

Attention FCS,

Just a few weeks ago at the OATFACS conference I shared the plan for OATFACS and OAFCS to partner in hiring a PR/marketing firm to create a strategy to sustain FCS across Ohio.

Secondary programs are closing for a variety of reasons. University FCS teacher education programs are closing due to lack of enrollment. Now secondary programs are closing because school districts cannot find FCS teachers! Zero incoming university freshmen have declared majors in Family and Consumer Sciences Education this fall in Ohio.

We asked conference attendees to step up and help in the work because the task is great and requires every FCS teacher in Ohio to take part. Now, I am asking those of you who were not at the conference to stand with us and take action as well. **I have two tasks for you right now.**

The first task is to attend one of five Focus Group meetings planned across the state. You need to bring others with you who are willing to share their perceptions about Family and Consumer Sciences as this will be the basis for developing the marketing strategies. Invite principals, supervisors, superintendents, school board members, guidance counselors, state legislators, university admissions counselors parents and/or students. We need people in the group who favor FCS but more importantly we need people who have no real knowledge about it and especially, those who may not favor FCS. I know this is a challenge and perhaps even a bit uncomfortable but the reality is we cannot change the perception of FCS if we don't understand what other people think and why they feel a certain way.

This meeting is not about collecting views of FCS teachers. So if you do not plan to bring guests, we prefer to hear from you at another time. Please know how critical it is that you invite and accompany these guests. If you each bring at least one person, though we hope it is 2 or 3, it will be a good start to meeting our minimum of 20 people per meeting. ***Dates and locations listed below.***

[A sample memo* is available here so that you may adapt to invite participants.](#) You can copy and paste the date and location from the list of Focus Groups. Also insert the RSVP deadline for the respective date and location. All are 6:00-7:30 pm. While the invitation is good, I think your personal request will be key in people agreeing to attend. Light refreshments will be provided.

Send RSVP's to Nathan Mellor (nmellor@igpr.com) of the Impact Group. You may RSVP for yourself and your guest(s) noting the name and role (teacher, Extension agent, principal, counselor, parent, etc.) of each or your guest(s) may RSVP separately.

The second task is to share this information with every FCS teacher you know. We are working to create a data base of every current FCS teacher in Ohio but until it is complete, we need your help to spread the word.

Please contact me at Smith.Kelley@tallmadgeschools.org:

- 1.) to confirm you received this email
- 2.) to state which Focus Group meeting you will be attending with your group

I know I am asking much from you and I know how busy and stressed you are. I also know you care about FCS, saving your programs, and saving your own teaching position. **Please step forward and be part of this process.**

We have a challenge that requires the help of every one of us but by working together and sharing the load, ***WE CAN DO THIS!***