

AAFCS – Texas Affiliate Board of Directors Meeting
Secretary's Minutes by Mary Olle
Thursday, February 16, 2012
Baylor University, Waco, Texas

Call to Order: President Janet Rodriguez called the AAFCS – Texas Affiliate (TAFCS) meeting to order at 9:14 a.m. February 16, 2012.

Roll Call: Mary Olle, Secretary

Members present were: Janet Rodriguez, President, Janelle Walter, CFCS, Counselor, Jaylie Beckenhauer, CFCS, President-Elect, Patti Rambo, CFCS, and Treasurer.

Donna Pharris, VP Professional Development, Jeanette Willard; CFCS, VP Professional Development Elect and Nominating Committee Chair, Nancy Shepherd, VP Membership Relations and NW District Chair; Frances Hare, CFCS, VP Marketing; Joyce Armstrong, CFCS, NE District Chair; Judy Warren, Southeast District Chair; *Ex officio* member, Natalie Knesek, CFCS, Executive Director, was also present.

Members absent were: Jeanette Willard, CFCS Nominating Committee; Paula Summers, CFCS, VP Public Policy; Harriet Griggs, VP Academic Affairs; Veronica Billingsley, CFCS, VP Membership.

Corrections were made to the agenda by President Janet Rodriguez that Patti Rambo would be serving as Finance Committee Chair.

MINUTES: Members reviewed the minutes from the August 11, 2011 Board of Directors Meeting. There were no additions or corrections to the minutes. Mary Olle moved to accept the minutes as written. Second not needed, minutes were approved.

BOARD MEMBER REPORTS:

President – Janet Rodriguez

Presented her report and discussed reviewing the bylaws and working with Jaylie on reviews. She also attended several of the TAFCS District meetings. (see appendix)

Executive Director – Natalie Knesek, CFCS

Meeting site for 2013 meeting has been set in New Braunfels Civic Center; a deposit has been made. She further explained the facilities and benefits of booking the location and facilities. The date will be March 6 – 9, 2013. She also reminded the board this will be the 100th year anniversary for the affiliation meeting. To date, there are 63 registered for the 2012 conference. (see appendix)

President-Elect – Jaylie Beckenhauer, CFCS

Jaylie attended the NE District meeting and the AAFCS Leadership Workshop in Fall 2011. She emphasized how wonderful Indianapolis will be for the AAFCS National Meeting and reminded members of dates and sessions scheduled.

The new membership category has been corrected and new credentialing information. She will handout officer responsibilities during the leadership meeting and continued to work on updating the AAFCS – Texas Handbook. (see appendix)

Treasurer – Patti Rambo, CFCS

Silent auction committee did a great job collecting items with the assistance of Dr. Barbara Allison and Angelina Bencomo. Rambo stated she is receiving and filing affiliate notices and giving them to Natalie. She created a poster for the funds development for HUGS to be displayed.

Vice President, Professional Development – Donna Pharris

Donna thanked Janelle for her assistance in organizing the conference along with registration, program and scheduling speakers.

Vice President, Member Relations – Nancy Shepherd

Nancy revised and added awards and stated more can be done. There were few nominations and none for Teacher of the Year or New Achiever Award. Never head back from Veronica on Mabel Erwin categories; could be presented at AAFCS this summer. Nancy also encouraged members to nominate now.

Vice President, Membership – Veronica Billingsley - absent

Janet reported Veronica could not attend.

Vice President, Marketing – Frances Hare, CFCS

Frances stressed the need for officers to understand their responsibilities. Jaylie further stated the information would be disseminated at the meeting.

With the Web site is up and running, Frances encouraged members to send information to be posted. Betty Lamp is the password for the member's only section of the Web site. Posting of the minutes was also discussed.

Natalie stated she would like to meet with students attending the meeting and what they would to see on the Web site.

Frances encouraged pictures of activities and visit the Web site often.

Vice President, Public Policy – Paula Summers, CFCS - absent

Did not register for meeting.

Vice President, Academic Affairs – Harriet Griggs

Delayed

Counselor – Janelle Walter, CFCS

Took on Food Science grant and very busy. She needed to know if there is a computer for the speaker at the conference. She spoke about the speaker for the evening with book signing. A donation from M & M Mars was made and would be included in the snacks. Janelle was grateful for the work done by Donna for the meeting. It was stated by Natalie, that Donna did not receive the handbook and responsibilities until after deadlines.

Janelle stated five schools to be represented at the College Showcase section of the meeting.

District Chairs:

Northeast – Joyce Armstrong, CFCS

Joyce Armstrong, CFCS, stated the success of the goals set by the district and a successful meeting with approximately 69 in total attendance including 20 undergraduates and some graduate students. The sessions were outstanding and the success of having meetings on a college campus exposes pre-professionals to professional settings.

Southeast – Judy Warren

Goals were met working collaboratively with the FCS group. They planned together, working on the district level. Discussion about district lines was presented. Hoping to have a link to all the colleges and universities but they no longer exist on the Extension Web site; this used to exist. Successful meeting with Janet speaking on the Branding of AAFCS and informative speakers well received and “Piggy-backed” on the Red Streets festival in Bryan.

Northwest District – Nancy Shepherd

There is a need for an officer to take over and continue the speaker series on financial needs of individuals and families by inviting professional speakers and community groups. Unfortunately a committee could not be formed to continue the series. Nancy still has the information needed to organize in the future should members become interested in volunteering to help. Angelina Bencomo was suggested to be co-chair with the need for her to be a professional versus student member status.

Committee Reports:

Nominating Committee – Jeannette Willard - absent

Natalie reported future officers.

Mailer was late due to nominations; bulk ran unopposed.

Officers will be:

President Elect – Mary Olle

Secretary – Frances Hare

Treasurer – Patti Rambo

VP Membership – Janelle Walter

VP Professional Development Elect – Joyce Armstrong

VP Marketing – Linda Mock

Several write-ins needed to be confirmed.

There is a need for general arrangements volunteers and Southwest District Chair.

Northeast District Chair - elect will be Dr. Janet Moore

Northeast District Secretary – Brenda Russell

Southeast District will have co-chairs – Sandra Fry and Barbara Evans

Southeast Chairs - elect – Dr. Janis White and Dr. Paula Tripp

Natalie asked how the board position would be seated having co-chair positions. The decision would be between the co-chairs as to who would attend.

Janelle asked the question of the feasibility of electronic voting. Further discussion on this topic ensued. Janet stated how the voting is to be conducted according to the bylaws. She stated the possibilities of absentee voting by mail and voting up until the meeting. Janet further asked for discussion of electronic voting because she is currently working on the bylaws to be presented at the summer meeting. She asked if this was something the board would like to pursue. Janet clarified absentee and on-site voting using membership as a tracking record as to who had or had not voted. Janet requested a motion to discuss electronic voting, Janelle made the motion for AAFCS – Texas Affiliate to pursue efforts to convert the voting process to an electronic format. There was concern of those without email access; Natalie stated many members did not mail in their ballot anyway stating there would be minimal impact. Placing the ballot on the Web site was also discussed. Janet presented the motion as stated to pursue electronic voting; the motion was seconded by Jaylie. **The motion carried.**

Finance Committee – Patti Rambo

Profit and Loss statement was presented about membership dues and the problem of national not sending deposits in a timely fashion. Un-deposited checks for approximately \$500 would bring the total to \$17,832.92. Expenses are little high with the explanation of the deposit for next year's conference in New Braunfels \$1,000.00 for the conference and balance of \$2,268.00 will be due in October. Discrepancies will be settled once the deposits have been made. The total cost for the next year's facility will be \$3,268.92. Jaylie asked about the line item "Total Papers", Natalie stated it is the "Proceedings" but needs to be renamed in QuickBooks. Further balances included the checking account in the amount of \$35,171.36 period ending 1-8-2012 and savings ending 2-9-12, \$44,940.95.

Budget for 2012-2013 P/L Overview June 2012- 2013 was reviewed. Minimal changes were made from last year other than the name of categories with the change to QuickBooks. The Pre-PAC was discussed as to which category it would be under. The comment was made concerning the \$500.00 would also be added for FCSTAT travel; Natalie would review where the Web site expenses would be categorized. Jaylie would like to see a separate line item for the FCSTAT. Natalie confirmed that would be a

QuickBooks correction in titles for correct line items. Jaylie also stated the differences in the bylaws on actions taken financially in deleting and adding line items i.e. 10% of district funds, etc. Frances asked about fundraising amount of \$750.00 for fundraising item supplies. Food items at National, T-shirts, and other items were discussed.

Janet shared the book signing cost and the profits of the books would go into the fundraising funds. Frances further questioned the purpose and source for this amount. Natalie stated additional review would be needed.

Rambo made the motion to accept the Financial Committee Report to be approved addressing questions; Beckenhauer seconded the motion; there was no discussion. **The motion carried.**

OTHER REPORTS:

Take It to the Street

Janelle Walter, CFCS, is the Texas representative at National for this initiative. Information is needed by April 1 to report any activities taking place toward this cause. Jaylie stated there is a new community who has filed for application that is called Obesity Prevention.

OLD BUSINESS:

Fundraising

Janet stated there will be a fundraiser and silent auction. Looking ahead to 2013 with spices and Jaylie has the stationery to pursue.

Affiliate Communication: Newsletter, emails, social media

Two newsletters, one summer and one winter...discussion as to how many there are. Janet stated in the bylaws there are two. Janet asked for a deadline for information with Natalie stating the information would be for the summer addition. Janet mentioned the concern of stacked emails in her gmail account causing confusion in communication.

Audit Reports

Jaylie read the Financial Review Committee's report prepared by Joyce Cavanaugh, Nancy Granovsky, and Sandra Gossett filling committee requirements. (see attached).

Olle made the motion to accept the report as read. The motion was seconded by Judy Warren; there was no discussion. **The motion carried.**

Natalie suggested the need for a thank you note to be written to the accountant for her assistance in working with the committee.

Student Unit

Janet presented Patti's concerns with student comments and student's perception and reason for being a member of a professional organization. Not for the love or passion of the field, but for symbolic or resume building purposes only. The term "leadership" does not have the same meaning for the current generation. There is a need for a tangible reason for joining professional organizations.

Much discussion continued about how to reach our current generation with regard to social media, communication, and announcements to inform students of professional opportunities. The lack of initiative of our students to take the extra steps and responsibilities is a concern. The content (fun), requirements, and sense of camaraderie needed for students to become active in the organization.

Janet suggested a "fun" student meeting in collaboration with the current meeting. Janet asked what was being done at this meeting that would spark an interest to draw more student involvement by word of mouth.

Joyce spoke of the cost for students and as well as a requirement for her student teaching candidates. The cost may be prohibitive to students including meals and rooms.

Frances talked about the scholarships available through the North Texas Business Section (NTBS) that no one applied for and how the money was distributed.

Janet asked specifically what needs to be done for students to become members. Janet asked if a line item needed to be added that would assist students. She asked how the HUGS money is accessed by the students. Natalie explained the process and suggested a new procedure that would be more efficient. Bylaw review and revisions were suggested.

Donna suggested forming a committee within each university to serve as a student liaison to encourage student participation. Natalie shared past experiences with Micah Holcomb as to how they, as former student officers, tried to encourage students. Natalie stated the need to find the correct contact person. Nancy suggested a current national survey could possibly be used to research why the student membership is low. Janet asked Natalie how many retired members exist and suggested a retired member pay additionally to include a student member for a student to become active.

The suggestion of a survey was further discussed including the use of Facebook. Focusing on what we want to know such as how HUGS money is spent and accessed as students. Natalie stated the need to review guidelines and bylaws and revisit how monies are distributed to the student.

Nancy suggested forming a task force to review procedures. Joyce stated our need to focus on what we have and what they need as future professionals. Discussion stated need for mentoring and developing dialogue with students and giving the charge to develop leadership within their districts. Nancy made the motion to create a task force to address students' needs for professional development; Joyce seconded the motion. Discussion of targeting a student, only if one, who is driven and has ambition to be active in the organization. Joyce suggested collaboration between students and professionals to develop professional presentation to be presented at future meetings, i.e. district and state.

There was no further discussion. **The motion carried.**

Joyce Armstrong, CFCS agreed to head the Student Development Professional Task Force which will include Nancy Shepherd, Mary Olle, and Patti Rambo.

Membership

The current membership is approximately 338 according to Natalie. Incoming VP Membership, Janelle Walter, CFCS, will review information.

Patti asked if the membership reflects the category of the member, such as teacher, extension, etc. Natalie stated the community model and not knowing personally it would not be easy to identify. Nancy stated they could request this to be added to the national membership meeting this summer. There is less interest in attaching to a community, although Natalie could request the information. Mary made the motion for Natalie to send an email blast identifying their professional setting; Nancy seconded the motion. Discussion of how to word was discussed. **The motion carried.**

AAFCS National Conference Houston 2013

President Rodriguez stated the need to form committees but there is minimal communication as to who the chair will be and what is needed. What is known is the need to have Texas items at the booth. Nancy suggested typical items such as maps, activities, and hotel information. Mary suggested communicating with the Houston CVB; Janet stated no one is in this area. Natalie suggested a request to be presented to the Business Meeting requesting those located in the Houston area to volunteer for helping gather items for the booth.

Joyce commented the need to establish objectives such as increasing student participation. Janet stated we need volunteers to man the booth in 2013. Joyce asked as a group, what the overall objectives are; as a local group, what do we want our outcomes to be. Jaylie stated these are the strategic goals for 2012 – 2013 and would be discussed at a later date.

Jaylie listed the need for: Texas booth in Indianapolis, volunteers for next year in Houston to include registration and hosts for session. If anyone is interested she has three booklets with details; it was requested to scan and email the information, but

permission from AAFCS may be needed per Janet. Jaylie stated it was a synopsis and permission would not be needed. Janet informed the board she would have sign-in sheets for volunteers.

Nancy stated typically at the closing session at national, there would be a presentation from the host state. Janet was not aware of title of theme as of yet and will try and find out from National. Janet was asked to contact Sophie Mott for this information and the conference call would reveal information.

Jaylie reiterated the need for committees include booth, invitation, presentation...Nancy added transportation, housing. Janet stated the local is no longer in charge. Immediate needs are: booth for Indianapolis and invitation presentation for Indianapolis and committee for volunteers to be broken down.

Joyce made the suggestion to contact Kim Kamin and Kathryn Bryan for past information on assignments.

AAFCS Credentialing within the State

Janet had hoped to have testing at this meeting but due to situations beyond our control it did not happen. At this point we do have a proctor for next year – Nancy Granovsky, CFCS. Natalie asked be in charge of contacting Gay Nell McGinnis.

New Business

AAFCS National Conference – Houston 2013

Janet asked for a show of hands of who would be attending the National conference; Jaylie created a list of participants from the show of hands.

Janet stated items that would be placed at the registration table.

Janet Willard will be VP for Professional Development. Janet stated she would be the General Arrangements person for next year's meeting to work with Jeanette. With it being the 100th anniversary, Janet would like to have a past presidents' reception. The need for a timeline was located in the appendix along with a list of duties. She asked for someone to make the motion to change the terminology from "meeting" to "conference". Jaylie made the motion to change the terminology from "Annual Meeting" to "State Conference", seconded by Frances Hare. There was no discussion; **the motion carried.**

Janet presented the suggestion made from the executive meeting concerning electronic registration and would a motion need to be presented. Natalie felt the need for further review before formally moving on the action.

Nancy presented the work done by the national membership committee to figure out how to market the new membership category affiliate asking for suggestions on how to

market. There have been business cards and marketing on campuses in the area but would like further suggestions.

Announcements

Jaylie had extra copies of items that might be missing from packets. She also reviewed the information concerning the 2008 – 2009 when it was agreed to transition for communities nationally, Texas would proceed slower. Therefore in bylaws there are provisions for that and we would go back to the format that is in the bylaws although we had not been operating as stated. There are professional setting and subject matter Communities of Interest and in the presentation she will explain why and how to join a community. There should be representation from both types of Communities, further stating the need to abide according to bylaws.

One last announcement by President Rodriguez that Sophie Mott is looking for items for centennial materials to be place in the archives at Cornell University and asking affiliate to submit centennial activity. Guidelines are listed online. Jaylie stated the information should reflect AAFCS centennial materials.

Adjournment

Walter moved the 2012 State TAFCS Board Meeting be adjourned at 11:40 am. Mary Olle seconded the motion, **the motion carried.**

Respectfully Submitted,

Mary Olle

Mary Olle
TAFCS Secretary
May 30, 2012

Appendix A

Board Member Reports

President report:

Janet Rodriguez, Board Report

January 29, 2012

September 2011 – Attended Northeast District meeting at Texas Woman University.

- Spoke to Student group

October 2011 – Attended Southeast District meeting at Bryan, Texas

- Gave presentation with Nancy Granovsky

November-December 2011–

- Worked to obtain site for 2013 Annual conference
- Helped with nominations for 2012-13
- Helped with the 2012 Annual conference

Goals for 2011-2012

- 1.** Promote membership
- 2.** Promote AAFCS/Texas Affiliate as a leading figure **in the FCS profession**
- 3.** Promote better communications to membership
 - Newsletter
 - E-mails
 - Web site
- 4.** Help with the Local Advisory Committee (ACLAC) in preparation of National conference in Houston 2013

Jaylie Beckenhauer, CFCS

Board Report

February 16, 2012

President-Elect Accomplishments September 2011 – February 2012:

- September 16, 2011 – Attended NE District Meeting in Denton.
 - Discussed Web site with Frances Hare, Janet Rodriguez, and Natalie Knesek.
- September – Met with Joyce Cavanagh to update and revise Texas Affiliate Officer Handbook. We only got halfway through and need to finalize this prior to June 1, 2012.
- October 15-17, 2011 – Represented Texas Affiliate at AAFCS Leadership Workshop in Indianapolis, IN
 - Shared what Frances and Natalie have accomplished with TAFCS Web site, FaceBook, and electronic communications.
 - Facilitated table discussion regarding affiliate involvement with Communities
 - New Membership Category: **Associate \$115** (\$125 in TX)
 1. Individual with an associate degree, pre-baccalaureate level certification, or pre-baccalaureate licensure in family & consumer sciences or a related field who is working toward or supporting the vision and mission of AAFCS.
 2. Eligible to vote and participate on committees, but not hold office.
 3. Eligible for member benefits, such as discounts on publications and event registrations.
 - New Credentials
 1. Certified Personal and Family Finance Educator (**CPFFE**) for Personal and Family Finance Educators
 2. National Personal and Family Finance Competency Assessment and Certification for Students and other Pre-Professionals
 - Texas participates in the AAFCS Group Tax-Exemption and will update national with new Executive Secretary contact info.
- Participated via telephone in site selection for 2013 state meeting
- Worked with VP Professional Development regarding the state meeting
 - Met with committee November 1 to discuss plans and to-do list
 - Arranged three tours to Dr. Pepper Museum, Mayborn Museum, and Piper Child Development Center
 - Will hold Leadership Training and Officer Info Exchange prior to state meeting
 - Will discuss AAFCS Communities involvement at General Session
 - Will Promote new FCS Branding Initiative at Annual Meeting February 2012 during Business Meeting
 - Applied for meeting attendance PDUs
 - Helped proof and finalize documents for meeting
- Work (in progress) with AAFCS Annual Conference Local Arrangements Committee (ACLAC) for Houston 2013 conference
 - With Janet Rodriguez collected ideas for Houston tours, speakers, etc.
 - With Nancy Granovsky and Janet pre-planning for Texas booth at 2012 AAFCS Conference in Indianapolis
 - Arrange workers for Texas booth
- (Still working to) Increase AAFCS & Texas Affiliate Communities involvement online and face-to-face

Respectfully Submitted February 3, 2012,

Jaylie Beckenhauer, CFCS, President-Elect, AAFCS—Texas Affiliate

Texas Association of Family and Consumer Sciences Board Report February 2012

Donna Pharris
VP Professional Development

Activities since AAFCS-TX summer board meeting:

- Asked Janelle Walter to be the General Arrangements Chair for the 2012 AAFCS – Texas Affiliate Annual Meeting.
- Placed a formal call for Concurrent Session Speakers for the 2012 AAFCS – Texas Affiliate Annual Meeting.
 - No responses
- Obtained the following speakers for the 2012 AAFCS – Texas Affiliate Annual Meeting.
 - *Jeff Wall, Director of Housing and Community Development, Waco, Texas*
 - *Teri Holtkamp, City of Waco's Homeless Administrator*
 - *Jan Wengler, Poverty Initiative Coordinator for the City of Waco's Poverty Solutions Steering Committee*
 - *Alexis Christensen, Baylor University Learner(intern)*
 - *Kathryn (Ryn) Farmer, Baylor University Learner(intern)*
 - *Nancy VanBoskirk, M.Div., AFC, TG Financial Literacy Consultant*
 - *Matthew Foxhall, Divisional Vice President, AXA Advisors LLC*
 - *Tony Galaviz CPA, Financial Operations Manager, Texas Commission on Environmental Quality*
 - *Christy Proctor, TLC's Trading Spaces, Interior Designer*
 - *Karen Beathard, Lecturer & Didactic Program Director at Texas A&M, President of the Texas Dietetic Association.*
 - *Dr. R. Nowell Donovan, Provost at Texas Christian University*
 - *Nancy Shepherd, Texas Tech University (volunteered)*
 - *Norma Dagley, CFCS, Owner Dagley Design LLC (volunteered)*
 - *Kathryn T. Bryan, CFCS, President, KASAL, Inc. Image Consulting (volunteered)*
 - *Jaylie Beckenhauer, CFCS, CFLE, AAFCS-TX Affiliate President Elect (volunteered)*
 - *Joyce Nuner, Baylor University (obtained by Janelle Walter)*
 - *Dr. Tyler Smith, Certified Family Life Educator (obtained by Janelle Walter)*
 - *Dr. Roberts is the Ben H. Williams Professor of Marketing (obtained by Janelle Walter)*

- Created the 2012 AAFCS-Texas Affiliate Registration form and sent copies to Janet Rodriguez, Janelle Walter, Natalie Knesek and Jaylie Beckenhauer for review.

Created the 2012 AAFCS-Texas Affiliate Program and sent to Natalie for publishing.

Nancy Shepherd

VP Member Relations Board Report

February, 2012

One of my first duties was to revise and edit the award nomination forms to be more consistent with AAFCS and to clarify some areas of confusion in the forms. The new forms were uploaded on the Web site early fall and several emails and Web site communications promoted the nominations of worthy individuals for the awards.

Nominations for all but Teacher of the Year and New Achiever were received, and after a review by the awards committee, individuals were identified and will be honored at the annual conference banquet in the other categories. I was not able to locate any records to determine if any Mabel Erwin awards were due to be presented this year. I will follow up on this and see that any qualified individual receive awards.

I would encourage members to nominate individuals as soon as possible after our annual conference so there is plenty of time to promote those who deserving members and stakeholders. I would like to encourage members to visit the TAFCS Web site for information on the awards and promote recognition in local districts. There are members and friends of TAFCS all over the state who deserve to be recognized.

I attended TAFCS spring meeting in Dallas and AAFCS in Phoenix.

AAFCS-Texas Affiliate Web site Update 2/2012

Does site need: Icon by our URL?

*** Denotes New Page**

| Page | Updated or Current | Need | Responsible |
|--------------------------------|---|---|------------------------|
| Homepage | Banner; links to Facebook and AAFCS; FCS logo; new paragraph; "last updated" on all pages; copyright current | | |
| *About Us | Brief history TAFCS | | |
| Membership | Updated with new categories | | |
| Officers | 2011-12 Officers; Past Presidents 1913-2012 | | |
| Meetings | 2012 State Mtg & Registration Packet; Calls for Proposals; 2012 National Mtg; 2011 District Mtgs; District Map | | |
| *Calendar | Google Calendar is working! Send Natalie dates & info to post | | |
| Bank of Specialists | 2011 | | |
| Public Policy | Updated with 2011 version TX Advocacy Playbook | | |
| Awards | 2011 winners listed with photos; all awards nomination & qualification forms updated for 2011; past state & natl award winners 1954-2011; past natl board members | | |
| Action Newsletter | Fall 2011 and Sept 2010 are posted | | |
| Research Journal | Call for Manuscripts | Guidelines (address needs update); 2009, 2010, 2011 TAFCS Research Journals | Griggs |
| Student Unit | Updated 2010 | TAFCS Scholarship; Natalie has plans for the page | Griggs Knesek |
| FCS University Programs | Updated 2011 | | |
| Certification | New certifications added | | |
| *Members Only | Password: bettylamp; BoD Minutes March 2 & Aug 6 (pending); 2010 St Mtg Minutes (pending); Bylaws (2009) | Officer Handbook | Cavanagh & Beckenhauer |
| *Contact Us | Mailing Address | Email link | Knesek |
| | | | |
| | | | |

VP Marketing Officer Report (2 pages)
Frances Hare, CFCS, Ret.

February 2012

1. Web site - see chart attached for Updated and Needed items. Web site has been re-designed with new banner and additional pages including About Us, Calendar, Contact Us. A few pages were eliminated: Announcements, Publications (replaced with Research Journal, Members Only). Natalie has plans to re-design the Student Unit page. I hope that the Web site will be a useful tool for officers and members to find information concerning meetings, deadline dates, officer responsibilities and more. Maybe it could be the “go to” place?

For the future: Updates will be needed annually, therefore future VP Marketing must be prepared to provide these in a timely manner to the webmaster and request updated information from VP Professional Development, VP Academic Affairs, VP Member Relations and District Chairs. Also, Executive Director and President must provide timely updates for their portion of the Web site: newsletters, e-news, etc. The Web site requires cooperative efforts between the VP Marketing, the other officers, and the Executive Director. Without their input and support, the VP Marketing cannot keep the Web site up to date.

I am working on a “Calendar for Web site Maintenance” for the incoming VP Marketing. She will also receive a thumb drive with all of the Web site documents. There have been several times that having the previous version of a document was helpful. At some point, the organization may want to have a “cloud” account to store digital files as CD’s and thumb drives do get lost.

2. Facebook - Natalie Knesek, Marlene Lobberecht and I are the administrators. It would not hurt to have a fourth administrator. Are there suggestions? Several newsworthy items have been posted by other members. I try to remove old news that is date sensitive. There are pictures of award winners and NTBS Christmas Project. Natalie has posted info about the state meeting. I post when meeting information or forms are made available on the Web site and to remind of deadline dates. Please visit the Facebook page, add comments, events, information. This is the place to get timely information and to post current news and events.

The Facebook Report shows 98 people “like us”. I have sent Facebook messages to several members who have Facebook accounts to encourage them to visit our page and to “Like” us.

3. Progress toward goal completion:

Facebook:

- Current information, meetings, and pictures- yes
- Find 4th administrator for Facebook page - no

Web site:

- Bylaws - yes
- Award nomination guidelines and forms - yes
- Officer Handbook & Research Journal Guidelines, TAFCS Scholarship, 2009 - 2011
Research Journals - no
- New banner on Web site - yes
- Add Contact Us, Last Updated - yes
- Icon for URL – no

**TAFCS Board of Directors Meeting
Thursday, February 16, 2012 9:00 a.m – 12:00 p.m.
Blume Conference Center, Cashion Building 5th Floor
Baylor University, Waco, TX
Northeast District Board Report
Joyce Armstrong**

Goals for 2011-2012

1. To plan and present a quality district meeting for members of the Northeast District – Goal accomplished
2. Continue to seek diverse membership representation in planning the fall meeting – Goal accomplished
3. To increase the number of participants attending the district meeting with a special focus on students – Goal accomplished

Accomplishments Reported on August 6, 2012

- Pre-planning for the annual district meeting
 - Secured a site for the 2011 AAFCS Texas Affiliate Northeast District Meeting at Texas Woman's University in Denton on September 16, 2011
 - Submitted a save the date notification to the VP Marketing for posting on Facebook
- Attended the American Association of Family & Consumer Sciences Conference & Expo in Phoenix, Arizona, June 23-25
- Attended the TAFCS Board Meeting on August 6, 2011 in Waco, Texas

**Overview of the Fall 2011 Northeast District Meeting
American Association of Family & Consumer Sciences – Texas Affiliate**

- Program Theme – New Challenges, New Solution, New Century for FCS Linking Individuals, Families & Communities: Enriching Lives
- Date & Location September 16, 2011 from 8:30am to 3:00pm in Denton, Texas on the campus of Texas Woman's University
- PDU – 4.24
- Participants - approximately 69 with 20 undergraduate & graduate students
- Volunteers – approximately 17
- Sessions – Four (4) sessions with a keynote at lunch
- Program – Attached

Nancy Shepherd
Board Report 2011-12
NW District Chair

Several attempts to recruit a new NW District Chair have been unsuccessful. With the VP of Member Relations obligations and the Chair-Elect for the National Membership committee responsibilities I have not had much time to devote to the NW District, but I am coordinating a fundraiser with other organizations this month. I recommend a co-chair option be considered to encourage someone to take on this leadership role. I remain hopeful and open to suggestions.

I drafted a concept to continue the speaker series and established some potential participants and sponsors but could not recruit a committee to work with me so the event is on hold.

I attended TAFCS in Dallas and AAFCS in Phoenix.

Low attendance by members, including extension membership continues to be a challenge, despite continued efforts to work around potential scheduling conflicts. The committee determined the focus for the NW District should be that of educating the public and potential members about the mission of TAFCS, which can be done through the speaker series to tell our story and reach out to the community.