



Ohio Association of Family and Consumer Sciences

Board Meeting Minutes

August 8, 2014

Ohio FFA Center
717 E. 17th Avenue, Columbus, Ohio
9:00 am – 3:00 pm

- I. Meeting Called to Order by President, Mary Jo Kohl.
- II. Secretary's Report: **Minutes** received from Kathy McGrath by e-mail were **approved**.
Attendance – **12 members present**: Mary Jo Kohl, Ardyth Stull, Kathy McGrath, Deb Rezabek, Sandy Laurenson, Janet Laster, Donna Anderson, Gretchen Griffith, Katie Newcomb, Jenny Schroeder, Nancy Sampson and Chelsea Snell.
- III. Treasurer's Report: Ardyth Stull will post the report on the web site.
- IV. President's Report: Mary Jo Kohl attended AAFCS in June. National changes include:
 - There will be three categories of members - active, emeritus, and student, with student dues reduced. Ohio will not have the \$5.00 - \$10.00 additional fee on our dues, making dues \$150.00.
 - IFHE US will collect dues rather than have the collection through AAFCS. Dues need to be in by March 1st
 - The Executive Board will be streamlined from 15 to 9 members
 - The By-Laws Committee is disbanded. The Nominations Committee will be disbanded after next year. The Board of Directors will vote for officers rather than the members.
 - The new name will not be 'Academy' but Alliance, in order to bring other FCS organizations together.
 - Bringing in Business partners is a national focus.
- V. President-Elect – no report
- VI. Vice-President District Affairs - -- no report

1:00 Market Plan Presentation by Tom Speaks - Impact Group

- Judy Husk and Candace Fox joined the group via phone .
- Introduction: Sandy Laurenson shared there are no incoming freshmen majoring in FCS Education at Ohio universities. Priorities are to maintain teachers we have now; rebuild college programs to grow Family and Consumer Sciences; and energize teachers to recruit and mentor new teachers. The Impact Group (marketing firm from Hudson) has had involvement with Career Technical Education and extensive involvement with schools
- Tom shared that we have to spread message of what we are before developing a marketing plan, and then we have to move on it. FCS is in a misunderstood place right now. Administrators say they want life skills, financial literacy, and wonder how to do it. Reality is we have something of value that people need and there is a disconnect now – have to bring it up to consciousness. A marketing firm pulls the entities together.

- Need to decide how to package the message and get it out to the state – administrators, parents and our members need to know. Our crew needs to be able to say what we are about and that we are offering something important. We need to offer it with confidence.

The proposal, dated Aug 1, 2014 was distributed. Components include:

- Service 1 – Research, Marketing Plan, Key Messaging Development – cost \$15,000.00
- Service 2 – Statistically Accurate Community Phone Survey and Message – cost \$18,500.00 (3 messages – 3 seconds, 30 seconds, and 3 minutes for all key audiences)

The plan would be completed by Thanksgiving and ready to implement by March.

Action: Donna Anderson moved to join with OATFACS to support moving FCS to the marketing proposal with the IMPACT group, proposals 1 and 2 . Katie Newcomb seconded. Motion adopted.

Action: Janet Laster moved to pay \$16,750 from the operating checking account to support service 1 and 2 of the Impact Group Proposal . Donna Anderson seconded. Jenny Schroeder called the question. Motion adopted.

Unfinished Business:

- Streamlining the Board update: Mary Jo shared there are 125 paid members in OAFCS. 25 members were on the Board. Refer to the update sent by e-mail. Highlights include:
 - Secretary will also serve as communications and public relations, to see that the board reports and minutes get on the web site.
 - Disband districts due to low participation and difficulty to find leadership. Districts will send treasury money to the state organization to be listed as line items. Districts may access money as needed. Districts still active are encouraged to continue.
 - Another reason to streamline the board is the time it takes for committee reports, which cuts short time for new business .

In order to streamline the board Candace Fox and Mary Jo Kohl have worked to update the Policies and Procedures Manual. Discussion and a decision will be made at the October Board Meeting. The by-laws will then be revised By-law changes are to be voted on at February Board Meeting, then presented to membership at the Annual Meeting.

Changes have to be a work in progress from now on. Mary Jo will send out Policies and Procedures Manual after the meeting.

New Business:

- Children’s Hunger Alliance: Ohio School Breakfast Challenge

Action: Donna Anderson moved to be a supporter of the new Ohio Breakfast Challenge. Jenny Schroeder seconded. Jenny Schroeder called the question Motion adopted.

Donna Anderson moved to use Family and Consumer Sciences logo. Seconded. Motion adopted.

- Annual Conference: Deb Rezabek shared information from the morning Conference Planning Meeting. The Conference will be March 19 and 20, 2015 at the Embassy Suites in Dublin. The theme will be ‘Global Gateway to Healthy and Sustainable Families.’
- Program of Work: Mary Jo
Chairs will receive a document is to complete regarding ideas for program of work.

- Community Concerns
 - Jenny Schroeder reported:
 - The Council of the International Federation for Home Economics (IFHE) was held July 20 – 24, 2014 at Brescia University College, London, Ontario, Canada. A symposium on the first day was focused on “Celebrating the 20th Anniversary of the International Year of the Family.” Mrs. Renate Kaczmarek was the Keynote Speaker. She serves as a spokesperson on family issues for the United Nations Secretariat. Additional special events included IFHE committee meetings, research reporting, educational tours, and the IFHE Council Meeting. Delegates from 27 countries participated in the IFHE Council Meeting. The IFHE-US group was the largest delegation in attendance. The next IFHE Council and Congress will be in Korea in 2016. OAFCS gives a stipend of \$1,500 to a member participating in their first IFHE Congress.
 - Donna Anderson shared information about the EASAE membership incentive. Report Posted on web site.
 - Betsy DeMatteo e-mailed FERM and Extension Reports, posted on web site.
 - Judy Husk e-mailed the PHC Report, posted on web site.
- District Liaisons Concerns- None
- Student Unit – Report posted on web site
- Standing Committee
 - Finance Committee: Audit update: A full audit would be about \$10,000. The accountant prepared tax forms and a Financial Statement for OAFCS for \$950.00. Tax forms and a financial statement are all that is necessary most years, and well worth the savings to OAFCS.
 - Public Policy - Report posted on web site.

Next Meeting: October 31st Ohio FFA Center. Conference Planning 9:00- 11:30; Business Meeting 12:30 – 3:00
 Times may be subject to change depending on business needed to complete.

All Community, Student Unit, Liaison and Standing Committee reports are to be submitted to the Secretary 10 days before the meeting.