



Marketing Playbook

Discover a clear and effective set of messages to use to generate support for FCS education programs and to recruit FCS educators.

NATIONAL PARTNERSHIP for
Recruiting, Preparing, and Supporting FCS Educators

Dear FCS Educators:

Family and Consumer Sciences (FCS) Educators, like you, are equipping students with the essential knowledge and skills to lead better lives, build strong families, and make meaningful contributions to their communities and the workforce. In some states, FCS education programs have been cut because the decision-makers are not aware of the value of our programs and the service provided to individuals, families, and communities. In other states, FCS education programs have been cut simply because of an educator shortage and the challenge of finding highly qualified FCS educators.

The USDA/NIFA Higher Education Challenge Grant Program and matching funds from the State University of New York at Oneonta (SUNY Oneonta), Family, Career, and Community Leaders of America (FCCLA), and the American Association of Family and Consumer Sciences (AAFCS) are helping us address these challenges by awarding \$937,000 to create and implement the National Partnership for Recruiting, Preparing and Supporting FCS Educators. The funded project facilitates collaborative interaction with FCS professional associations, education institutions, Career and Technical Education programs, Extension, K-12 educators and students, student organizations, Alliance for FCS partners and industry partners on a nationwide basis to recruit, prepare and support FCS educators. The partnership uses curriculum, webinar, and resource libraries, leadership academy summits, licensure information, online education preparation courses provided by multiple institutions, traditional and alternative licensure recommendations, student support information, and marketing campaigns and products to create and implement holistic initiatives for recruiting, preparing and supporting FCS educators. You can find more information about the partnership projects and a list of all the national partners who endorsed the grant application at www.FCSed.net

We need your help too! Local FCS educators and the youth and adults they teach and serve are in the best position to tell their FCS success stories and help the FCS profession continue in its role of preparing individuals and families for managing the challenges of living and working in a diverse global society. Learning strategies and best practices for marketing and promoting FCS education is key for FCS educators to advance and sustain the future of their programs and the profession. The National Partnership for Recruiting, Preparing and Supporting FCS Educators is pleased to provide FCS educators with this playbook and the associated tools and resources that you can use to market and promote our great profession.

Use the playbook and work with your internal and external partners to implement a local plan to generate support for your program and help us recruit additional FCS educators. Please share your support and recruitment projects, campaigns, and activities with us at info@fcsed.net.

We look forward to hearing from you and working with you.

Dr. Jan Bowers, CFCS

Project Administrator

National Partnership to Recruit, Prepare and Support FCS Educators

Playbook Orientation

Using this playbook, you will be equipped to:

1. Discover a clear and effective set of messages to use to generate support for FCS educators and programs.
2. Publish the included Ready-To-Use files and easily create others like it.
3. Encourage individuals to consider a career in FCS education.

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Marketing Quickstart

Your Marketing Quickstart consolidates the Core Messages, maximizes your ready-to-use content libraries, and provides a play-by-play method for generating new materials.

The messages have already been created, so your focus gets to be on delivering them. They do not get stuck inside this document. You must release them publicly to see results.

Here's how to successfully market Family and Consumer Sciences Education quickly and easily:

Download

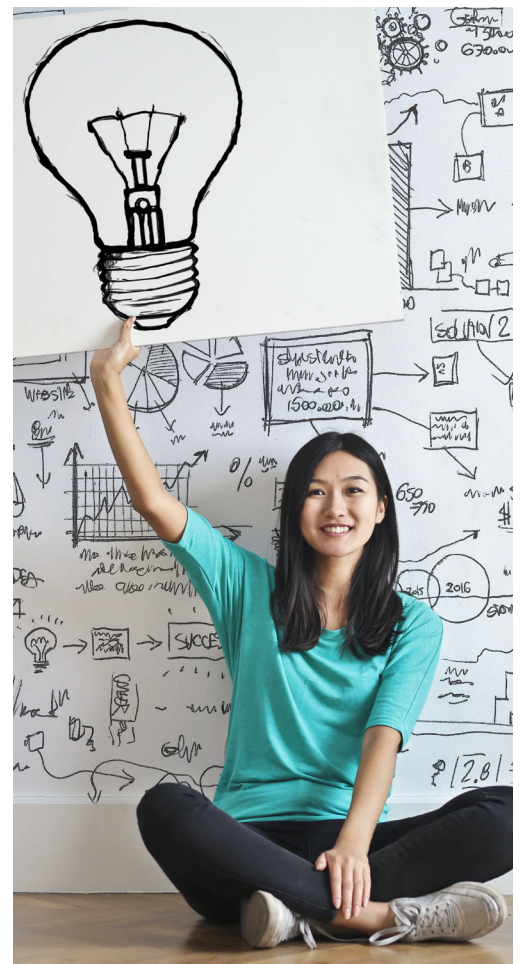
Download these Ready-To-Use Content Library materials and use them, following the suggestions provided for where to share or publish them.

Learn

Learn the basics behind this marketing campaign in the pages that follow.

Create

Create new look-alike materials specific to your needs and goals using the structure and techniques outlined.



Ready-to-Use Content Library

Your core talking points have already been created. These examples will show you how to make them work for you.

Within this library, you will find downloadable ready-to-use content. These files are designed to act as guidelines and templates for all your future materials.

In many cases, you will want to take these templates and impart your own style upon them to make a unique and effective version. However, please keep in mind that the more you change, the more likely you are to stray from the predetermined equation for success. You should always review your core talking points to be sure that your message is still coming through loud and clear.

You will find that these content files show you what to say, how to say it, and how it should look when you are saying it. They are yours, so use them to your advantage!



Download these materials from www.FCSed.net:

- Digital and Social Media
 - Educator Spotlights
 - Podcasts
 - Videos
- Print Ready Images and Graphics
- Brand Standards
- Outreach Materials



EXPLORE YOUR ONLINE CONTENT LIBRARY

A well-organized, stocked library is essential to any marketing campaign. It houses important links to pre-existing digital content, internal and external resources such as this playbook, and any other information that could prove useful in future content generation.



Go to www.FCSed.net for Ready-To-Use content.

Press Release Promoting FCS Educator Day

Customize this press release with your name and information or that of your local program leader. Localized releases are more likely to be used by local and regional news outlets.

The National Partnership for Recruiting, Preparing, and Supporting FCS Educators

Media Contact: **YOUR NAME**

YOUR TITLE

National Partnership for Recruiting,
Preparing, and Supporting FCS Educators

YOUR EMAIL

YOUR PHONE

FOR IMMEDIATE RELEASE

[Name of Group] Celebrates National Family & Consumer Sciences Educator Day

Event highlights the value and importance of family and consumer sciences education and its educators

[Name of group] will celebrate Family & Consumer Sciences Educator Day on [insert date]. [Insert sentences explaining where and how the event will be celebrated by your group. May include number of participants in your group/city/state and any special activities you have planned]. The celebration showcases the value and importance of family and consumer sciences education and its educators.

Family and Consumer Sciences educators teach the essential knowledge and skills that help youth and adults master everyday challenges. **YOUR NAME, TITLE**, notes, "FCS educators make a positive impact on the individuals, families, and communities they serve." [May insert another quote]

Family and Consumer Sciences educators in schools and in Extension programs provide students, families and their children, and youth involved in FCCLA and 4-H with research based practical information to help them make informed decisions on important issues that affect them. Classroom instruction, community workshops, on-line trainings, group meetings and other methods are used to address issues in nutrition and health, food safety, child development, personal finance, food insecurity, parenting, apparel and textiles, housing and other important individual, family, and community needs.

While family and consumer sciences middle and secondary education, Extension, and university teacher preparation programs are strong, all have identified a current shortage of qualified educators to meet the work force needs. Visit www.FCSed.net to learn more about a rewarding career as a family and consumer sciences educator.

About Family & Consumer Sciences

Family and Consumer Sciences, founded as home economics, is the field of study focused on the science and art of living and working well in our complex world. Our primary areas of focus range from Nutrition and Culinary Arts to Fashion and Interior Design to Hospitality and Human Development and Family Relations. Working in a variety of practice settings, including secondary schools, universities, community and government agencies, and businesses, FCS educators ensure that sustainable practices, consumerism, and leadership principles are woven throughout all content areas. Visit www.FCSed.net to learn more.

###



Find this press release and others aimed at recruitment and support in the Ready-To-Use Content Library at www.FCSed.net.

Social Media Posts: Text-Only

Short, straight-forward posts do not always require a striking image or elaborate presentation! Your core messages have been designed to speak for themselves, so be sure to still utilize them whenever a “more-is-less” mindset can be applied.

SUPPORT THEMED



FCS Education

I am proud to be an FCS Educator. Not only has this field impacted my life, it has given me the opportunity to help others master real life challenges. What challenges do you face that can be addressed by FCS?

See all the ways you can support FCS Educators at www.FCSed.net.



FCS Education

FCS programs teach essential skills that build strong individuals, families, and communities. With your support, FCS programs can help build a bright future for generations to come.

Say YES to FCS! Learn more by visiting www.FCSed.net



RECRUITMENT THEMED



FCS Education

FCS students never ask themselves, “When will I use this in real life?” Through FCS programs, students apply FCS content to real life challenges.

Are you ready to Say Yes to FCS? Connect at www.FCSed.net and explore your career options today.



FCS Education

Teach the science and art of living and working well. Family and Consumer Sciences Educator positions are available all over the country.

Connect at www.FCSed.net and explore your career options today!



Social Media Posts: Text with Images

You should never underestimate the power of solid visual. If your post can be flexible in length and content, consider pairing your core messages with a meaningful image that audiences can relate too. Testimonials are a perfect example where a voice can be matched with a face and your post has now evolved from informing your audience to engaging them.

SUPPORT THEMED



FCS Education



We all know that some lessons are meant to last a lifetime. Then, there are some lessons that last even longer.

Family and Consumer Sciences is more than an education in a classroom or a lab. It's an experience. It's the lessons that will stick with you forever and eventually pass on to a family member, a friend, or a neighbor.

"It's an investment. We invest in our students, empowering them for future success." Troy Anderson, a fashion and textile design Educator, knows better than most that saying yes to FCS is the first step in changing someone's life. Supporting FCS Education is your way of investing in others.

It's time you asked yourself: Are you supporting FCS Educators and saying yes to FCS?



FCS Education



When someone prepares a nutritious meal, pores over a household budget, creates a fashion design, or cares for young children - they might have a Family and Consumer Sciences Educator to thank for it. That's because FCS Educators specialize in teaching the science and art of living and working well.

Saying yes to FCS isn't just about being an educator, though. The beauty of our programs is that anyone can contribute to our mission by voicing their support and finding ways to strengthen their community. Together, we can keep making a difference.

Together, we can say yes to FCS.

RECRUITMENT THEMED



FCS Education



Imagine facilitating a program and knowing that your impact never stops. As a Family and Consumer Sciences Educator, the success you foster in your community members is life-long and benefits everyone around them.

Without you, who else will teach them the knowledge and skills needed to build strong families, prepare for careers, and lead better lives? Who will help them master real life? FCS is the answer.

So what are you waiting for? Say yes to FCS and explore your career options today!



FCS Education



Teach the science and art of living and working well. Only Family and Consumer Sciences Educators help others master everyday life challenges.

Our students need expertise. They need passion. They need you.

If you want your lessons to make a lasting impact, then say yes to FCS. Don't put off making a difference in someone else's life. Explore your career options as an FCS Educator today.



Find these posts and more available for use in the Ready-To-Use Content Library at www.FCSed.net.

Mastering the Basics

Terminology - add these essential marketing terms and domain-specific word choices to your vocabulary for clarity and consistency.

Marketing Terms

CORE MESSAGE MODULES - the talking points that define your entire campaign. These have been crafted to fit your organization's specific message, tone, and goals. They should and will be repeated often throughout your marketing materials because your target audience needs to understand and remember them just as well as you do. Refer to the Core Message Modules that have been crafted for this campaign on pages 18 and 19.

TARGET AUDIENCE - a defined group of individuals that your message or organization is most likely to resonate with, or a subset of that group that you want to engage with more actively. The target audience should always be kept in mind when crafting marketing material because it should be tailored specifically to reach them. They are the hero of the story, not you.

"READY-TO-USE CONTENT" - downloadable materials that act as templates for marketing materials. They are pre-filled and "ready to show" in the sense that they are a real-life example of what you would say, how you would say it, and how it should look when you're saying it.

METRICS - specific numbers, markers, or sets of data that provide analytics for your program's performance. Things such as "number of administrative or community advocates" or "amount of course or program enrollments" inform your goals and show you where and how to allocate your efforts.

Marketing Terms

GOALS - tangible, measurable accomplishments that your program would benefit from achieving. They should emulate your desired end state with a number of other measurable components so that you can tell when it has been reached.

CANDIDATES - anyone who has the potential to be successful as an FCS educator.

DATA POINTS - a specific metric that is recognized as a main indicator for success on one or more of your most important goals.



Sensitivities (instead of this, say that)

EDUCATOR, NOT “TEACHER” - Our educators deliver content in secondary and post-secondary education as well as in community Extension programs. The word “teacher” implies strictly a school setting while the word “educator” encompasses the many locations where educators work.

BALANCE BETWEEN DIFFERENT PROGRAMS - it is important to remember that FCS is a wide umbrella with many programs underneath it! We should be sharing and working together with our colleagues.

REAL-WORLD SKILLS, NOT “LIFE SKILLS” - most of the skills that would be termed as “life skills” actually fall under the category of real-world skills, our preferred term.

What's the goal?

Why are we doing this? The goal can never be vague statements like “create more content” or “get more applicants.” It points you in the right direction but gives you no way to know if you’ve arrived, or even how close you are getting.

Instead, make sure the goals you set are aligned with the five SMART criteria (Specific, Measurable, Attainable, Relevant, and Time-Bound). This provides focus, helps with decision making, allows you to see progress more clearly, and sets a deadline.

For example, if a goal is to “increase program engagement,” try to be as specific as possible. Why is this goal relevant? Are you intending to increase number of enrollments in any specific program? With any community partners? Through a particular initiative?

Finish it off by attaching a way to measure it and a date or time period in which to complete it. In this example, the goal may now sound like this:

Suggested Goal:

Increase program enrollment by 10% over the next year. This is relevant because we know these programs help build better individuals, families, and communities.

CRITERIA FOR CREATING A “SMART” GOAL:

SPECIFIC:

Your goals need to be as straightforward as possible. Focus on the most important, meaningful details.



MEASURABLE:

Your goals need metrics that allow for easy tracking. This is how you will know when you are successful.



ATTAINABLE:

Your goals need to be within reach. You will have to work for them, but you also need the resources and capacity to cross the finish line.



RELEVANT:

Your goals need to support your program's mission.

Do not waste time and effort where it doesn't belong.



TIME-BOUND:

Your goals need a deadline. Keep yourself on track by setting a definitive timeline for success.



Goals and Metrics

Though they often go hand-in-hand, it is important to remember that “goals” and “metrics” are not interchangeable.

A goal should be a clear vision of your desirable end state, such as “We will double our network of administrative advocates over the next 12 months.”

Metrics can be viewed as the tools that will help guide you in accomplishing your goals. There is a wide variety of data that can be useful, such as:

- Number of participants in a program
- Amount of news pieces or articles highlighted in local media
- Budget dollars allocated each year to FCS programs

Your metrics will indicate where your efforts are already yielding results and how to best allocate your resources to replicate that success! Most importantly though, they will also show you when your goals are accomplished so that you can prioritize your time.

📣 Goals for FCS Educators

Our goal is to solve an educator recruitment and retention challenge while also raising awareness for Family and Consumer Sciences in order to generate and sustain community support and funding.

OVER THE NEXT SIX MONTHS, THESE EFFORTS WILL:

- Increase the number of candidates and visibility of career opportunities by 10%
- Connect with and influence the administrative bodies that control our budgets
- Boost public engagement and awareness of the value of FCS education
- Simplify our messaging guidelines so that all FCS educators have a unified voice
- Interact with owned, earned and paid media on a bi-weekly basis



Who are we talking to?

Your Target Audience (TA) needs to be very clear in your mind. Otherwise, you risk creating messages that do not resonate with them or describe what THEY want and need.

FCS educators have two main target audiences:

1. **Champions** of the programs - a diverse group that can range from former educators and parents who are advocates for programs, to administrators who control budgets.
2. **Candidates** for recruitment - those that will make highly-qualified educators.

The way we engage with each audience should differ because they have different wants and needs. However, they should still be affected by our core talking points - what changes is how we use them.

Champions

Our champions are an array of people that have close ties with FCS and thus can lend their voice and credibility. We want our champions to lend their support when it comes to budgetary decisions, staffing decisions, and making sure that our programs remain viable, valuable, and relevant to our schools and communities. We also want to provide them with our picture of an ideal candidate so they can be recruiting just like we are.

When speaking to this target audience, our focus should be on the results of our work and how that betters our communities. These champions are typically not as concerned with “personal opportunity” as a candidate might be, so our messaging approach should be modified to reflect this.

Sometimes, you may be interacting with a current or future champion without even realizing it. Many people have the potential to contribute positively to the FCS mission, such as:

- Former educators
- Administrators
- Professors
- Business partners
- Former students
- Legislators
- School board members
- Parent-Teacher Associations
- Advisory committees
- Community Organizations


CHAMPIONS CAN INFLUENCE:

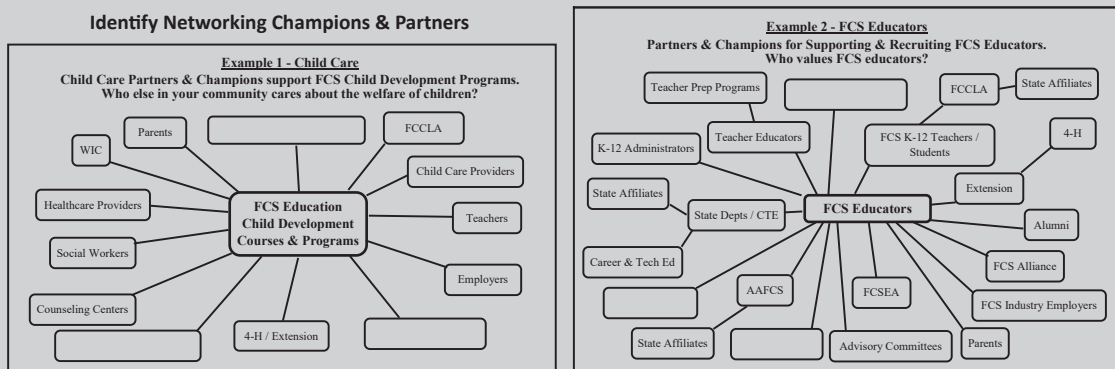
- Program support decisions
- Community engagement
- Potential candidates for recruitment
- Career opportunities
- Larger followings on social media

The potential impact of a Champion cannot be overstated, especially with legislators, community leaders, and administrators. We want to always be putting our best foot forward and getting them on our side because funding for FCS affects a wide variety of areas:

- Professional development for educators to remain up to date on the latest industry advances;
- Career counseling, guidance, and advisement;
- Career exploration opportunities;
- Creation of new programs and associated equipment;
- Improvement and expansion of existing programs; and
- Building of community and industry partnerships and more.

These are all things that actively engaged Champions may be able to help with!

 For other ideas on indentifying community partners that can be champions, utilize the mind map worksheet in the Ready-To-Use Content Library. Visit www.FCSed.net.



Candidates for Recruitment

Identifying the wants, needs, and fears of someone who would potentially consider a career as an FCS educator is key in understanding how to market to them. It is important to realize what FCS Education has to offer, how that can impact them, and how best to convince them to seize that offer.

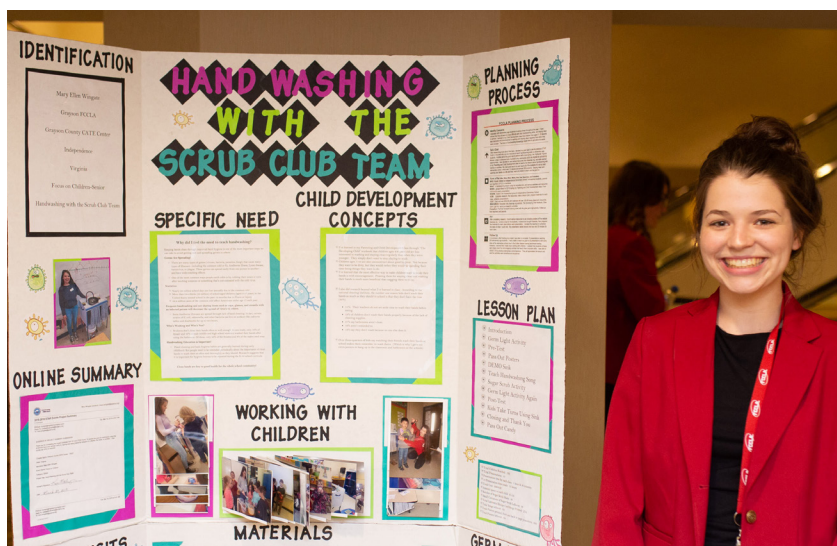
Our FCS educators are dedicated professionals who love their work and cultivate deep relationships with their program participants. When recruiting new educators, it is important that we look for these same qualities and encourage those that have them to explore their options in FCS. We should always be appealing to a true passion for education, not opportunities for wealth or unenthusiastic career changes.

IDEAL CANDIDATES SHOULD BE:

- Patient, nurturing, creative, organized, and self-motivated
- Flexible thinkers who enjoy variety in their work
- Interested in helping youth and/or adults develop essential skills to successfully live and work

We know that successful FCS Educators can come from a variety of places. Many people have the potential to contribute positively to the FCS mission, such as:

- College students (who haven't specified a focus yet)
- Current educators (who may switch)
- FCS and industry professionals who may want to become educators
- Students in middle and high school who are currently enrolled in an FCS education program
- Community members who participate in Extension programs



What do we say?

Core message modules form the basis for every communication delivered. The message modules have been developed for this campaign using a proven storytelling framework.

Make it easy for your audience to internalize and repeat these themes by using them in all your program support and recruitment messages. Going forward, use the modules to mix and remix powerful messages.



When you feel like you are starting to repeat yourself, you are doing it right.

Core Message Modules for FCS Education Supporters

CONCEPT:

WHAT THAT SOUNDS LIKE:

CONTROLLING IDEA

The one idea you are attempting to prove is true; the idea you want supporters to memorize.

Family and Consumer Sciences Education strengthens individuals, families, and communities by teaching them the science and art of living and working well.

STORY QUESTION

This is the question you want a supporter asking themselves. It motivates them to take action to resolve the question.

If life is a lab, who are the instructors?

PROBLEM

The problem emotionally hooks the supporter. It should be a conflict they feel.

No one else's program helps people master the science and art of living and working well in their homes and communities.

STAKES

Define what will be won or lost for the supporter. Motivate them to take action.

Without your support, how can FCS Educators teach individuals the knowledge and skills needed to build strong families and communities, prepare for careers, and lead better lives?

GUIDE

Your brand needs to project empathy and authority. This is the key to getting buy-in.

Family and Consumer Sciences Education is the answer. FCS programs teach lifetime skills like wellness, personal finance, child development and leadership.

PLAN

Describe the path to success. Clearly tell the supporter what to do next.

Visit our website today to learn more about FCS Education and how we are making a difference in the lives of individuals, families, and communities. Then, access our marketing resources to see all the ways you can support FCS Educators.

CALL TO ACTION

Get the supporter to take an action of commitment. Be clear and give them something to accept or reject.

See all the ways you can support FCS Educators at www.FCSed.net.

FORESHADOW THE CLIMACTIC SCENE

Give the supporter a vision of what they can head toward.

Supporting FCS Education means helping foster success in youth and adults, and ensuring that their success will benefit all those around them. They will continue to use and share these lessons without even realizing it, and they will have you to thank for that.

Core Message Modules for FCS Educator Recruitment

CONCEPT:

WHAT THAT SOUNDS LIKE:

CONTROLLING IDEA

The one idea you are attempting to prove is true; the idea you want candidates to memorize.

We specialize in teaching the science and art of living and working well in families and communities.

STORY QUESTION

This is the question you want a candidate asking themselves. It motivates them to take action to resolve the question.

If life is a lab, who are the instructors?

PROBLEM

The problem emotionally hooks the candidate. It should be a conflict they feel.

No one else's program helps people master the science and art of living and working well in their homes and communities.

STAKES

Define what will be won or lost for the candidate. Motivate them to take action.

Without you, who will teach individuals the knowledge and skills needed to build strong families and communities, prepare them for careers, and help them lead better lives.

GUIDE

Your brand needs to project empathy and authority. This is the key to getting buy-in.

Family and Consumer Sciences Educators are the answer. We know that some lessons last a lifetime, while others are meant to last even longer.

PLAN

Describe the path to success. Clearly tell the candidate what to do next.

Visit our website today and explore the FCS Education Careers and Pathways that may be exciting to you. Check out the online resources and tools to identify the requirements specific to your area of interest and the best way to prepare.

CALL TO ACTION

Get the candidate to take an action of commitment. Be clear and give them something to accept or reject.

Say Yes to FCS. Explore your career options today at www.FCSed.net.

FORESHADOW THE CLIMACTIC SCENE

Give the candidate a vision of what they can head toward.

Being an FCS educator means fostering success in youth and adults, and ensuring that their success will benefit all those around them. They will continue to use and share these lessons without even realizing it, and they will have you to thank for that.

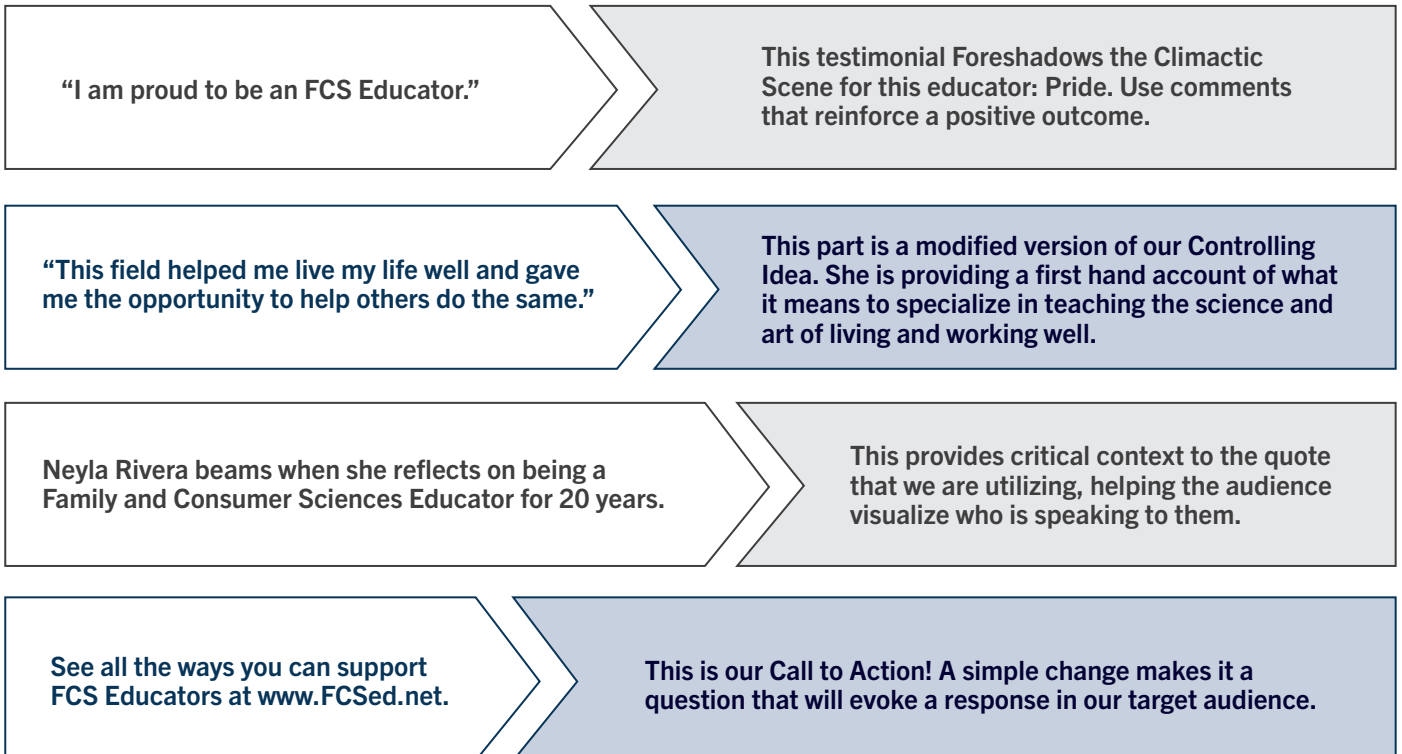
Core Message Modules in Action

Once you understand the value behind your core messages, the next step is applying them to every piece of material you create. The core messages act as your building blocks, forming a strong foundation that can support social media posts, press releases, internal memos, and much more. Repeating the same messages may feel unnecessary at first, but remember, “Great marketing is an exercise in memorization.”

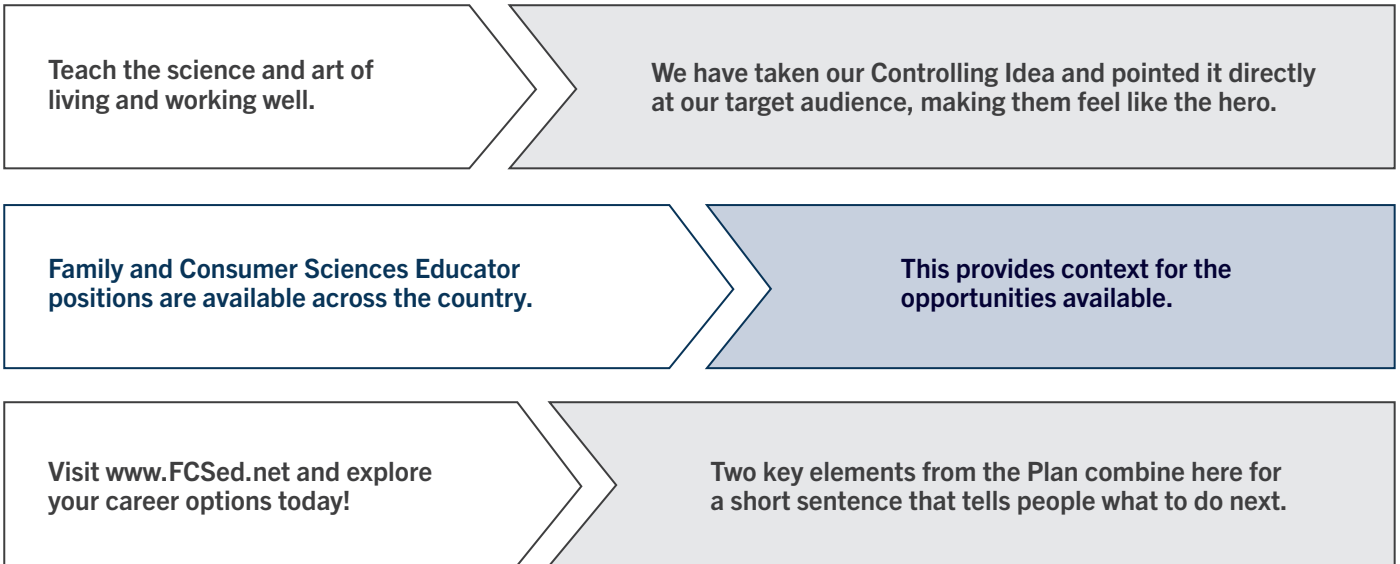
To illustrate this point, we will deconstruct some of the ready-to-use content available in the campaign quickstart. You will notice that each post draws upon different core messages, and in some cases, modifies them slightly to keep things exciting and impactful.



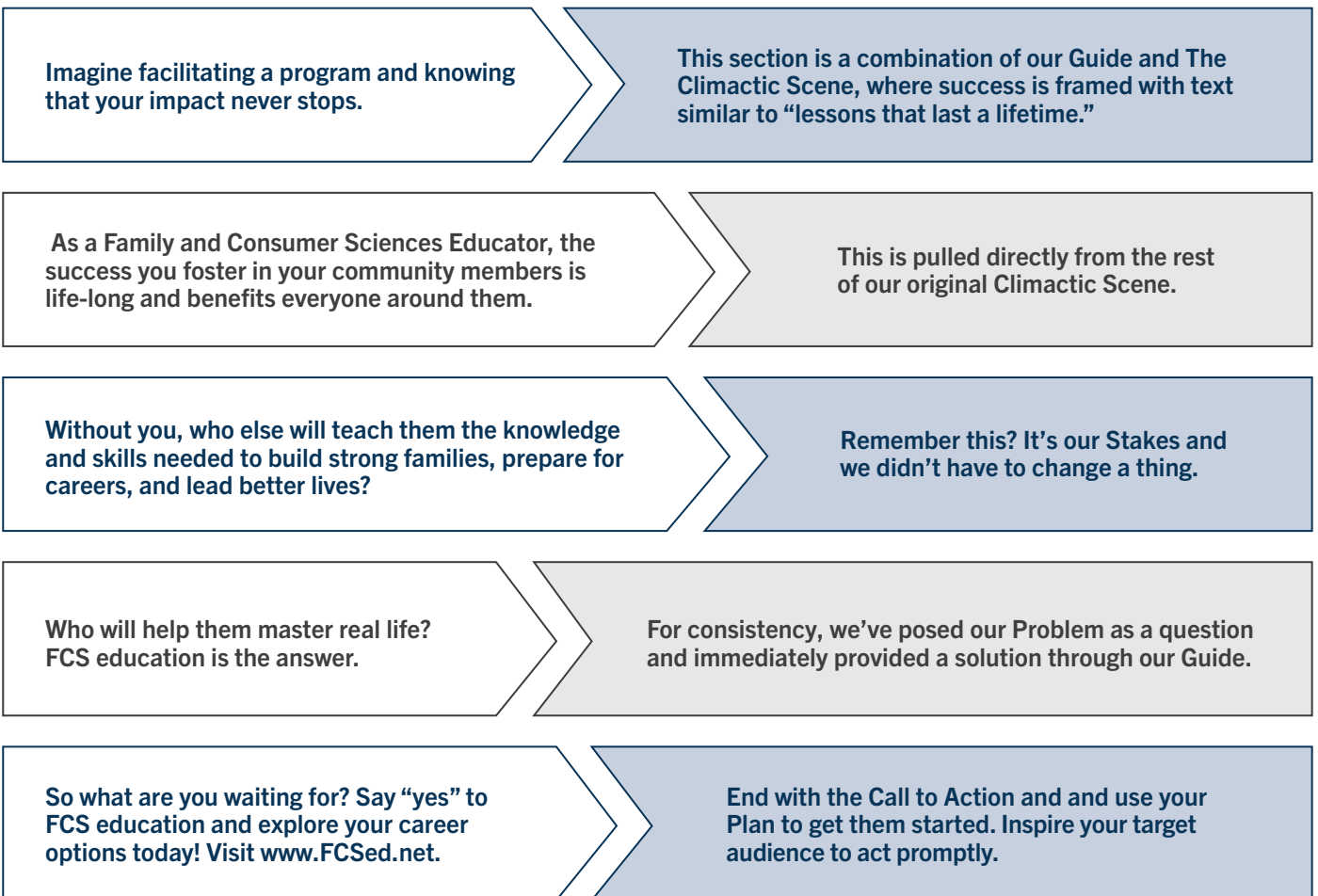
DECONSTRUCTED POST EXAMPLE #1



DECONSTRUCTED POST EXAMPLE #2



DECONSTRUCTED POST EXAMPLE #3



Messaging Pre-Game Checklist

In completing any piece of branded material, you should always look over your work to ensure its effectiveness. Ask yourself:

IS THIS ADDRESSING THEIR “PAIN”?

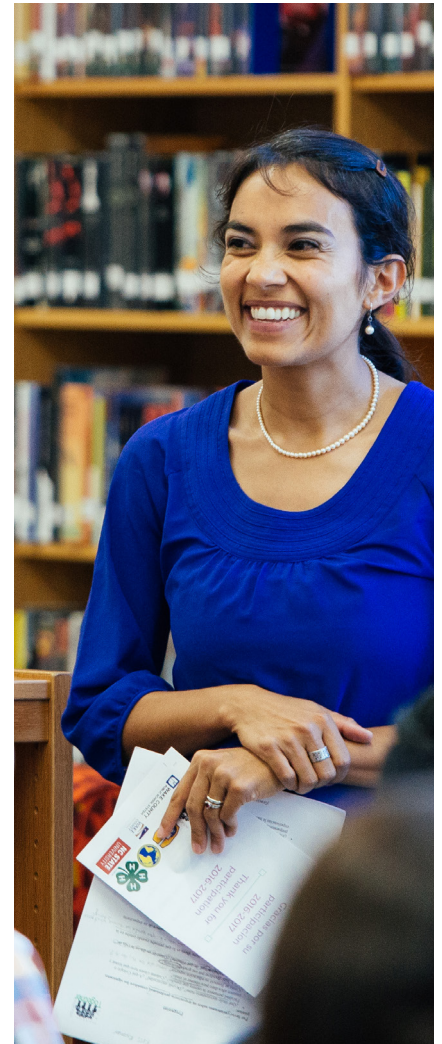
Does my material speak directly to the consumer, showing them a desired state that appeals to them and why they may not be achieving it now? If it does not, then it should be revised with a clear sense of how our program can assist them in reaching their desired state and overcome their pain.

AM I DIRECTLY CALLING THEM TO ACTION?

We may know that we want our audience to support our programs or prepare to be an FCS educator but do THEY know it? Marketing is not the place to mince words when it comes to engagement. Don't just explain why FCS is important - tell them why they need FCS!

DID I UTILIZE THE MAIN CORE TALKING POINTS?

Core Talking Points are essential to a campaign because they form the basic building blocks for all messaging. You can use them and shape them to create unique messages, but you should never lose sight of the original pieces. Straying too far from the originals can lead to a confusing message that loses your audience.



Leveraging the Power of Testimonials

3-PART FRAMING FORMULA FOR GETTING HONEST AND INFLUENTIAL TESTIMONIALS.

Most people ask for testimonials the wrong way. Because of that, they get reviews that may be flowery but fail to capture the reader's journey in the story. This leaves new prospects out of the story, too, so you don't get the results you were hoping for.

Instead, provide these simple framing instructions when you ask for a testimonial:

1. Describe the problem you were having before working with (program). Was there a tipping point/ event that made you start to consider a new solution?
2. What was different about the way FCS education worked? What surprised you about your journey?
3. What are the results of your work together? What does life look like now that the problem is solved (or being solved)?

Finally, make it REALLY easy for them to submit a testimonial by providing the links:

“If you’d like to share about your experience working with FCS, let us know on Facebook or Instagram. We’d love to hear your feedback!”

You can also use these example questions as inspiration for what to ask! Don’t forget, these questions may need to be framed differently, depending on which target audience they are being posed to.

TO ASK ANYONE ASSOCIATED WITH THE PROGRAM:

1. How do you describe FCS to others?
2. How are FCS programs different from other subjects, like math or history?
3. What impact do FCS programs have on building strong individuals, families and communities?
What specific examples can you share?

SPECIFIC QUESTIONS TO ASK FCS EDUCATORS:

1. What motivated you to become an FCS educator?
2. What is most rewarding about being an FCS educator?
3. What experiences can you share of impactful teaching moments or learning opportunities through your FCS programs?

SPECIFIC QUESTIONS TO ASK YOUTH/ADULTS BENEFITING FROM FCS PROGRAMS:

1. How have you used FCS knowledge and skills in your life?
2. What aspects of your FCS related learning have surprised you?
3. What examples of favorite learning experiences have you had through an FCS program?

SPECIFIC QUESTIONS TO ASK SUPPORTERS AND ADMINISTRATORS:

1. How do you see FCS programs benefiting the youth and adults who participate in them?
2. Why is it important to support FCS programs and make them available to youth and adults?
3. What examples can you share of how FCS programs have succeeded in helping others master real life?



How do we show it?

Yes, the words we use are critical to successful campaigns. When paired with the right images, branding and basic design aesthetics, your messages become richer and more dynamic.

When you keep these guiding ideas in mind when building new materials for the campaign, you'll maintain a consistent brand look and feel. This increases the credibility of the message and the impact of the campaign.

 Download these materials from the Content Library at www.FCSed.net. Please be sure to follow the Permissions for Use, as outlined in the Graphic Standards Manual.

FCS PARENT BRAND

**FAMILY &
CONSUMER
SCIENCES**
People-Centered Sciences



C/M/Y/K	R/G/B	#HEX
100/95/0/15	36/47/133	#242f85
100/30/0/20	36/47/133	#242f85
78/74/0/12	36/47/133	#242f85
100/82/0/30	36/47/133	#242f85

The FCS wordmark is set in MINION PRO Medium.
The tagline is set in MINION PRO Semibold Italic.

- Photos that are paired with this campaign will be more powerful when selected with these desires in mind:
- **Inclusive:** Across the campaign, represent diversity in skin tone and gender.
 - **Immersive:** These outcomes don't happen by themselves, so show humans doing the work, not just the work setting.
 - **Connected:** Create a sense of belonging by showing the humans working with one another as well as with their tools.

Where do we say this?

Close the gaps in your communication plan by capturing opportunities in three types of media: owned, earned and paid.



Content Vehicles

OWNED

(You control 100% of the content and can utilize it without extra cost)

- FCS Website
- Profiles on Facebook, Instagram, Twitter, LinkedIn, Handshake
- FCS Print materials (brochures, flyers, quarterlies)
- Past audio/visual presentations and digital, published content

EARNED

(You influence but do not control)

- Testimonials from past or present educators
- Reviews from youth and adults you serve
- Referrals and influencers
- Visibility through speaking at events like education conferences, job fairs, budget hearings, press conferences, industry podcasts, etc.

PAID

(You pay for placement)

- Boosted social media posts
- Ads on Facebook, Instagram, etc.
- Ads on Google
- Job/ Recruitment sites such as Indeed, Monster, etc.

How do we know if it's working?

Know if your materials are really doing what they're intended to by measuring responses in four areas: consumption, sharing, lead generation, and conversion.

Consumption encompasses all of the ways your target audience interacts with your content. You can monitor consumption through indicators like:

- The amount of quality interactions on social media, such as comments and shares
- The number of articles or quotes in the news about FCS education

Sharing can be thought of as how “popular” are you with your audiences. While this is difficult with traditional media, online platforms offer more insights. How do people access your content? Do you find they share it more often on one platform over another?

Lead Generation is the part of the marketing process that sparks interest in your organization. You need to be creating messages with the intent of finding those that passionately agree with your mission. Engaging these individuals will ensure that you generate support for your programs and recruit FCS educators.

Conversion is the finish line. It records how many members of your target audiences interacted with a specific piece of material and took the desired action. Tracking these successes will help you identify which content resonates the strongest and how to repeat and amplify that victory.

DATA POINTS FOR FCS EDUCATORS

- Number of participants in a program
- Number of news pieces or articles highlighted in local media
- Amount of budget dollars allocated each year to FCS courses
- Number of supporters and Champions who personally connect with you each month
- Number of testimonials acquired from supporters and Champions

Additional Resources

Quickstart Worksheets:



Find and download helpful templates, idea starters, images, and fill-in-the-blank worksheets in the Content Library at www.FCSed.net.

Self-Learning Links:

If you'd like to go deeper on best marketing practices and FCS resources, we've assembled some digital links to website resources from our partners and reputable service providers.

- American Association of Family and Consumer Sciences: <https://www.aafcs.org/fcssuccess>
A variety of tools and materials focused on the #FCSsuccess campaign to showcase the value and raise the visibility of Family and Consumer Sciences.
- Association for Career and Technical Education: <https://www.acteonline.org/why-cte/cte-awareness>
Public awareness resources to help educators communicate to their communities and to colleagues, parents and students the role of CTE in our students lives and nation's economy.
- Family and Consumer Sciences Brand: <https://www.aafcs.org/about/about-us/what-is-fcs>
Access a toolkit that provides information about the development of the FCS brand, key messages, icon, and brand story.
- Family, Career, and Community Leaders of America: <https://fcclainc.org/communications>
Stay up to date on the latest FCCLA communications with Teen Times, branding guidelines, press releases, FCCLA's communications calendar, and more!
- National Extension Association of Family and Consumer Sciences:
<https://neafcs.memberclicks.net/public-affairs-activities-programs>
Find information about issues that relate to FCS Extension and raise awareness of FCS Extension among consumers, the media, and policy makers. This link shares information about their public awareness campaigns, links to their Impact Statements, and tips on communicating the value of FCS Extension.

- [BlogSpot](https://tinyurl.com/czazkzsf) - <https://tinyurl.com/czazkzsf>
This downloadable guide provides the basics to great marketing strategies in a free-to-use, user-friendly style
- [Canva](https://tinyurl.com/zfc33bua) - <https://tinyurl.com/zfc33bua>
This easy-to-use design platform allows you to design, collaborate and share beautiful designs using thousands of professional templates and images.
- [LinkedIn](https://tinyurl.com/3rasvaej) - <https://tinyurl.com/3rasvaej>
This free resource through LinkedIn shows you all the ways you can maximize your recruitment and branding through their site be it through smarter listings or targeted advertisements.
- “[Marketing Made Simple](https://tinyurl.com/389d9d7a)” - <https://tinyurl.com/389d9d7a>
Online Course from StoryBrand - This self-paced online course expands on the best-selling book to teach you the five essential elements of a sales funnel. The annual subscription also grants access to a full library of on-demand courses on messaging, communication, leadership, productivity, emotional IQ and more.

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***Bonus!* Email Announcement for Playbook Release**

You can use an email like this to share the playbook with colleagues and advocates joining you to gather support and recruit new educators. Notice how this communication reinforces core messages.

Subject: Your playbook for promoting the science and art of living and working well

Dear [First Name],

If life is a lab, who are the instructors? We are.

The National Partnership for Recruiting, Preparing, and Supporting FCS Educators wants to make it easier than ever to share the mission of Family and Consumer Sciences education. We have worked extensively to build a comprehensive marketing playbook filled with all the tools you need to succeed. Instead of starting from scratch, every time, you can refer back to our templates for social media posts, recruitment messaging, internal brand standards, and much more.

No one else's program helps others master everyday challenges. As an FCS Educator, you deserve to have your voice heard, and this playbook is designed to make that happen. From the very beginning, you will be able to download ready-to-use content that our team has provided, along with instructions on where best to post them. Then, you can keep reading to learn the basic principles behind any great marketing campaign. By the end, you will be fully trained on how to use our templates to create similar materials in a matter of minutes.

The key to our success is embedded within our new core messages. The playbook will show you how to embrace these messaging guidelines and let them do the work for you. We all must come together under this unified front to best serve our students, our communities, and one another.

The marketing playbook is also designed to meet the differing needs of our team members. You will find direction on engaging champions of FCS programs. These individuals may not be Educators, but they are still poised to support and contribute to the FCS mission. You will also find a wealth of guidelines on how to recruit passionate candidates that are excited to explore FCS career opportunities.

We teach the knowledge and skills needed to build strong families and communities, prepare for careers, and lead better lives. In turn, this marketing strategy supports us in meeting and exceeding those goals. No matter what your role is within Family and Consumer Sciences education, this playbook is now yours to use. Take advantage of all it has to offer and let's motivate everyone to say "yes" to FCS.

All the best,



REMEMBER!

These materials and concepts do no good stuck inside this document. You must release them publicly to see results.

*Have questions or want to share success stories that inspire others?
Go to www.FCSed.net/contact-us and send us a message.*

This document was made in collaboration with:



NATIONAL PARTNERSHIP for
Recruiting, Preparing, and Supporting FCS Educators

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