



IMAGINE...

Whatever you vividly imagine, ardently desire, sincerely believe,
and enthusiastically act upon...must inevitably come to pass.


– Paul J. Meyer*

STRATEGIC DIRECTION



Leading the field of





IMAGINE provides a desired destination for AAFCS and the field of Family and Consumer Sciences. The destination identifies our desired results guided by strategic priorities and goals. All are based on our core values and mission. With this end in mind, we have a direction and can take actions – strategically and collectively – to achieve success in reaching our desired destination. So “imagine” with us and take action! Together, what we imagine with energy and commitment must inevitably come to pass!

VISION

Individuals, families, and communities are achieving optimal quality of life assisted by competent, caring professionals whose expertise is continually updated through AAFCS.

CORE VALUES

- Believe in the family as a fundamental unit of society.
 - Embrace diversity and value all people.
 - Support life-long learning and diverse scholarship.
 - Exemplify integrity and ethical behavior.
 - See new ideas and initiatives and embrace change.
 - Promote an integrative and holistic approach, aligned with the Family and Consumer Sciences Body of Knowledge, to support professionals who work with individuals, families, and communities.
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MISSION

Provide leadership and support to professionals whose work assists individuals, families, and communities in making informed decisions about their well-being, relationships, and resources to achieve optimal quality of life.

STRATEGIC PRIORITIES

ADVOCACY AND COLLABORATION

to enhance the visibility and impact of Family and Consumer Sciences

EDUCATION AND RECOGNITION

to promote excellence in individuals, programs, and institutions

RESEARCH AND INNOVATION

to validate, guide, and advance the Family and Consumer Sciences Body of Knowledge





IMAGINE

STRATEGIC PRIORITY

ADVOCACY AND COLLABORATION

to elevate the visibility and impact of Family and Consumer Sciences

 **GOAL:** Strengthen the public's understanding and appreciation of the Family and Consumer Sciences field and its impact on society.

 **GOAL:** Connect individuals and groups to collaborate on Family and Consumer Sciences topics and causes that improve quality of life.

DESIRED RESULTS:

- AAFCS is recognized as the voice of Family and Consumer Sciences among policy/decision makers, business and industry, and the public.
- AAFCS leads efforts and coordinates initiatives to garner media attention on the societal value of Family and Consumer Sciences.
- Skillful and empowered advocates utilize public forums and the media to emphasize the impact and value of family and consumer sciences.
- Family and Consumer Sciences advocates influence policy on relevant issues.
- AAFCS resources are used to deliver consistent messaging in advocacy.

DESIRED RESULTS:

- AAFCS constituency groups leverage their networks to achieve common goals for family and consumer sciences.
- AAFCS promotes Family and Consumer Sciences professionals and programs that model multi-disciplinary practices.
- Allied groups unite to recruit and meet the demand for Family and Consumer Sciences educators across practice settings.
- Educators collaborate to support increased achievement of Family and Consumer Sciences students, programs and initiatives.
- AAFCS leads collaboration and is sought as a valued partner by like-minded organizations.




IMAGINE

STRATEGIC PRIORITY


EDUCATION AND RECOGNITION

to promote excellence in individuals, programs, and institutions

 **GOAL:** Create and deliver engaging learning opportunities for professionals that enhance knowledge, leadership, and performance.

DESIRED RESULTS:

- Professional development opportunities advance initiatives and priorities of the association and the profession.
- Individuals utilize professional development provided through AAFCS that address contemporary and emerging learning needs.
- Leadership development within Family and Consumer Sciences prepares individuals for personal and career success.
- Competence is strengthened through the AAFCS multi-disciplinary, research-based approach to learning and development.

 **GOAL:** Offer valid and credible credentialing programs that meet the quality assurance and recognition needs of stakeholders.

DESIRED RESULTS:

- AAFCS Accreditation is widely utilized as the gold standard for attaining and recognizing quality in undergraduate Family and Consumer Sciences programs.
- AAFCS is a well-respected provider of reliable and relevant competency-based assessments and industry-recognized credentials for professionals and pre-professionals.
- AAFCS professional credentials validate competence and ongoing professional growth resulting in quality programs and services.
- AAFCS pre-professional credentials support seamless progression to further education, learning, and careers.




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STRATEGIC PRIORITY


RESEARCH AND INNOVATION

to validate, guide, and advance the Family and Consumer Sciences Body of Knowledge

 **GOAL:** Guide, inspire, support, and connect scientific inquiry to programming related to the Family and Consumer Sciences Body of Knowledge through a national research agenda.

DESIRED RESULTS:

- Individuals rely on AAFCS for access to high-quality research, information, and resources relevant to the Family and Consumer Sciences Body of Knowledge.
- The national research agenda for Family and Consumer Sciences guides undergraduate and graduate research priorities and funding of AAFCS fellowships and grants.
- Research findings inform strategies to address complex challenges facing individuals, families, and communities.
- Family and Consumer Sciences scholars establish peer networks to participate in collaborative, multi-disciplinary research.

 **GOAL:** Propel and advance the Family and Consumer Sciences Body of Knowledge through innovative and purposeful action that resonates with individuals, families, and communities.

DESIRED RESULTS:

- AAFCS commends and features model innovative programs and best practices.
- Family and Consumer Sciences professionals engage in creative and critical thinking to address key societal issues.
- Diverse professionals seek engagement with AAFCS for a shared commitment to purposeful action supporting healthy and sustainable families.
- AAFCS's innovative programming and operational strategies provide a competitive advantage as an efficient and thriving association.