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
**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.

**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
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.

**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.

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

**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.
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.
## IMAGINE

### STRATEGIC PRIORITY
### RESEARCH AND INNOVATION

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

<table>
<thead>
<tr>
<th>GOAL:</th>
<th>Propel and advance the Family and Consumer Sciences Body of Knowledge through innovative and purposeful action that resonates with individuals, families, and communities.</th>
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<th>GOAL:</th>
<th>Guide, inspire, support, and connect scientific inquiry to programming related to the Family and Consumer Sciences Body of Knowledge through a national research agenda.</th>
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### DESIRED RESULTS:

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<tr>
<td>Individuals rely on AAFCS for access to high-quality research, information, and resources relevant to the Family and Consumer Sciences Body of Knowledge.</td>
<td>AAFCS commends and features model innovative programs and best practices.</td>
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<td>The national research agenda for Family and Consumer Sciences guides undergraduate and graduate research priorities and funding of AAFCS fellowships and grants.</td>
<td>Family and Consumer Sciences professionals engage in creative and critical thinking to address key societal issues.</td>
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<td>Research findings inform strategies to address complex challenges facing individuals, families, and communities.</td>
<td>Diverse professionals seek engagement with AAFCS for a shared commitment to purposeful action supporting healthy and sustainable families.</td>
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<td>Family and Consumer Sciences scholars establish peer networks to participate in collaborative, multi-disciplinary research.</td>
<td>AAFCS’s innovative programming and operational strategies provide a competitive advantage as an efficient and thriving association.</td>
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