

MARKETING FAMILY & CONSUMER SCIENCES...

Got an image problem? Feel like your program is low profile? Feel like you have to constantly justify what you teach? Having a hard time getting students to fill your elective classes? Or maybe you have a healthy program and those around you realize it, but you are just looking for more ideas to keep it healthy. This is a compilation of ideas from different places and people—help yourself!

Look at various opportunities you have available to get involved in—become involved or instigate activities that will most benefit your program. In your involvement, do remember you are a professional—others will notice.

- Do a good job and do it with enthusiasm
- Dress appropriately, but professionally. When attending casual events, be sure to wear one of your FACSE pieces of clothing!
- Have a business card to hand out. If you do not want to go to the expense of having one printed, then get special business card paper and make your own on a computer
- Return phone calls, emails and other correspondence in a timely manner
- Join other community/professional organizations where you can exhibit your enthusiasm, make contributions and show your competence
- Be articulate in what Family and Consumer Sciences have to offer everyone. If you are always caught “off-guard” when asked, then sit down and write out an outline to remind yourself of important positive things about FACS
- Make sure your classroom looks interesting and inviting...be a “cool” place for students to hang out! Keep free pamphlets around on health topics, relationships, etc. Post student pictures, activities, newspaper clippings on a wall or bulletin board.
- Develop a pamphlet for your department to publicize it to students and hand out to parents. This can also be done on the computer through program templates with minimal technology experience.
- Make sure your course names are “catchy” but don’t get “cute” with the titles.
- Invite a counselor to serve on your Advisory Board.
- Invite other classes to come hear special guest speakers of interest to students.

- ❑ Make presentations to community groups, the school board, Parent Teacher Association.
- ❑ Use parent/community volunteers for special activities or events you have.
- ❑ Write grants—there are many available and give you credibility.
- ❑ Develop a department newsletter put out once a quarter/month or whatever. Give students points for bringing it back signed that a parent/guardian has read it.
- ❑ Invite faculty members to be speakers in your classroom
- ❑ Investigate articulations with local colleges.
- ❑ Cross credit with other programs.
- ❑ Integrate with other programs.
- ❑ Meet with the middle schools to recruit.
- ❑ Involve your students in philanthropic activities with in your community.
- ❑ Send pictures and text to your local newspaper, the school paper and district newsletter. Make sure everything is spell checked.
- ❑ Create a web site for your department.
- ❑ Create recognition opportunities for your students.
- ❑ Talk to parents, community members and students.
- ❑ Don't rely on e-mail always remember face-to-face contact is best for communicating.
- ❑ Practicing time management will increase your daily output of work. Know when a phone contact is faster than e-mail.
- ❑ Have students evaluate your class on a regular basis. Students recruit other students to good classes.
- ❑ Always thank others for what they do.
- ❑ Make friends with the custodian and computer technicians.
- ❑ Have students enter contests.