President's Message

Dear Friends,

I hope this message finds you in good health and enjoying the autumn. Hard to believe that the holidays are not far away. Before you know it, we will be heading toward San Francisco Bay area for our spring conference. I hope you will make every effort to attend as the conference committee has been working hard for this special event! More information on this later.

I recently attended the Affiliate Leadership Unit Workshop (APU) in Washington D.C. and wanted to share some highlights.

In my last message, I discussed the change of direction proposed for AAFCS and the concept of our becoming the Academy of Family and Consumer Sciences. Progress is continuing on the model which is still in a state of change. Our voice has been diminishing as our numbers decrease and the Academy model will hopefully provide one strong voice for FCS. Membership in AAFCS has dropped from 12,456 members in the year 2000 to 4,886 members in 2013. Many costs are fixed or going up. Our resources can only go far. Since our dues account for about 22% of AAFCS income you can see the impact.

Currently there are not enough FCS professionals to fill jobs. This is causing a splintering and loss of our various subject areas. Many feel that genXers are not joiners, but compared with baby boomers the percentage is almost the same.

Upon arrival for the APU, we found the board looking for input from the affiliate representatives for the Academy model. Numbers matter and with 12-15 or more FCS related associations joining the Academy we would represent about 200,000 supporters of FCS. We should have more clout. We may also have institutional members. The Academy will remain a 501(c)3 organization, be responsible for credentialing, professional development and research, as well as awards and recognition. We will be the hub or nucleus.

At the APU workshop, we spent most of Saturday working on the Academy concept as collaboration will be the key to success. After many small group discussions, those present agreed we felt the need to retain affiliates although some may be regional rather than by state. Discussions on many aspects of the Academy model were made, messaged and presented for consideration for inclusion in the Academy model.

While I thought I would have a concrete model to present to you after the APU meeting, the cement is still wet and concept details still being shaped. Please read all your updates from AAFCS on the Academy as they become available.

Again, I wanted to remind you of our Biennial Conference coming up on March 28 & 29th next year in the Bay area. Gus Vouchilas, Vice President of Programs has included further details about this conference in this issue of Contempo.

Have a joyous holiday season and I look forward to seeing you in San Francisco in March!

www.aafcs-ca.org
Professionally speaking, what is keeping you up at night? This was the question that opened this year’s session of the APU Leadership Workshop. Two other questions followed in quick pursuit. What resources (i.e., programs, products, services) are you looking for? And next—What kind of connections are you desiring?

My first reaction was, “What?” I found the situation to be, both, disconcerting and intriguing. I had come to the workshop ready to learn more of how I might better “plug-in” to help meet the needs of families and individuals at the local and national level. At least, that is what I was told the APU Leadership Workshop was all about. Instead, I quickly realized that there was a change in plans. AAFCS leaders were going to be asking us to take time to consider our own professional needs…first.

It took me a minute to adjust to that position. I liken it to the first time I heard a flight attendant compassionately urge all passengers to make sure their own oxygen masks were securely placed on their faces before seeking to help someone else. It seemed self-directed. It felt misdirected…based on an internal sense of responsibility to take care of those less capable of meeting their own needs. At the same time, however, the action made sense. You or I definitely have more to effectively offer someone else needing help if we, ourselves, are not knocked out of the equation first.

Relating this back to the workshop, it was obvious from the comments of those in attendance, that there is a feeling that over the last decade our organization has not been as effective as it could have been in addressing the issues facing families and individuals. A lot of it has to do with the fact that our expertise is still relatively unknown, unrecognized, or simply by-passed. There’s a real concern, as a result, that the future of our profession is at risk. How to make things different has not been clear. And to be honest, the prospect of change naturally invokes a "push-back" within us at any stage in the game. Change, though, is really the only agent that can alter our current situation.

What emerged from that dare in 2012 was a beginning focus on our association’s constituency. To be more accurate, a focus on you and me and our professional status and well-being. A focus that had an aim to raise public awareness of who we were and what we had to offer. This was the period of FCS branding, marketing campaigns, and media tours. Less known, it was a time of alliance building.

An alliance with 15 different organizations, related more by job than discipline, was developed through a specific outreach campaign. Aware that today’s professionals, desiring to maximize limited resources, are more likely to be engaged with job-related organizations, AAFCS leaders had the foresight to make connections with significant AAFCS-related entities. The initial hope was to develop a more united front, strength in numbers so to consider in relation to another call for change.

As I listened, I heard past-President, Sue Buck, relate that in June 2012 our membership had been challenged to “dare to be different”. This dare was issued in light of the increasingly complex needs that families were currently facing. It also was raised as a result of associational concerns tied to FACS viability, sustainability, membership shifts, and financing issues. As they acknowledged to us, these were the things that were keeping our representative AAFCS leaders awake at night. What emerged from that dare in 2012 was a beginning focus on our association’s constituency. To be more...
activity, a concept paper was developed which many of you became aware of at the annual meeting. It spoke of transitioning to an alliance-type format: i.e., the academy model.

A transition was made at this point in the workshop. Next, I listened as Peggy Wild, the current AAFCS President helped the group face the facts about FACS. Current trends was her focus. As never before, societal issues need our professional expertise (e.g., healthcare, financial stability, future security). There is definitely a deeper appreciation for our body of knowledge. She also indicated that there is definite evidence that the Professional Branding we have been doing is catching on. She felt opportunities for coordinated initiatives abound. On the other side of the coin, however, we know there are not enough members in the ranks to carry on the work. And, the pipeline is narrowing. Awareness of who we are still needs to increase. There are still too many situations where, when someone asks what our profession is, blank stares appear and additional explanation is required. We still have a long way to go to be known and recognized for our relevance. This struck a cord with me having offered professional service recently to assist with a community project and being seconded by social services representation.

Peggy Wild’s session closed with a candid consideration for the probable reasons behind why we continue to be less effective than we could be. Currently, we are fractured. Opportunities do abound to be the leaders in advocating for families. Under our current operative structure, however, advances are divided. There is, and has been for some time, too much splintering among disciplines. A lack of a united front has reduced vital resources that could be used toward powerful campaigns and diminished our true effectiveness in addressing societal issues.

Finally, I listened as Carolyn Jackson relayed that the time is right to reshape our vision. In reshaping our vision she wasn’t advocating that our rich heritage be given up. The recommendation was rather to consider a reorganization of our operatives to better suit obvious trends and shifts. Collaboration would be key. Numbers toward initiatives would be the aim and more influential in addressing societal issues. We could leverage our niches and reduce redundancy. A clear purpose would emerge for all: one central source and voice for Family and Consumer Sciences.

In light of the present professional world we are presently forced to live, this all sounded fairly reasonable to me. I now have an understanding behind why AAFCS leaders are calling for another change. Now what I am really concerned about is the eventual construct. In addition, what will that construct mean to me, professionally, and what will my place be within that structure (see page 9). Perhaps that is your concern as well.

This article was included for the purpose of sharing, with you my affiliate members, my attempt to make sense of our association’s current call for professional change. I am hoping that you will glean from it, as I did from attending the workshop, that AAFCS’ rationale for calling us to consider yet another change is understandable and reasonable given the professional conditions we have been living under. What is the best way to get there from here?.....that is still to be determined. The more we take stock of our true position, and needs to be more effective, the better the chances are that we will be able to turn the tide on our future, professionally speaking.

That being said, let me ask you......

**Professionally speaking, what is keeping you up at night?**

What do you feel are the threats, challenges, and residual strengths of being a Family and Consumer Science professional? What resources (i.e., programs, products, services) are you looking for? And finally--what kind of connections are you desiring today? As your Contempo editor, I encourage you send me a brief message at nschindler@aafcs-ca.org related to your present concerns, ideas, and any aspects that still seem unclear to you with regards to the rationale behind the AAFCS Academy model. We will try to address them in future issues and keep the dialogue going.
Planning for the 2014 Western Region Biennial Conference is well underway. Members from the California, Oregon, Washington, and Nevada Affiliates are all invited to participate in what promises to be an engaging and inclusive experience along the San Francisco Bay. With many proposals for presentations received, the tri-chairs are planning an event that will be sure to inspire this coming year’s attendees. The conference is open to all who are interested in hearing about current trends and issues in the Family & Consumer Sciences as well as cutting edge research topics.

This year’s conference will include an opening panel of guest speakers who will share their professional perspectives on current issues that have an effect on the overall quality of life. Each of our speakers will represent a specific area of the sciences to help bring about an inclusive discussion on each of the topics while illustrating the cross-cutting impact of each of the particular issues. This format is intended to bring about an informative and lively discussion.

During the Saturday lunch session attendees will hear from the National President of AAFCS who will share information about the organization and its current move to an Academy.

Poster presentations have been invited from all areas this year, including undergraduate students enrolled in family & consumer science programs. Posters will be on display through the duration of the event to include the Friday evening reception which will be held in a private venue of the hotel overlooking the San Francisco Bay.

In addition to the Executive Board, Board of Directors, and Extended Education Fund meetings planned, this year’s conference will include an educators’ meeting offered to all those who are interested in FCS education in junior and community colleges, extended education institutions, as well as colleges and universities.

The tri-chairs for the event are very happy to host all individuals at the conference to be held March 28 and 29, 2014 at the San Francisco Airport Marriott Waterfront Hotel. Reserve your rooms soon to secure your group rate at: https://resweb.passkey.com/Resweb.do?mode/welcome_ei_new&eventID=10727033.

The hotel is in close proximity to the many attractions of downtown San Francisco. Attendees can plan to site see at the conclusion of the Conference on Saturday and all day Sunday.

Transportation is available to downtown areas from the San Francisco International Airport and the hotel offers a free shuttle to the airport.

*We look forward to seeing you San Francisco in 2014!*

*By Dr. Gus Vouchilas*
Meet the Tri-Chairs of our Upcoming CA-AFCS Conference

Gus Vouchilas has taught interior design for the last twenty years and is currently an associate professor at San Francisco State University. His particular design interests include universal design, space planning, environmentally responsible and sustainable design efforts, and human perceptions as they relate to the design of the built environment. His approach to teaching largely integrates the impacts of the design of the built environment on the health and welfare of individuals and groups. Gus has presented at the regional conferences of the American Association of Family and Consumer Sciences where he has spoken on Universal Design, Sustainable Product Design, Residential Design for Families with Children on the Autism Spectrum and Sustainability in a Master’s Culminating Experience.

Nancy Rabolt is professor of Apparel Design & Merchandising and chair of the Consumer and Family Studies/Dietetics Department at San Francisco State University since 1998. She served as Associate Dean of the College of Health & Human Services for two years. She serves as treasurer of the Council of Administrators of Family & Consumer Sciences, chair of the Scholarship Committee for CA-AFCS, and is active in AAFCS and ITAA. In addition, she has served on the Council for Accreditation for AAFCS. She has been on the review boards for Family & Consumer Sciences Research Journal, Journal of Family & Consumer Sciences, and Clothing & Textiles Research Journal. Dr. Rabolt is co-author of the first and second editions of Consumer Behavior: In Fashion published by Prentice-Hall and two editions of Concepts and Cases in Retail and Merchandise Management published by Fairchild. She has published articles in national and international journals and has presented papers at conferences for over twenty-five years. She received her PhD from the University of Tennessee, Knoxville, in Textiles, Merchandising & Design with cognate areas in Consumer Behavior and Social Psychology.

Marilena Williams came to this country in 1990 with her seven month old baby, as a political refugee from Romania, in an effort to escape the repressive dictatorship of Nicolae Ceausescu. She could not speak English despite eight years as a district champion in Math and Science in her own native country. She was only able to find a job as a janitor (in the night shift) for EBMUD. She eventually overcame these challenges and graduated with a MA in Family and Consumer Sciences from SFSU in 2012. The Faculty at SFSU provided her with a sensitive, nurturing and inspirational environment. She was able to thrive and became a successful member of the SFSU community. She is currently teaching Interior Design at Chabot College. She passionately wants to share with all her students the hope and very real possibility that no matter how great the obstacles, they too can be successful.
Maximizing Use of eXtension by FCS Professionals

Luann Boyer, Colorado State

The extension system is a collaboration of national extension systems that are connected to land grant universities that provide credible expertise and customized answers for specific needs.

In 2004 the directors established an eXtension communities of practice (COP) form. In 2006 funding for the new technology for agricultural extension allowed its implementation. On September 1st that year the COP program was implemented supported by 17,000 faculty and staff representing 78 land grant institutions. 12,000 FAQs and 37,000 “Ask an Expert” questions were posted in 2012.

The COP program is a virtual network, multi-institutional, multi-disciplinary approach that will evolve over time and become responsive to consumer needs. This program is seen as a great resource for secondary FCS teachers as well.

While the COP program was started in the southeast portion of the U.S., you can put in your zip code and you will be transferred to the local extension. This program can be reached on the web at www.eXtension.org.

Sustainability: Learn How to Make Your Wardrobe Last a Lifetime

Kathleen Heiden, Louisiana Tech; Farrell Doss and Tammy Robinson, Radford

If you need or want to change your look without blowing the budget here are some suggestions made by the presenters. Consider shopping at Goodwill. Accessorizing can change your outfit dramatically. Layer garments to get a different look. Look into your closet and organize. Keep what fits and is flattering and get rid of the rest. Purchase investment pieces.

Consider the “rule of 3”: when looking at a new item, it should go with other items you have to make up at least three outfits. Consider “High-Low” Dressing: Combine an expensive item with cheaper items. Get trendy pops of color at Walmart, Target, or Forever 21.

Consider “redesign services” or do it yourself. Give a boxy jacket a fitted waist. Adjust sleeves, change buttons, remove sleeves and make a vest, embroider a design or utilize lace on a garment and make it one-of-a-kind.

Design is personal. Make your own style. Dressing the same way becomes dull. “Shake it up” and “mix it up”. Anything goes, so do whatever you are comfortable with and accessorize to make it your own.

Consider a clothing swap. Swap with friends. Place items you are tired of on ebay. Be creative and think outside the box.
Leading Yourself,
Leading Others
Leading AAFCS!
June 23-24, 2015

Are you a:
new AFFCS member and Family and Consumer
Sciences Professional
or an upcoming College Senior Student Unit Member
(Graduating by August 31, 2014)
who wants to make a difference in AAFCS???

Participants will:
- Gain knowledge and skills which facilitate the development of their leadership skills;
- Become knowledgeable of AAFCS and leadership opportunities;
- Assume leadership roles in AAFCS and other professional arenas;
- Develop a supporting network of colleagues who will link them with resources throughout their professional and volunteer experiences;
- Partner with a mentor to enhance leadership abilities.

WE WANT YOU in 2015 for the AAFCS Leadership Academy!

Participant requirements:
- AAFCS Professional Member for 5 years or less (as of Oct. 1, 2014);
- B.S. degree or greater (by August 31, 2014);
- Must attend the 2015 Leadership Academy and AAFCS Annual Conference;
- Commit to work individually, with a mentor, and with a cohort June 2015-June 2016 on further development of leadership skills through completing an Affiliate project and AAFCS Project;
- Participate and be involved in networking and webinars.

MENTOR REQUIREMENTS:
- Must have held a leadership position in AAFCS such as Committee/Unit Chair, Community Leader, or Board Member;
- Active AAFCS member, having a minimum of 5 years of membership;
- Desire to develop AAFCS Leaders;
- Attend the 2015 AAFCS Annual Conference to meet your mentee;
- Commit to a minimum of one year beginning June 2015.

You will need to commit to:
Spend time connecting with your mentee to gain insight as to his/her needs;
Work with the mentee to develop goals for the mentee/mentor relationship;
Identify and use multiple venues of communications with your mentee;
Commit to one year beginning June 2015 to a mentor/mentee relationship;
Partner with a mentee to enable them to enhance their leadership abilities.

Are you a AAFCS professional who wants to be a Mentor for an Emerging AAFCS Leader participating in the 2015 Leadership Academy?

BE A MENTOR
For the 2015 AAFCS Leadership Academy

www.aafcs-ca.org
The Academy Model’s Proposed Structure

Picture in your mind’s eye an atom. This, in essence, is best illustration we have at this time as to the proposed structure of AAFCS’ Academy Model. At the APU Leadership Workshop in October, AAFCS leaders provided attendees with a tentative description of the Academy Model as they currently envision it. What they revealed was a cohesive integration of interdependent units, the operation of which would be similar to an atom at its most fundamental level.

An atom is an entity with a nuclear core having satellite elements circling its center. These elements are held by strong bonds that at times attract and repel each other. The whole, however, serves to work in a unified manner, operating together, to do the work of sustaining life.

At this time, AAFCS leaders envision that the nuclear core would be the AAFCS organization in our Academy model. AAFCS would keep its individual identity serving as the centralized core of the unit. Bonds or partnerships would be created with other mutually aligned entities, either organizational or individual in nature (see diagram). Some form of shared membership rights would be established. For example, an individual could have membership in one entity which would result in automatic membership within AAFCS.

Theoretically any interested individual could join the Academy either as: a member of the national organization as has been done in the past; as a member of a partnering entity; or as an individual “at-large” having no specific affiliation with an allied entity but a definite interest. The goal would be to create alliances that would invoke a united front in matters of public policy and national concerns. Alliances could also result in the expansion of resources, strengthening AAFCS’s position and possibly prominence as an expert leader in addressing issues of importance to families and individuals.

The model was only partially rolled out for individuals attending the workshop. The remaining portion of the workshop was dedicated to ferreting out aspects that have yet to be developed. The place of the State affiliate, for example, is still not established. A plan for the sharing of financial assets, that we have worked so hard to establish, within the partnership framework has not been delineated. It was agreed by all that there is still much work to be done.

What strengths, weaknesses and/or challenges do you foresee in this model? Your input is greatly valued at this stage in its development.
ANNOUNCEMENTS

CALIFORNIA STATE UNIVERSITY, SACRAMENTO

TENURE-TRACK POSITION:

DEPARTMENT OF FAMILY AND CONSUMER SCIENCES
CONCENTRATION: NUTRITION AND FOOD/DIETETICS

Tenure-track assistant professor position. Doctorate degree in food sciences, food service system management, nutrition or closely related field required. ABDs may be considered.

A typical teaching load will include a combination of courses in food preparation, foodservice production and management, cultural foods, or any food or nutrition related courses as needed. Responsibilities of this position also include scholarly activities; department, university and community service; advising and recruiting students; and communicating effectively with an ethnically and culturally diverse campus community.

Review of application begins January 13, 2014. Position open until filled. Applicants should submit a cover letter addressing qualifications, teaching experience and philosophy, and scholarly interests; a current curriculum vita; transcripts of all academic work; and list of three recent professional references including names, telephone numbers and e-mail addresses. The applicant must send an electronic submission (PDF) and a hard copy to: Department of Family and Consumer Sciences (Attn: Judi Brenner, Administrative Coordinator), California State University Sacramento, 6000 J Street, Sacramento, CA 95819-6053. Telephone: 916-278-7535, e-mail: jbrenner@csus.edu. For a full vacancy announcement, including application procedure, please visit http://www.csus.edu/hr/facultyvacancies/social%20sciences.html. AA/EEO Employer. Clery Act statistics available. Mandated reporter requirements. Criminal background check may be required.

EVENTS

CAAFCS Western Region Biennial Conference March 28-29, 2014!
The 2014 CA-AFCS Western Region Biennial Conference is March 28 to 29 at the San Francisco Airport Waterfront Marriott. Look for opportunities to present research and/or a workshop. For more information go to WWW.AAFCS-CA.org or contact Dr. Gus Vouchilas (CA-AFCS VP of Programs) at gusv@sfsu.edu.

SNEB Event—August 9-12, 2013 in Portland OR: The Society for Nutrition Education and Behavior Annual Conference is the premier event for nutrition education professionals from around the world and gives you the opportunity to interface with influential nutritionists from extension, public health, government, academia, industry, and community settings.

www.aafcs-ca.org
Calendar

January 15, 2014
Deadline for *Contempo* newsletter articles

March 28-29, 2014
CA-AFCS Western Region Biennial Conference at the San Francisco Airport Waterfront Marriott

June 28-29, 2014
105th AAFCS Annual Meeting in St. Louis

View our complete calendar online at [www.aafcs-ca.org/ca/calendar/](http://www.aafcs-ca.org/ca/calendar/)

Ask district leaders for more information on activities specific to your district!

Students

Facebook

Keep up-to-date with the latest CA-AFCS happenings by friending us “AAFCS—California Affiliate”

Professionals & Students on LinkedIn

Just search for CA-AFCS to join. If you are not yet networked on LinkedIn, go to [www.linkedin.com](http://www.linkedin.com).