to AAFCS members, units, and prospective members and partners. 6. Executive Director created a blog to address various issues relevant to professionals in the field of family and consumer sciences.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
<p>WEB CAREER CONNECTIONS FCS Career Connection is designed to generate revenue and help connect our members and visitors with new employment opportunities. This job site is exclusively for professionals in family and consumer sciences. Employers can access our niche community of exceptionally qualified family and consumer sciences executives, professors, K-12 teachers, and graduate students. Projected Revenue is from employer job posting sales, and expense includes costs for printing flyers. Marketing of the CC includes small in-house ads in eNewsletters and the JFCS when space is available. As part of a password-protected members-only section under the new technology, this initiative has the potential to attract new members as well.</p>	<ol style="list-style-type: none"> 1. Created and published ads in the <i>JFCS</i>. 2. Created and published promotional pieces for employers and/or job seekers in issues of <i>The FACS</i>. 3. Included FCS Career Connection as a resource in <i>Fast FACS</i>. 4. From the May 2007 to April 2008 period, AAFCS had 305 registered job seekers, 99 resume postings, and 67 employer/recruiters sign up, and over \$7,000 in revenue from job postings.
<p>ASSOCIATION AWARDS This proposed budget for the "Association Awards" includes expenses for plaques, pins, printing, postage, and telephone calls. The Leader, New Achiever, Friend of the Family and 21st Century are supported here.</p>	<ol style="list-style-type: none"> 1. Five Leaders and two New Achievers were honored in 2007. 2. Awards & Recognition Committee continued their study of guidelines and forms. 3. 2008 guidelines and forms were posted on the web in September and October 2007 and articles were run in the October, November, and December 2007 editions of <i>The FACS</i> newsletters to inform members that the documents could be downloaded and that any documents not yet posted would be available as soon as the reviews were complete. 4. Jurors completed reviews of 2008 nominations, and winners were notified. 5. The consultant for the redesign of the award, grant, fellowship, and scholarship program began work on the redesign project in April 2007 with money approved by the 2006-2007 Board of Directors (\$30,000 from the Jewell Taylor fund for one-time funding of a consultant and/or part-time professional to assist in the redesign of the award, grant, fellowship, and scholarship program). 6. The consultant worked with staff throughout the year to gather information for interim analyses and a redesign plan, which was approved by the 2007-2008 Board of Directors in March 2008. 7. The Public Policy Committee updated the 2008 Friend of the Family Award and 2008 21st Century Community Champion Award guidelines and application forms, processed award applications, and recommended awardees to the 2007-2008 Board of Directors, which approved the committee's selections in March 2008.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
PROGRAMS (Self-Funding)	
<p>ANNUAL CONFERENCE Budget covers revenue and expense for the Annual Conference in Reno, NV.</p> <p>REVENUE generated from registrants, hotel rebates, sponsorships, advertising, meal tickets, product sales tables, exhibit sales and educational sessions.</p> <p>EXPENSES include: decorator fees; A/V costs; security; printing programs and promotional materials, tickets, ribbons, badges, and signs; travel/per diem for staff, Conferon; speaker fees/expenses; expo sales fees/commissions; insurance; supplies; conference calls; flowers; photographer; food & beverage; advertising.</p>	<ol style="list-style-type: none"> 1. Produced a 2007 Annual Conference Program Book, Pacesetter Program Book, and promotional materials (bookmarks, flyers, etc.). 2. Held successful Annual Conference in Reno, NV, June 21-24, 2007. 803 paid attendees, sponsors, and expo booth sales generated \$330,240 in revenue. Expenses, including staff and overhead, totaled \$417,964. 3. Produced a 2008 Annual Conference ad for the 2007 Annual Conference Program Book. 4. Designed and printed bookmarks for the 2008 Annual Conference & Expo to distribute at the 2007 Annual Conference, include in new member packets and first renewal notices, include in the <i>JFCS</i>, and give away when AAFCS exhibits at other meetings. 5. Conducted monthly conference calls with AC committee to review program details, speakers, and other 2008 Annual Conference issues. 6. Updated website to include 2007 Annual Conference highlights section and created 2008 Annual Conference & Expo section. 7. Published photo spread and 11-page wrap up piece in the September, 2007 issue of the <i>JFCS</i> to provide recognition and information to members on the 2007 Annual Conference. Also placed small ad and bookmark to promote 2008 Annual Conference. 8. Prepared Call for Educational Session Proposals and posted to website. Also posted information for submitting other types of proposals. Sent emails to members, 2007 conference attendees, lapsed members, and contacts at other organizations about submitting proposals. Included proposal submission information in <i>The FACS</i> and <i>Fast FACS</i>. 9. Updated Precis, online abstract management submission system, for 2008 and accepted proposals September 21 - October 22, 2007. 10. Sent special e-mail in September 2007 to the leaders of AAFCS Communities and proposed AAFCS Communities, and to the former leaders of AAFCS Sections and Divisions to invite them to submit proposals to the conference by the proposal deadline. 11. Produced and mailed media kit/exhibitor prospectus to current and prospective exhibitors in January, 2008 and an exhibitor postcard to prospective exhibitors in February, 2008. Update: 53 booths sold as of May 12, 2008. 12. Reviewed educational session proposals; 36 proposals selected by

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	<p>Annual Conference Committee to be included in program.</p> <p>13. Scheduled all 2008 Annual Conference functions; posted program-at-a-glance on website in January, 2008.</p> <p>14. Updated website regularly with program information, excursions, travel and lodging, etc. Also posted forms and information for special functions. Interactive online registration form produced and posted in February, 2008.</p> <p>15. Produced and mailed "Save the Date" postcard in January, 2008 to 2006 and 2007 conference attendees, all AAFCS members, all CFCS professionals, recently lapsed members in WI and contiguous states, and targeted members of NCFR, ACTE, NAME, and NEAFCS.</p> <p>16. Produced and mailed Preliminary Program, including a "join and go" return envelope, in February 2008 to 2006 and 2007 conference attendees, members in WI and contiguous states, all CFCS professionals, recently lapsed members in WI and contiguous states, and targeted members of NCFR, ACTE, NAME, and NEAFCS.</p> <p>17. Produced and mailed Early bird registration deadline postcard (April 1) in mid-February 2008 to 2006 and 2007 conference attendees, all AAFCS members, all CFCS professionals, recently lapsed members in WI and contiguous states, and targeted members of NCFR, ACTE, NAME, and NEAFCS.</p> <p>18. Placed a full-page 2008 conference ad in the January issue of the <i>JFCS</i>.</p> <p>19. Provided conference updates in <i>The FACS</i>, <i>In the Know</i>, and <i>Fast FACS</i>; included special conference sections in January 2008 and February 2008 issues of <i>The FACS</i>.</p> <p>20. Produced ads, promos, and contest materials for a monthly publicity notice sent to AAFCS leaders from the Annual Conference Committee.</p> <p>21. Wrote and distributed broadcast emails to prospective exhibitors in November, 2007 and February, 2008.</p> <p>22. Wrote and distributed broadcast emails to members about registration deadlines.</p> <p>23. Submitted 2008 Annual Conference materials to National Council on Family Relations (NCFR) for CEU approval. NCFR granted CEU credit for certain Annual Conference sessions.</p> <p>24. Wrote and posted a message on the NASAFACTS listserv in March 2008 to invite FCS state administrators to attend and provided a message for them to send to FCS teachers.</p>

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	25. Provided 2008 Annual Conference information to NASCO for banner on the back cover of their 2008 FCS catalog and copy for two emails to distribute to their customers.
<p>NON SERIAL PUBLICATION This budget includes the costs of printing books (expense is not realized until books are sold), purchasing speaker books, in-house fulfillment, advertising publications, telephone calls, and supplies. Expenses have been reduced by discontinuing fulfillment services with PMDS and fulfilling orders in-house and storing merchandise at AAFCS headquarters and Shurguard.</p>	<ol style="list-style-type: none"> 1. Sold AAFCS publications and products throughout the year and at the AAFCS Bookstore in Reno. Sold Annual Conference speaker books at AAFCS Bookstore only. 2. Continued working with Goodheart-Willcox on selling a new edition of <i>Food: A Handbook of Terminology, Purchasing, and Preparation</i>, one of AAFCS' best-selling publications. 3. Continued the promotion of <i>Family and Community Policy: Strategies for Civic Engagement</i>. (Also, sold through Goodheart-Willcox) 4. Updated the online publications and products catalog and order form.
<p>PROGRAMS (Funded from other sources)</p>	
<p>PUBLIC POLICY PROFESSIONAL DEVELOPMENT Provides for telephone and faxes, printing flyers, Congressional directories, postage, broadcast emails, and web updates. It no longer includes press releases about legislative issues, or overhead for the Chalkley-Fenn Public Policy Visiting Scholar, only because this award is now being offered on alternating years and there is a C-F scholar for 2006-07. There is no longer a joint public policy conference with NCFR.</p>	<ol style="list-style-type: none"> 1. Held a face-to-face meeting of the Public Policy Committee (PPC) at the annual conference in Reno. Utilized conference calls to meet virtually on other occasions. 2. Committee members were involved in presenting or moderating multiple sessions related to public policy and/or financial literacy at the 2007 Annual Conference in Reno. 3. Continued to promote the Public Policy Tool Kit. 4. Continued to promote the use of <i>Sizing Up America</i> materials. Conducted multiple assessments of their impact. Various "lessons learned" have been compiled and will be reported soon. 5. Formulated a resolution addressing Identity Theft and distributed to affiliates and the membership for discussion and input prior to action by the Senate when they meet at the Annual Conference. 6. Updated the 2008 Friend of the Family Award and 2008 21st Century Community Champion Award guidelines and application forms, promoted nominations through <i>The FACS</i> and website, processed award applications, and recommended awardees to the 2007-2008 Board of Directors, which approved the committee's selections in March 2008. 7. Updated the Chalkley-Fenn Visiting Scholar guidelines and application form. Although promoted, no applications were received. 8. Hosted a booth in the Exhibit Hall during the 2007 Annual Conference featuring the public policy materials: Toolkit, book, resolutions,

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	<p>deliberation guide and other materials. Exhibit space has been secured at the 2008 Annual Conference.</p> <ol style="list-style-type: none"> 9. Facilitated the use of Audience Response Systems (clickers) during the Senate convening during Annual Conference in Reno. 10. Used articles in <i>The FACS</i> to promote awareness and involvement in public policy efforts. 11. Reviewed the Public Policy Online Toolkit to identify needed updates and revisions. Developed case studies as resource information supplementing original Toolkit. 12. Utilized the 2007 Annual Conference exhibit to collect donations to support the Chalkley-Fenn Visiting Scholar fund. Supported the work of the Centennial Fundraising Campaign which includes the Chalkley-Fenn Public Policy Endowment Fund Campaign. 13. The 2007 Chalkley-Fenn Visiting Scholar developed the "Financial Fitness: It's Priceless Deliberation Guide" which has been posted on the Association website. Use of the Guide has been promoted through <i>The FACS</i>, exhibits, and presentations. Affiliates have included use of the Guide in various venues. 14. The Public Policy Committee is supporting the work of the Association's initiative to develop a pre-professional level assessment and industry-recognized certification in the area of financial literacy. 15. Strategic planning has resulted in development of a committee 3-year plan of work focusing on sustainability.
<p>PUBLIC AWARENESS - ANNUAL CONFERENCE Expenses include costs of creating and distributing an Annual Conference press kit, press releases, and press release templates; a news clipping service and broadcast clips; telephone calls; internet charges for someone's hotel room; photocopies; and postage. This budget no longer includes costs for an Annual Conference on-site press room or travel for a staff member to manage public relations on-site at the Annual Conference.</p>	<ol style="list-style-type: none"> 1. Wrote and distributed 2008 National Teacher of the Year (T.O.Y.) press release in May. Created and posted T.O.Y. Press Kit on website in May 2008. 2. Created an electronic press kit (EPK) with press releases (conference, awards, SU national service project) and other important information for the 2007 Annual Conference. 3. Staffed an onsite press room at the 2007 Annual Conference with hard copy press kits. Distributed three conference press releases onsite, contacted the local media, and generated press inquiries. 4. Published "FCS in the News" with summary of clippings and coverage in each issue of <i>The FACS</i>. 5. Created a press release about World Family & Consumer Sciences Day and distributed it to targeted media contacts in March 2008. Also sent an electronic announcement and press release template to AAFCS members.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	<ol style="list-style-type: none"> 6. Developed Letter to the Editor of Newsweek in response to positive reference to the field of home economics/family and consumer sciences in an article by Michael Douglas. Also, sent communication of appreciation to Mr. Douglas for his acknowledging the value of our content in teaching family relationship skills. 7. Developed response to Michelle Singletary and Senator Hillary Clinton regarding Sen. Clinton's reference to the role of secondary home economics/family and consumer sciences classes in teaching personal financial management.
<p>COMMUNICATIONS Expenses include costs to create an electronic version of the Annual Accomplishments Report; announcements of AAFCS award winners in the Annual Conference wrap-up piece in the September Journal; creation and distribution of press releases for National Teacher of the Year, 21st Century Community Champion, Friend of the Family, Distinguished Service Awardees, new board members, and personnel changes; and broadcast clips. This budget includes staff time to update press release templates for other AAFCS awards and grants. There is a small amount of money included for copying, postage, and telephone calls. This budget includes costs for a media database subscription or clipping service and response to media.</p>	<ol style="list-style-type: none"> 1. Published a 2006-2007 Annual Activities and Accomplishments Report online in June 2007. 2. TOY publicity produced results as follows at time of printing: Louisville Courier Journal posted article recognizing TOY honoree.
<p>RELATED ORGANIZATIONS This budget includes funding for the AAFCS staff to attend three annual meetings of other organizations, and support for AAFCS members to participate in the National Coalition of FCS Education (formerly Vocational Education Coalition). It also includes shipping of the booth to three conferences of organizations that provide complimentary booth space. Booth amenities such as carpeting, chairs, trash can, etc. are budgeted here.</p>	<ol style="list-style-type: none"> 1. Represented Association with the AAFCS booth, distributing materials to the Family, Career, and Community Leaders of America (FCCLA) national leadership meeting in Anaheim, California July 9 – 11, 2007. 2. Represented Association with the AAFCS booth, distributing materials at the National Extension Association of Family & Consumer Sciences (NEAFCS) Annual Conference in St. Paul, Minnesota, September 18 - 20, 2007. 3. Shipped the AAFCS booth and arranged for volunteers to staff the AAFCS booth at the National Council on Family Relations (NCFR) Annual Conference November 8-9 in Pittsburg, PA. 4. Staff continued participation in the board meetings of the Jump\$tart Coalition for Personal Financial Literacy in Washington, D.C. 5. Staff participated in AAFCS booth at the Jump\$tart Coalition for Personal Financial Literacy's Financial Literacy Day on the Hill, April

**AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report**

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	<p>28, 2007.</p> <p>6. Division Director for Credentialing, Professional Development and Public Policy participated in the National Association of State Administrators for Family and Consumer Sciences (NASAFACS) national conference.</p> <p>7. Executive Director continued serving on the Board of Directors of the Family, Career, and Community Leaders of America (FCCLA) and was the chair of the Membership and Communications Committee; hence, she also served on the Executive Committee.</p> <p>8. Supported FCS Alliance meeting at the Annual Conference in Reno, NV.</p> <p>9. Exhibited at the 2007 Association for Career and Technical Education (ACTE) conference in Las Vegas. Printed information was distributed through the exhibit, and staff presented information promoting the pre-professional assessment and credentialing initiative in 8 conference sessions.</p> <p>10. Staff represented AAFCS at the NASULGC Board on Human Sciences Strategic Planning meeting in Austin, TX.</p>
<p>IFHE Dues processing and dues for the AAFCS President in IFHE.</p>	<p>1. AAFCS continues to process IFHE dues payments as a service to AAFCS members. The current rate is \$65, which is converted to 40 euros. NOTE: This rate pays for the bank fees and labor to complete these transactions quarterly.</p>
<p>HIGHER EDUCATION (Self-Funding)</p>	
<p>HEU The HEU budget includes projected revenue based on implementation of a "New Model" HEU and CA fee structure proposal approved at the 2005 Annual Conference. The HEU budget includes expenses for projects to build and support membership. Printing and postage is included. Other expenses include conference calls for the executive committee, Collegiate Assembly and for the Commissions. Travel stipends are included to award undergraduates for their participation in the poster session at the annual meeting. Expenses also cover support for the Collegiate Assembly and printing/distribution of ballots to HEU members.</p>	<p>1. Conducted business meetings and executive committee meetings for HEU and the Collegiate Assembly (CA) during the 2007 Annual Conference,</p> <p>2. Participated in the funding and leadership for the Task Force for Program Advancement. Through the Task Force, work is underway to identify leaders and strategies effective in building strength in university programs, identification and promotion of a cadre of university program administrators to provide mentorship and support for other programs, and to refine a database reflecting information about university FCS programs nationwide. Hosted conference calls for the Task Force for Program Advancement.</p> <p>3. Convened conference calls for leaders of the Higher Education</p>

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	<p>Futures Task Force to identify project participants, design Task Force process, and coordinate project efforts. Both an interim report and final report were prepared for the Board.</p> <ol style="list-style-type: none"> 4. Utilized a facilitated Internet collaboration process to convene 3 meetings of select higher education program leaders to evaluate the Association's efforts to promote and support higher education programs and identify opportunities, needs, and strategies for effective operations in the future. Utilized findings to prepare a proposal and strategic plan for approval by the Board of Directors in March, 2008 and the Association's higher education community during the 2008 Annual Conference. 5. Prepared proposals for Annual Conference sessions addressing the work and advancement of FCS higher education units. 6. Solicited and reviewed proposals from undergraduates for participation in the poster session at the Annual Conference. Scholarships were awarded to four students. 7. Provided financial support for the AAFCS Accreditation Program. 8. Staff represented AAFCS/HEU at the NASULGC Board on Human Sciences Strategic Planning meeting in Austin, TX.
<p>RESEARCH JOURNAL The Family & Consumer Sciences Research Journal is outsourced to Sage Publications, Inc. Sage funds all production and printing costs, collects all revenue, pays AAFCS a non-refundable advance against royalties Anticipated royalties for calendar year are \$21,47.78. For fiscal year 05-06 is \$20,325.68, for fiscal year 06-07 is \$24,000 AAFCS revenue includes member subscriptions, manuscript review fees, page charges, and royalties paid to AAFCS by Sage. Expenses include staff allocations (Executive Editor is doing this at no charge to AAFCS), overhead, professional fees paid to FCSRJ Editor, travel. Sage will provide envelopes and letterhead starting with the new editor. FCSRJ is published March, June, September, and December.</p>	<ol style="list-style-type: none"> 1. Executive Editor Virginia Vincenti provided leadership for the continued development of the FCSRJ. 2. Joan McFadden served as the editor for the issues. 3. A search for a new editor when Joan's term ends, was begun. 4. Work continued with publisher to initiate the online submission and review of FCSRJ manuscripts 5. approved two special issues related to AAFCS History and/or International Issues 6. New Editorial Board members: June 08, Wendy Way becomes a Board member. We are interested in identifying international board members in addition to the three who currently serve on the FCSRJ Board. Tahira Hira has also come onto the Editorial Board as the Associate Editor for Family Economics and Resource Management, replacing Mohammed Abdel-Ghany. 7. Ed. Board approved FCSRJ publishing selected research abstracts accepted by the CUR community for presentation at the AAFCS Annual Meeting in 2008.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
CREDENTIALING CENTER (Self-Funding Growth Program)	
<p>ACCREDITATION Revenue is generated from site visit fees, application fees, income from sale of the standards document, and fees generated through the "New Model" fee structure for HEU and CA. Expenses cover travel for council members and site visitors, portion of director's travel for the Annual Conference, director's attendance at meetings related to accreditation, conference calls, and printing, postage and supplies for CFA members and site visitors, and standards revision activities.</p>	<ol style="list-style-type: none"> 1. Hosted three training workshops at 2007 Annual Conference: "How to Write a Self Study," "Site Visit Orientation," and "Site Visit Team Leader Training." 2. Created Accreditation Wall of Honor recognizing accredited units during Annual Conference. 3. Provided recognition of accredited units in the Annual Conference program book and accreditation information in <i>The FACS</i>. 4. Conducted the fall meeting of the Council for Accreditation and prepared all follow-up communication. 5. Continued ongoing process of promoting, providing information, and responding to inquiries concerning accreditation program. 6. Continued to update and expand the database of individuals trained to serve as site visitors for use in assembling site visit teams. 7. Conducted five accreditation site visits with subsequent site visit reports and other follow-up communication. 8. Council for Accreditation completed review processes resulting in award of initial accreditation for 2 programs and reaccreditation for 8 programs. 9. Updated the history of accredited programs for use in budget planning and scheduling accreditation activities. 10. Prepared proposals for three 2008 Annual Conference sessions addressing elements of the accreditation process. 11. Distributed notifications initiating the submission of Bi-Annual Reports from 21 of the accredited programs. 12. Conducted spring Council for Accreditation meeting via series of Internet-facilitated conference calls. 13. Updated the listing of HEU and accredited units 14. Utilized 3 Internet-facilitated collaboration sessions and 2 electronic surveys to gather input from accredited units and university programs not currently participating in accreditation to guide the revision of accreditation standards and processes. 15. Council for Accreditation conducted small workgroup sessions and repeated conference call work sessions resulting in ongoing decision making and authoring of revised accreditation standards and processes.
<p>CERTIFICATION Expense provides for one meeting of the Council; materials to</p>	<ol style="list-style-type: none"> 1. Convened a meeting of the Council for Certification during the Annual Conference.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
<p>market the program; and certificates, supplies, copying, and postage to expand the scope of certification and testing audiences. Expense provides for costs of Council conference calls to administer and refine the structure, requirements, costs, reporting, and marketing of the certification program, emphasizing and communicating the value added by the credentials to current and potential certificants. Revenue results from certification testing and maintenance fees, late fees, fees from Journal article PDU questionnaires.</p>	<ol style="list-style-type: none"> 2. Worked with the technology contractor in establishing an online certification process of reporting PDUs. 3. Issued annual CFCS renewal notices and report of PDUs. 4. Promoted approval of "CFCS, Retired" certification category in renewal notices, communication to former certificants who are retired, and <i>The FACS</i>. 5. Provided informational/promotional articles about certification for <i>The FACS</i>. 6. Provided recognition for new CFCS certificants and program participants with the CFCS credential in the Annual Conference program book. 71 new certificants in 07-08. 7. Provided an educational session related to certification at the Annual Conference: "Certification: A Powerful Credential Tool." 8. Utilized the Annual Conference as a testing site for administering the AAFCS competency exams. 9. The Director of Credentialing and Professional Development participated in a meeting of the National Association for State Administrators of Family and Consumer Sciences (NASAFACS) in Santa Fe, New Mexico. Promoted the AAFCS initiative to develop pre-professional assessments and industry-recognized credentials and the mechanism for states to provide support, financial and otherwise. 10. Continued ongoing processes related to the testing program (telephone and email response to questions, preparation of information for web postings, registration, testing service communication, and test results reporting to individuals and group entities). 11. Continued ongoing processes related to the certification program (telephone and email response to questions, follow-up correspondence with successful examinees, CFCS application processing, and award of certification materials). 12. Convened Council for Certification conference calls to facilitate leadership and decision making for the Association's certification program. 13. Planned content and submitted proposals for sessions at the 2008 Annual Conference. 14. Processed payments and PDU submissions resulting from the dissemination of renewal invoices. 15. Prepared 2nd notice communication for certificants delinquent in submitting payment and/or PDU reports necessary for renewal. 16. Credentialing staff presented in 8 sessions addressing the

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	<p>Association's pre-professional assessment and industry-recognized credentialing initiative during the Association for Career and Technical Education (ACTE) annual conference.</p> <p>17. CFCS certificates were mailed to certificants beginning their new 3-year certification cycle.</p> <p>18. Provided information and support to the 71 new CFCS certificants for the year.</p> <p>19. As an outgrowth of recommendations made to the Board in the 2007 Council for Certification Self Assessment and subsequent Board action, an initiative to develop pre-professional assessments and industry-recognized credentials (Pre-PAC) was launched. Financial support and in-kind contributions have been solicited from corporate sponsors has been secured. The Consortium of States was formed to allow advisory and financial support for the initiative was formed; 25 state departments of education and national FCCLA are participating to date. A panel of business/industry representatives, educators, and other stakeholders was convened to develop the first assessment/certification in the area of financial literacy.</p> <p>20. Staff made presentations in sessions promoting the Pre-PAC initiative for state meetings of teachers and of affiliates.</p> <p>21. Administered a total of 546 professional level competency exams during 07-08 (broad field of family and consumer sciences; human development and family studies concentration; and hospitality, nutrition, and food sciences concentration). 496 of the exams were administered through computer-based technologies, and 50 were administered utilizing pencil/paper processes.</p>
<p>DEVELOPMENT UNRESTRICTED</p> <p>The following budget represents all of the campaigns outlined in the attached comprehensive 2007-08 Fundraising Plan. The Plan is similar to the 2006-07 Plan. Corporate sponsorships, \$15K, and the Centennial Campaign, \$125K, are NOT represented in this budget, but show up in the Annual Conference and Centennial Project budgets. It also includes a note that we are not on schedule to complete the three remaining "short" restricted fellowship/endowment funds. The Development Committee is considering combining these into other like-missioned endowments if possible.</p>	<p>1. Reported overall fundraising results, as of April 30, 2008, totaling \$245,064 against a budgeted FY 07-08 goal of \$65,250 (not including corporate sponsorships nor funds considered part of the Centennial Campaign). The favorable results were partly due to unanticipated Legacy Society bequests totaling over \$170,000.</p> <p>2. Celebrated the success of the Archives Campaign at the Archives Grand Opening, Cornell University, Oct. 6, 2007.</p> <p>3. Planned and presented a variety of development sessions at the Annual Conference in Reno, NV, June 2007; Stars Reception for high donors, 50-year members, DSAs, and VIP guests.</p> <p>4. Planned, designed, and printed materials for the year-end Annual Appeal.</p>

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
	<ol style="list-style-type: none"> 5. Continued contacting, planning, and collaborating with coordinators of the 2007 DSA campaigns. 6. Planned, designed, and printed materials for the launch of the 2008 DSA Campaign in January 2008. Personalized letters were mailed to DSA mailing lists by coordinators. AAFCS Headquarters sent a personalized mailing to all board members, past presidents, and past DSA honorees. One two-page ad and one table of contents ad were included in the January 2007 <i>JFCS</i> along with a contribution envelope. 7. Held one face-to-face meeting of the Development Committee in Reno, NV, and held numerous conference calls to date. 8. Approved a Centennial Campaign business plan, case statement and fundraising plan. Centennial campaign funds will go for the general Centennial celebration, the Young/Goebel Leadership Fund, Chalkley-Fenn Public Policy Scholar Fund and newly created Centennial Scholars Research Fund. 9. Produced Centennial seals, Centennial stationery, and Centennial webpage to promote AAFCS Centennial Celebration. Each affiliate received a complimentary Centennial tote bag and Ellen Richards DVD. 10. Delivered presentation on AAFCS campaigns at the Fall Leadership Conference for Affiliate leaders.
TOTAL PROGRAMS	
ADMINISTRATIVE	
ADMINISTRATION AND FINANCE Provides for equipment and software maintenance, the annual audit, bank service charges. Also, supplies, legal fees, postage, and printing not allocated to a specific program. Within salary allocation are staff management, holiday, vacation and sick leave.	<ol style="list-style-type: none"> 1. Completed and presented the Annual Audit to the Finance/Audit Committee. 2. Continued to work with newly reconfigured Finance Committee to implement new budget development process and long term planning process. 3. Studied office policies and procedures to integrate with new back office technology. 4. Supported Finance Committee in review of awards redesign recommendations for funded awards and identified places where funds could be combined or more fully supported to meet minimum principal balances. 5. Worked with Finance Committee to again develop a balanced operating budget for FY 08-09; Board approved the budget.

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
<p>FACILITIES Expenses include office rent, offsite storage, property taxes, insurance and some repairs if needed. Revenue is the interest from the King Street Fund calculated at 7%, the Finance Committee is trying to achieve 10%.</p>	<p>1. Interest and Earnings failed to meet budget expectation achieving 4.56%.</p>
<p>TECHNOLOGY PROJECT / BUILDING MOVE The direct costs for this project were underwritten by a King Street grant. This budget provides for the staff and overhead needed to facilitate the process.</p>	<p>1. Continued customization and installation process of the technology upgrade with Protech. Launching and fine-tuning various modules and portals to better suit our needs. 2. Developed internal work out team approach to addressing needs, priorities and communications of the technology upgrade.</p>
<p>STAFF DEVELOPMENT Provides for Executive Director and Staff development and professional dues and subscriptions to industry publications.</p>	<p>1. Held multiple training sessions on use and features of new technology. 2. Director of Finance and Administration attended American Society of Association Executives Conference August 2007. 3. Director and Manager of Credentialing attended ASAE Seminar: "Word-of-Mouth Marketing for Your Certification Program." 4. Executive Director participated in Trust for Insuring Educators (TIE) Annual Meeting. Business of the Trust was handled however, the meeting also had professional development components.</p>
<p>TOTAL ADMINISTRATIVE</p>	
<p>ENDOWED AND NON CASH</p>	
<p>MASS AVENUE FUNDS Provide assets for the purchase of a building.</p>	<p>1. The Massachusetts Avenue Fund has been designated by the Board of Directors to be used for the purchase of a headquarters building if deemed appropriate in five years.</p>

AMERICAN ASSOCIATION OF FAMILY AND CONSUMER SCIENCES
2007-2008 Accomplishments Report

STRATEGY/ACTIVITY	ACCOMPLISHMENTS
<p>ENDOWED CASH AWARDS, GRANTS, FELLOWSHIPS, AND SCHOLARSHIPS Provide members with awards, and members and non-members with grants, fellowships, and scholarships to recognize their achievements and to promote the profession. The endowed cash awards are donor directed.</p>	<ol style="list-style-type: none"> 1. One National Teacher of the Year Award, seven additional Top Teacher of the Year Award, two Wiley-Berger Award for Volunteer Service, one Ruth O'Brien Grant, and four International Graduate Fellowship winners were honored in 2007. 2. Awards & Recognition Committee continued their study of guidelines and forms, turning their attention, in particular, to 2008 National Teacher of the Year Award, 2008 National Graduate Fellowships, 2008 National Undergraduate Scholarships, and 2008 Excellence in Extension Award. 3. Development Committee allocated \$149,500 for up to 35 fellowships and one scholarship to be awarded in 2008. 4. 2008 guidelines and forms were posted on the web in September and October 2007 and articles were run in the October, November, and December 2007 editions of <i>The FACS</i> newsletters to inform members that the documents could be downloaded and that any documents not yet posted would be available as soon as the reviews were complete. 5. Jurors completed reviews of 2008 nominations and applications, and winners were notified. 6. The consultant for the redesign of the award, grant, fellowship, and scholarship program began work on the redesign project in April 2007 with money approved by the 2006-2007 Board of Directors (\$30,000 from the Jewell Taylor fund for one-time funding of a consultant and/or part-time professional to assist in the redesign of the award, grant, fellowship, and scholarship program). 7. The consultant worked with staff throughout the year to gather information for interim analyses and a redesign plan, which was approved by the 2007-2008 Board of Directors in March 2008.
<p>LEADERSHIP ENDOWMENT The Young Goebel Leadership Fund provides support to Affiliates to hold annual Leadership Conference; this fund was established by the Board at the request of the Development Committee.</p>	<ol style="list-style-type: none"> 1. Earnings from this fund helped to off set costs of the 2007 Fall Leadership Conference for Affiliate leaders. 2. \$4,484 was contributed to this fund for FY 2007/2008.