**CAFCS Strategic Plan**

**2023 – 2028**

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| **Mission:** Council of Administrators of Family and Consumer Sciences mission is to strengthen family and consumer sciences and related units in higher education through the development of excellence in administration.  ​  **Vision:** Council of Administrators of Family and Consumer Sciences aspires to be a nationally recognized leader in leadership and professional development for higher education administrators in family and consumer sciences.    **Goals:** The Council of Administrators of Family and Consumer Sciences goals are:   * Creating an environment for leadership development; * Fostering administrative excellence; * Identifying and addressing administrative issues impacting family and consumer sciences in higher education; and * Collaborating with other organizations to sponsor programs/activities and to address issues of mutual concern. |

1. **Grow membership**.

Related Goals: (1) Creating an environment for leadership development and (2) Identifying and addressing administrative issues impacting family and consumer sciences in higher education

Rationale: *We need at least $7000 cash flow per year. This should cover about $5000 expenses for annual conference and $2000 for Executive Director. This is a minimum amount and does not include expenses incurred for awards, travel for guest speakers, etc. At present, annual dues are at $100 for the membership year, September 1 to August 31.*

Strategies

* 1. Annual Newsletter content to send to relevant organizations
     1. Person(s) Responsible: Executive Board and EB contacts
     2. Timeline: Annually
  2. Focused marketing efforts
     1. Person(s) Responsible: Executive Board and EB contacts to determine best investments and develop a yearly plan with assigned responsibilities.

Timeline: Annually

* + - 1. 2023-2024: Direct email membership drive to personal contacts; an “each one reach 10” campaign.

Personnel: Every member

* + - 1. 2024-2025: Identify non-renewing members for past two years and target directly.

Personnel: Executive Director

* + 1. Extension Outreach. Create marketing materials specifically geared toward:
       1. Assistant unit head in extension
       2. Program leaders
       3. Regional program leaders

Personnel: Executive Board or Identified Member

1. **Enhance Professional Presence**.

Related Goal: Fostering administrative excellence

Rationale: *After several years of a non-functioning or non-updated website, there is great opportunity for image development.*

Strategies

* 1. Continue to develop an updated and functional website

Persons Responsible: Executive Board and Executive Director

Timeline: Ongoing

* 1. Provide meaningful content to LinkedIn?

Persons Responsible: Executive Board and Executive Director

Timeline: 2023-2024 for decision about moving forward; strategy developed after decision.

* 1. CAFCS Facebook page. *We need to decide if we are to keep it and then commit to updating it*

Persons Responsible: Executive Board and Executive Director

Timeline: 2023-2024 for decision about moving forward; strategy developed after decision.

1. **Meaningful Leadership Development**: Provide quality content to paid members and to the profession.

Related Goals: (1) Creating an environment for leadership development;

(2) Fostering administrative excellence; and (3) Identifying and addressing administrative issues impacting family and consumer sciences in higher education, and (4) Collaborating with other organizations to sponsor programs/activities and to address issues of mutual concern.

Rationale: *Create purposeful annual programming for paid members to support the mission of the organization.*

Strategies

* 1. Establish continuing education credit for our programming with relevant organizations
     1. Determine Board responsibility for applying for AAFCS CEUs
     2. Determine other organizations for which CEU credit is possible and assign Board responsibility

Persons Responsible: Executive Board and Executive Director

Timeline: Annually

* 1. Determine content that will be delivered as a benefit to membership, and content that will be to the profession.
     1. On the annual plan, determine professional development for:
        1. Paid members, and
        2. Non-dues-paying administrators

Persons Responsible: Executive Board and Executive Director

Timeline: Annually

1. **Administrative Excellence**: Organize our awards program to be better positioned to solicit nominations.

Related Goals: Fostering administrative excellence

Rationale: *The awards have been somewhat inconsistent with unclear guidelines over the past few years. Awards conferred by a professional organization can assist in the forward movement of administrative vitae.*

Strategies

* 1. Establish criteria for each award
  2. Define the criteria for an Awards Selection Committee
     1. Determine whether this should be an ad hoc committee or one defined in the Bylaws
  3. Names of award(s)
     1. Excellence in Administration
     2. Other(s)?

Timeline: 2024-2025

Personnel: Executive Board

1. **Identify and Address Administrative Issues.** Provide relevant programming and/or content for the benefit of the membership.

Related Goals: (1) Creating an environment for leadership development; (2) Fostering administrative excellence; (3) Identifying and addressing administrative issues impacting family and consumer sciences in higher education; and (4) Collaborating with other organizations to sponsor programs/activities and to address issues of mutual concern.

Rationale: *This is the primary mission of the organization.*

Strategies

* 1. Coffee Hours
     1. Discussion Topics
     2. Speaker- or Panel-led Topics

Timeline: Annually

Personnel: Executive Board and Executive Director

1. **Collaborate With Other Organizations**:

Related Goal: Collaborating with other organizations to sponsor programs/activities and to address issues of mutual concern.

Rationale: *This is a primary mission of the organization.*

Strategies

* 1. Intentional collaborations with:
     1. Board on Health and Human Sciences (BHHS) – Liaison: Michael Newman
     2. American Association of Family and Consumer Sciences
     3. Task Force for FCS Programs Advancement (TFPA) – Kimberley Sartain will be the 2023-24 CAFCS Liaison
     4. International Textile and Apparel Association (ITAA) Administrative Leadership Committee
     5. American Collegiate Retailing Association
     6. Academy of Nutrition and Dietetics
     7. National Extension Association of Family & Consumer Sciences (NEAFCS)
     8. Council on Hotel, Restaurant, and Institutional Education (CHRIE)

Timeline: Annually

Personnel: Executive Board and Executive Director

* 1. Develop appropriate liaison position in CAFCS
     1. Determine whether this will be a Board seat
     2. Determine responsibilities
     3. Determine reporting structure
        1. Determine status of Executive Board membership
        2. Update the Bylaws as needed

Timeline: 2025-2026

Personnel: Executive Board

*The Strategic Planning Committee met on June 28, 2023 to propose the following first draft of a plan. The CAFCS Executive Board adopted the present version on November 6, 2023.*