

**2011
NC State University
NC Cooperative Extension
Family and Consumer Sciences**



Family and Consumer Sciences Centennial

Family and Consumer Sciences turns 100 in 2011. The celebration of the centennial included a May 25th event hosted by the Department of 4H Youth Development and Family and Consumer Sciences with the FCS and ECA Foundations. The event was attended by over 850 people from around the state and included the induction of the inaugural class of the Jane S. McKimmon Hall of Fame and unveiling of the FCS History Book – *Ordinary Women, Extraordinary Service*. Highlights of the evening included a historical dramatization of FCS over 100 years and a video that showcased the history of FCS. In addition to the centennial celebration, a series of video segments were produced and aired on public television that showcased contemporary FCS programs. An article was published in the June 2011 issue of the *Journal of Extension*, “Ozzie and Harriett Never Were: A Century Review of Family and Consumer Sciences and the Changing American Family” the chronicled the history of the family in the US and how Extension continues to respond to their needs. The state legislature and governor signed proclamations congratulating FCS on 100 years of service to families in North Carolina. County celebrations will continue throughout 2011.

Eat Smart, Move More, Weigh Less

Eat Smart, Move More, Weigh Less (ESMMWL) is a 15-week weight management program developed using the small change model. It is based on evidence-based strategies for weight loss and weight maintenance. In addition to the state-wide delivery through Extension Agents, the State Health Plan has contracted with the Department of 4H Youth Development and Family and Consumer Sciences and the Division of Public Health to offer ESMMWL to state employees (\$1.7M). Classes are offered at state worksites in 5 target counties. To date, over 150 classes have been offered serving over 3,000 state employees. Online real time classes have also been piloted. Success of the online classes will allow for greater reach across the state. Program results include a reduction in body weight, blood pressure and waist circumference. Cost benefit analysis of ESMMWL indicate that for every \$1 spent on the program \$2.16 can be avoided in medical costs and lost productivity.



“Positioning for the Future” LEADERSHIP INSTITUTE for Family and Consumer Sciences field faculty with tenure between 11 and 20 years.



Mid-career is time in which people are experiencing the middle years of their careers, the newness of a career has declined and they still have many more productive years before retirement. This is a time when mid-career FCS field faculty are contemplating their desire to pursue and accept additional challenges of positions with greater authority, leaving the organization for greater career fulfillment and or increased salary or benefits. This institute has been created to address leadership skills of NCCE FCS mid-career field faculty. The institute provides the opportunity to enhance leadership competencies via a focused curriculum of courses and development of a team project. The goals of the institute are to 1) provide NCCE FCS mid-career field faculty with strategies to refine their skills and approach to be a more effective leader: 2) provide a network of supportive mid-career FCS field faculty who can be used as a viable resource for the organization.

This a new contemporary leadership institute of The Department of 4-H Youth Development and Family & Consumer Sciences, and Dr. Marjorie Donnelly FCS Leadership Endowment- FCS Foundation at North Carolina State University. Eight mid-career (11-20 years of service) county FCS Extension Agents (i.e., an average of one FCS field faculty per Extension Administrative district and two additional field faculty) were selected through a nomination process to participate in a series of three, inter-connected seminars: one – three day session and two – two day sessions held in February, May and August, 2011. Elluminate sessions were held in April, June, July and September. The final project will be presented October 31 before the NCCE Administrative Council and additional invited administrators and volunteer leaders. Each session focused upon specific topics relating to current leadership assessments and strategies. Each participant has been provided with a toolkit, which will include text books that serve as foundation reading for the institute. Additionally, each participant has completed the copyrighted and standardized Human Patterns Inventory or HPI (Smith, 1995), Myers-Briggs Type Indicator®, and FIRO-B® (individual personality assessment). These assessment tools will enable the participants to better understand their leadership strengths and weaknesses and explore the organizational learning processes inherent in leadership, career and professional development.

Family and Consumer Sciences Marketing Initiative

To honor our past, celebrate our present and promote our future, the Family & Consumer Sciences program launched the “You have the will. We have the way.” marketing campaign.

A budget of \$20,000 from the Department was given to support the development of marketing tools and agent training. \$10,000 was pledged by the NC Extension Association of Family and Consumer Sciences Agents for a media campaign and over \$1.5 million was donated by a nationally known advertising art director to develop the campaign design, slogan and media storyboards.

On May 26, 2011 as a part of the statewide Centennial celebration of FCS, *Creating the Brand: Marketing Family & Consumer Sciences* was presented as a statewide training for FCS Agents. In addition to learning effective marketing planning and strategies, a toolkit including the items requested as priorities for program promotion was presented. Toolkit contents included: 60-second and 30-second television spots; 60-second and 30-second radio spots; psa releases; program brochure; portable banner displays; individual program flyers; program flyer templates; logos; a powerpoint template; an accomplishment report template; laptop skin design; an elevator speech; and an FCS FAQ media interview guide. In

addition, an event-planning guide, invitations and announcements were created to help counties develop their own Centennial celebration and a History of FCS in North Carolina video was developed as a tool for sharing program value with stakeholders. A website was developed

to assure easy access to the tools and continuity as the campaign grows.



The marketing campaign was designed for use during the Centennial and beyond. Since the launch, a billboard design has been developed and this phase of the campaign will be launched in the fall of 2011. Marketing and promotion of the NC Family & Consumer Sciences program will be ongoing to assure continued recognition of Cooperative Extension Family & Consumer Sciences programs.