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A public relations plan for the New Jersey Association of Family and Consumer Sciences regarding the association name change and its impact on the profession

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A PUBLIC RELATIONS PLAN FOR THE NEW JERSEY ASSOCIATION OF FAMILY AND CONSUMER SCIENCES REGARDING THE ASSOCIATION NAME CHANGE AND ITS IMPACT ON THE PROFESSION

by
Linda A. Strieter

A Thesis Project

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Professor

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ABSTRACT

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Anthony J. Fulginiti, APR/Fellow, PRSA
Graduate Public Relations Program
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The purpose of this project was to create a public relations plan to help promote wide acceptance of the name change, *Association of Family and Consumer Sciences* and a better understanding of the profession's future in New Jersey among its members. For non-Association members, awareness of the name change and its ramifications are the goals.

A scientific random survey of approximately 10 percent of Association members in November 1995 revealed an almost equal split in opinion about the name change among those questioned.

When most of the membership understands the benefits of the name change, the feeling will become more favorable. At that time, promotion to audiences outside the association will be much more effective and successful. The plan targets both internal audiences and specialized publics, such as legislators and school administrators.

Building a positive image and favorable feeling about the name change will occur with careful planning, continued effort, and influential communicators.

Mini-Abstract

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The purpose of this project was to create a public relations plan to help promote wide acceptance of the name change, *Association of Family and Consumer Sciences* and a better understanding of the profession's future in New Jersey among its members. A scientific random survey revealed an almost equal split of opinion. The plan lists strategies showing benefits that will help persuade professionals in the field to accept and use the new name. It also targets external audiences to gain a positive image and favorable feeling for the profession.

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Chapter 1

Introduction

Assembly delegates of the American Home Economics Association (AHEA) voted on June 21, 1994 to change the name of the organization to the American Association of Family and Consumer Sciences (AAFCS). This momentous step occurred during the Association's 85th Annual Meeting, themed, *Global Transitions, A Profession Responding to Change,* June 18-22, 1994, San Diego, California. By a majority vote (193-34 with three abstentions), the name change took immediate effect as a revision to Article I of the Association's bylaws.

At the meeting, the Assembly also voted to change the name of the profession to "Family and Consumer Sciences." Participants approved the conceptual framework and mission statement for the profession developed at the Scottsdale Meeting, held eight months earlier. The conceptual framework listed essential concerns and the desired focus of the profession. According to Coby B. Simerly, co-chairperson of the October 1993 meeting, the mission of the profession is, "To empower individuals and families to function interdependently and to perform the work of the family be it in the home, community or the marketplace."[1]

Participants at the San Diego meeting received media kits and other support materials to help them spread news of the name change to internal and external publics. The Association's communications department sent 608 news releases on the annual

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[1]Coby B. Simerly, "Family Science Concepts for Consideration," The Scottsdale Meeting: Positioning the Profession for the 21st Century (Alexandria, VA: American Home Economics Association, 21-24 Oct. 1993), B-82 (hereafter referred to as Scottsdale).

meeting. Communications manager Joanne Hellebrand included 104 "media alerts" about the name change, with the news releases. By using the heading, *Experts Available for Interviews on AHEA's Name Change*, she encouraged telephone interviews and other queries.[2]

Background

One of the oldest professional societies in the United States, the American Home Economics Association was founded in 1909, as an educational and scientific organization. Its mission purpose, then and now, is to improve the quality and standards of individual and family life. The Association offers educational programs, publishes research findings, disseminates information and influences public policy.

The term *home economics* does not satisfy many in the profession. It stirred controversy in 1902 and now, in 1995 might less accurately describes the field. Today, professionals are more concerned with families and individuals functioning within communities than the former priority, the economics of the home.

A majority of Association members surveyed prior to the Scottsdale Meeting stated concern over negative stereotypes about home economics that misrepresent what professionals really do.

Higher education began replacing the name, home economics in the 1960s. Of the 306 American colleges and universities currently offering courses in the field, 178 use the term *home*

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[2]Joanne Hellebrand, interview with AAFCS communications manager, 16 Nov. 1994.

economics alone or with other terms. Other institutions commonly use *human, family, consumer* and *ecology* in the school or college title. Colleges and universities in at least 18 states use *family and consumer sciences* or are adopting *family and consumer sciences,* as their title.[3]

Several states, including Florida and Wisconsin have already adopted the name, *family and consumer sciences,* for their secondary school programs. A common name for the field of study within the university would bring greater recognition to the field in research and teaching.

> While it would be desirable for all college and university academic units to have the same name, the Scottsdale participants recognized that this is not always possible. There are often complex and political decisions played out in state legislatures and governing boards.[4]

Events Leading to the Name Change

The *Scottsdale Meeting on Professional Unity and Identity,* October 21-23, 1993, brought together 96 representatives of 21 home economics-related national and international professional organizations. Seventy-three percent of the participants recommended changing the name of the profession, home economics, to *family and consumer sciences.* The attendees collaborated to develop a conceptual framework and a clearer definition of the profession. Marketing the profession and communicating with the public were unifying goals.

The *Task Force on Professional Unity and Identity* compiled a

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[3]Hellebrand, 16 Nov. 1994.

[4]Hellebrand, 16 Nov. 1994.

monograph, The Scottsdale Meeting: Positioning the Profession for the 21st Century. This lengthy work includes 11 commissioned papers which were discussed at the meeting. The writers varied significantly on their points of view and suggested names. The work by Beverly J. Crabtree, Ph.D, C.H.E., and Agatha Huepenbecker, Ph.D., C.H.E., of the College of Family and Consumer Sciences at Iowa State University, Ames, Iowa proposed the chosen name.[5]

The *Strategic Planning Conference* in Dallas, Texas, March 9-12, 1989, started an 18-month effort to define the vision, mission and goals for AHEA and the profession. Initiated by the AHEA Board of Directors, the event assembled a coalition of home economics organizations. The goal was to direct the future of the profession, emphasizing unity and identity.

In Spring 1993, the Association's *Task Force on Professional Unity and Identity* conducted a national survey. Two-thirds of the respondents suggested that the profession should change its name to better reflect its changing role and increasing diversity.

Events Since the Name Change

At the San Diego meeting in June 1994, a *Follow-up Task Force for Professional Unity and Identity* developed strategies to inform members of the outcomes related to the name change. For state meetings, the *Task Force* suggested resource speakers and supplied presentation materials explaining the Scottsdale

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[5]Beverly J. Crabtree, Ph.D.,C.H.E. and Agatha Huepenbecker, Ph.D., C.H.E., "Family and Consumer Sciences, A Model for the Field," Scottsdale, B45-54.

recommendations.

Conference calls to state presidents, past presidents, committee, council and unit chairpersons helped answer questions.

In an association-wide mailing, every member received a *"Member-Gram"* and a brochure listing the Association history, strengths of change, conceptual framework and mission. Association staff members answered all letters and returned telephone calls from members with questions or concerns.

The San Diego meeting included open forums, bylaws discussions and Scottsdale meeting outcomes sessions to help members understand the rationale for the name change.

At the closing reception of the 1994 Assembly, members reinforced one another's resolve and their new identity. Each delegate received a commemorative scroll. The document read, "*You Have Participated In An Historic Event*, in bringing the conceptual framework and the question of name change to the assembly." The scroll contained a statement or "sound bite" to concisely characterize the profession to the public. The sound bite is "Empower Individuals, Strengthen Families, Enable Communities."[6]

Statement of the Problem

The National Association did not survey its members to learn their feelings and concerns about the June 21, 1994 name change. A national media plan, informational in nature, followed the

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[6]"We're the American Association of Family and Consumer Sciences," Action, July/August 1994, 6.

event. This public relations effort did not elicit a formal reaction. Members might have expressed their feelings at the Fall 1994 state meetings. Because this information was not specifically requested by the Association headquarters, it was not collected.

Any change frightens many people. For some, a name change means identity loss. For others, "change is necessary for survival of the profession" and "change is critical to professional survival."[7]

In early 1993, the *Task Force for Professional Unity and Identity* sent a brief subjective survey to the membership as an enclosure in Action (the Association Newspaper) and to AHEA units (state Associations). More than 20,000 professionals in the Association yielded only 400 responses. A May 15, 1993, cutoff limited the usable returns to 331 for the final report.

A short cover letter asked readers to complete the survey. The form requested the subject or specialty area and current profession of the respondent and asked for three responses: "Give a contemporary description of the profession in words, phrases, or statements, What name(s)/words would best describe the above? and Other comments."[8]

Because of the subjective survey style, the results varied. Some comments negatively regarded change of name or mission. But, a majority stated a preference for name change. Many opinions

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[7]*Task Force for Professional Unity and Identity*, Scottsdale, D-117 (hereafter referred to as *Task Force*).

[8]*Task Force*, Survey, Scottsdale, D-102.

remained unexpressed because no Association members were personally contacted either by direct mail or telephone.

In the Summer/Fall 1993, the *Task Force on Professional Unity and Identity* formed 25 focus groups known as "creative input sessions." The questioning revealed a strong preference for name change and showed a great concern about image and need to market the profession. "How do we assure our profession remains indispensable to society in the 21st century?"[9] was the particular question eliciting this response.

Need for A Plan

The Association considered clarification and terminology in deciding the new name. The title had to accurately describe the scope, focus and mission for the future of the profession and the Association. During the early 1980s, the *Future Development Committee* outlined issues in home economics. The *Strategic Plan* initiated in 1989 led to the historic outcome at the Scottsdale Meeting. Many Scottsdale participants felt the primary motivation for the name change was to improve image and cohesiveness.

One unnamed survey (*Task Force*) respondent said it best,

> We must have an active PR campaign promoting Home Economics as a profession for the future...one which successfully blends home and working life. We have to let the public know what we really do. Whatever path we take, we must let our goals and values be known publicly.[10]

The Scottsdale participants represented only a portion

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[9]*Task Force*, Focus, Scottsdale, D-123.

[10]*Task Force*, Survey, Scottsdale, D-116.

of the professionals in the home economics field. The published roster listed only one New Jersey resident. With conference attendees instrumentally involved in presentations, discussions and voting, their understanding and acceptance of the name change is likely to be much greater than members not present. A broad geographic representation comprised the *Task Force on Professional Unity and Identity*, but did not include any New Jersey member.

Informal feedback indicates that professionals throughout the country might have varying degrees of awareness of the name change. State meetings and votes on the name change probably produced mixed reactions. Rewriting the bylaws made the new name official on all levels.

All states need a public relations plan to improve the image and popularize the new name at this time. Internal publics should recognize and understand the new name and unified focus of the profession. All other publics should be introduced to the new name and the definition of the profession. The "official" sound bite, *Empowering Individuals, Strengthening Families and Enabling Communities*, might be used in the promotion. The plan must start with Association professionals and educators as targets and then move to external publics.

Delimitations

This thesis project is a public relations plan to promote the name change and professional image for New Jersey, only. To do this, the author first determined the reactions and effects of the name change among a sample of the 559 New Jersey Association

members by a regional survey.

The state is divided into three regions. The north comprises Bergen, Passaic, Essex, Hudson, Sussex, Warren and Morris counties. The central counties are Mercer, Hunterdon, Middlesex, Monmouth, Ocean, Union, and Somerset. The southern counties are Camden, Atlantic, Burlington, Cumberland, Cape May, Gloucester and Salem.

The project contains a public relations plan for the New Jersey Association. Media coverage and promotions in the plan include all three regions. A unified and cohesive message provide the basis for a successful campaign.

Purpose of the Study

This study developed a plan to introduce the new name of the Association and profession to the internal audiences and then external publics. The plan enhances the image of the profession and position it for the 21st Century. It first targets internal publics and then the general public. New Jersey Association members represent about 25 percent of the internal publics. The largest percentage internally, are family and consumer sciences educators and professionals not affiliated with NJAFCS.

A survey of Association members showed which messages were remembered from national public relations efforts and whether their opinions have changed over time. Resource speakers at the Fall 1994 regional meetings spoke on the *National Association*

Name Change and Its Impact on You and the *Need for Name Change,*[11] and other topics.

The author conducted in-depth interviews of several New Jersey family and consumer sciences professionals regarding the name change. From the data gathered and information learned, a statewide survey (systematic random) was conducted and contributed to the public relations plan. The survey also showed the effectiveness of national guidelines for publicity. Targeting a statewide audience may require techniques and promotions not previously considered by the national Association's communication department.

The *creative input sessions* during Summer and Fall 1993 showed that respondents felt an overwhelming need to "market our profession," and to "assure our profession remains indispensable to society in the 21st century." Additionally, the majority suggested that "marketing and promoting are the best ways to propel the profession into the 21st century." To unify the profession, the number one suggestion was, "mass media/marketing/ communications plan."[12]

The author assumes these responses reflect the attitude of the general membership of the Association. The survey of state Association members showed what priorities to consider. The author hypothesizes that New Jersey Association members agree with the concerns expressed in the *creative input sessions.*

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[11]Southern Counties Home Economics Association Fall Meeting, 30 Nov. 1994.

[12]*Task Force*, Focus, Scottsdale, D-123-133.

The public relations plan responds to members' concerns and creates a positive image of the state Association and the profession.

Definition of Terms

The following definitions apply for this study:

Action: The official newspaper of AAFCS, published bi-monthly.

American Association of Family and Consumer Sciences (AAFCS): An educational and scientific organization founded in 1909. Its purpose is to improve the quality and standards of individuals and family life through education, research, cooperative programs and public information.

American Home Economics Association (AHEA): Name of Association prior to June 21, 1994 (see AAFCS).

B'Nai Brith Women (BBW): Name of Association prior to August 18, 1995 (See Jewish Women International).

Jewish Women International: An organization whose members support and advocate issues affecting Jewish women (formerly BBW).

National Displaced Homemakers Network (The Network);Name of Association prior to November 14, 1993 (See Women Work!)

New Jersey Association of Family and Consumer Sciences (NJAFCS): A state organization providing education and professional development in the field for New Jersey members.

New Jersey Home Economics Association (NJHEA): Name of state Association, prior to the state fall meetings, 1994 (see NJFCS).

San Diego Meeting: Annual Conference and Exhibition of AAFCS held June 18-22, 1994, in San Diego, California.

Scottsdale Meeting: A special workshop held October 21-23, 1993

in Scottsdale, Arizona, where 96 representatives from 21 home economics-related professional organizations helped develop a conceptual framework and scope of the profession.

Strategic Planning Conference in Dallas, Texas: A special meeting, March 9-12, 1989 initiated by the AHEA Board of Directors of a coalition of home economics organizations. This event started an 18-month effort to define the vision, mission and goals for AHEA and the profession.

Task Force on Professional Unity and Identity: A group of thirteen educators and other professionals in the field who compiled The Scottsdale Meeting: Positioning the Profession for the 21st Century, chaired by LeAnn L. Nelson and Coby B. Simerly.

Women Work! The National Network for Women's Employment (The Network):An organization helping women enter the job market through education, training and support. (formerly, *National Displaced Homeworkers Network*.

Women's World: The official newsletter published four times annually by Jewish Women International.

Chapter 2

Review of Related Literature

This thesis project will promote wide acceptance of the name, *Association of Family and Consumer Sciences* and a better understanding of the profession's future in New Jersey among its members. For non-Association members, awareness of the name change and its ramifications is the goal.

On March 10, 1995 a statewide conference for family and consumer sciences educators and professionals in the field were invited to a semiannual conference, "Curriculum Connections." The theme, *Preparing for the 21st Century*, focused on present and future concerns, as well as change within the profession.

This event was co-sponsored by the New Jersey Association of Family and Consumer Sciences and the Vocational Home Economics Education Association of New Jersey. Affiliation in either association was not required for participation.

The author conducted a simple one-page survey of conference attendees to learn feelings about the name change and related issues. Most of the surveys were completed by non-Association members. The results follow:

> Thirty-three (33) persons filled out the survey.
> All persons are educators of some description.
> All but one person were aware of the name change.
> Twelve (12) were "very happy" about it.
> Eleven (11) were "somewhat pleased" with it.
> Six felt neutral toward the change.
> One expressed displeasure in the name change, and
> Three withheld a comment,
> Of the 33 surveyed: Six (6) are using the new name and 25 are not. The other two did not comment.
> The final question on the survey asked, "Would you be interested in public relations and motivation training to promote Family and Consumer Sciences in the future?" This question evoked 25 yes's and only five people were "not interested." Three remained uncommitted.

These surveys helped formulate a more in-depth interview which was conducted during April.

The in-depth interview consisted of 59 questions on ten pages. Although only one percent of the membership was interviewed, the author learned that varying opinions about the name change and future of the profession exist.

Both the questions and the responses were integral in formulating the random survey conducted statewide during November 1995.

Before beginning this study, the author conducted a search of related literature. This investigation included contacting the 51 other state and territorial associations. This mailing sought to learn about plans or strategies being developed to implement the national Association change of the name and the focus of the profession within their respective areas.

The author received approximately a 20 percent response; that is, nine Association presidents responded sharing their states' activities. The respondents and the summaries of their activities follow:

Carolyn Berry Jackson, Ed.D, is president of the California Association of Family and Consumer Sciences. The state Association approved the name change in March 1995. A committee is working within the framework of the national marketing plan to implement the name change in California.

JoAnn S. Hilliker is chairperson of public relations for the Florida Association of Family and Consumer Sciences. Although there is no state plan, Association members are encouraged to "become the PR person in the area of her/his work." A video and

brochure on the profession were produced by Association members, Linda G. Smock and Susan Sinclair. The target audiences for the video, "*Renew...Restore...Regenerate,*" are family and "consumer sciences teachers; school officials and organizations; students and parents; community members; civic and church groups; and political leaders."[13]

Jeanna Jones, C.F.C.S. is president of the Indiana Association of Family and Consumer Sciences. Although there is no state plan, Indiana marketed two posters at the annual state conference in April and at the national conference in June. Funds raised this way support public announcements on the name change throughout the state.

Sharon Frankenbery is president of the Kansas Association of Family and Consumer Sciences. The Kansas affiliate developed a brochure explaining the name change and mission of the organization. A group of professionals met with state Department of Education officials to discuss how to promote the name change. Plans are underway to develop a logo to represent family and consumer sciences as the name of the profession.

Romanza O. Johnson is chairperson of the public relations and marketing committee of the Kentucky Association of Family and Consumer Sciences. Their committee met several times and had also made contacts with the national Association and other state affiliates. Committee goals are: To publicize the work of the state association; to let the people of Kentucky know about the

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[13]"Marketing Strategies, Materials Are Making an Awareness Difference," Action, March 1995, 3.

name change; to enhance the role of public policy in Kentucky; and to market the contributions of the family and consumer sciences profession.

Cheryl Beyeler, C.F.C.S. is president of the Maine Association of Family and Consumer Sciences. This association met with the Maine Home Economics Teachers Association members to enlist their support and help in joint efforts. In addition, the Association's five district chairs were sent a format for a radio PSA that will "help enhance public awareness and the effectiveness of the Association." They were each asked to develop two PSAs so that, along with the Association's PR chair, Nancy Smith, a total of 12 announcements would be heard continuously throughout the state for a year.

Joan D. Bradfield, C.F.C.S. is the marketing and public relations chairperson of the Maryland Association of Family and Consumer Sciences. The name change took place at the May 1995 annual meeting. No public relations plan has been discussed.

Jane Homer is president of the New Hampshire Association of Family and Consumer Sciences. Plans include printing and distributing brochures.

Joanna Kister, Ph.D. is assistant director of the Ohio Department of Education, Family and Consumer Sciences. Ohio Association members are working cooperatively with Pennsylvania and West Virginia to "market the name." They developed a video to communicate the name change and to promote careers in family and consumer sciences.

In May 1995 Rochelle Sharp of the Wall Street Journal contacted Ms. Kister to arrange an in-depth interview in response

to the video. The meeting was not held, but Ms. Kister faxed information that provided awareness to this important media source...

> "Name change: Home economics to family and consumer sciences signifies the shift from preparation for homemaking to a focus on family-- preparation for the work of the family. The work of the family has two dimensions--nurturing relationships and the growth and development of family members and managing resources. These are skills that are critical to success at work as well."[14]

Other Events and Related Materials

The New Jersey Association of Family and Consumer Sciences' Theme for the spring meeting held May 6, 1995 *was Marketing Yourself and Your Profession*. Lisa Crane, president, Crane Advertising and Marketing, 23 Chestnut Street, Princeton, expanded on "four basic business day rules:

1. Look good and you feel good.
2. Know your stuff.
3. Be fair, honest, organized, and on time — Oh, yeah, and try to be pleasant!
4. Learn from the best.

Get out there and make yourself be known — for whatever it is you do best!"[15]

Other workshop topics were "Marketing yourself in the 90s" and "What can the NJAFCS do for me?" Soon after the state meeting, a promotional brochure became available to Association members. According to NJAFCS marketing chairperson, Ann Michelle Marsden, "The purpose of the brochure is to provide information

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[14]Kister, J., Facsimile sent to Rochelle Sharpe, Wall Street Journal, June 2, 1995.

[15]Crane, Lisa (Author and speaker). (May 6, 1995). Create Your Own PR (Workshop Session). Bridgeport, NJ, NJAFCS Spring Meeting.

about the profession to a broad audience."[16] (See appendix)

The Annual Meeting of the national Association held June 24-29, 1995 in New Orleans, Louisiana, incorporated the theme, "Invest In Youth: Build the Future." With this main focus, many sessions centered on the future of the profession.

One session, *Marketing A New Name,* was presented by Charles W. Brodhead of the *Communications Support Group, Inc.*, 222 South Albany Street, Ithaca, NY.

Mr. Brodhead's interactive presentation brought out reasons for changing a name. He spoke on the importance of image and the power of word-of-mouth in getting across a message.

He advised participants that "any good marketing program has three characteristics: must be consistent, must follow a plan and must be systematic and flexible, and must be comprehensive."[17]

In his presentation, Mr. Brodhead explained the "5 Ps" of marketing and how promotional messages must show the benefits to the audience to be effective. He added that internal promotion within an association and within the profession should be on-going before attempting to persuade external audiences.

The Other Four Associations Within the Profession

As of October 1995, the "National Council of Administrators of Home Economics officially became the *Council of Administrators*

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[16]Ann Michelle Marsden, interview with chairperson of marketing for NJAFCS, 14 May 1995.

[17]Brodhead, Charles W., (Author and Speaker). Marketing a New Name (Workshop Session). New Orleans, LA., AAFCS Annual Meeting, (June 27, 1995).

of Family and Consumer Sciences. The American Vocational Association - Home Economics Division changed the name to *American Vocational Association - Family and Consumer Sciences Division*. The National Association for Extension Home Economists met for the national meeting October 16-19, 1995. The name officially changed to the *National Extension Association for Family and Consumer Sciences*. The Association of Administrators of Home Economics voted on their name change in November, 1995."[18]

Related Resource and Supply Corporations

Sax Home Economics' 1995 catalogue placed the title "Family and Consumer Science" over the (former) title. It is not a total change but rather an attempt to use both names.

Sax president, Dick Nagel seems to understand the situation within the profession. He states in the catalogue, "What a challenge the 21st Century brings as you reinvent the traditional Home Economics curriculum. Family and Consumer Science now includes preparation for the responsibilities and opportunities facing our youth in multifaceted, fast-paced adult realities.

We intend to grow with you; staying at the forefront of your emerging needs as new disciplines evolve."[19]

Cambridge Home Economics' 1995 catalogue subtly used the term "Family and Consumer Sciences" on the cover only. This company appears to be almost unaware of the professional name

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[18]Pirch, Ruth, NAEHE Name Change. Communique, 1994, Winter, p. 12.

[19]Nagel, Dick, Sax Family and Consumer Science (Home Economics) Catalogue, (Letter to Readers,) 1995, inside front cover.

change. The address section notes, "Please route to Home Economics Department, Media Center or Library."

By exploring the related information in the field of family and consumer sciences, the author discovered several inconsistencies in the name change promotion on state and national levels.

Comparisons of Non-Related Association Name Changes

B'Nai B'rith Women (BBW), a Jewish women's organization officially became "Jewish Women International" on August 18, 1995, the 98th birthday of the association. The new name better reflects the activities and goals of the group.

In October 1993 BBW president, Joan Kort encouraged the Executive Board members to consider a name change. In many communities, there was a "blurring" of BBW's identity.

> "We will always be proud of our ties with B'Nai B'rith and of our joint history. We are forging into the future with energy and creativity, and new ways of enriching the lives of women, families and the Jewish community. Our name must reflect that we are a vital voice for the Jewish women of North America today and for many tomorrows."[20]

Women's World, their newsletter, is published four times a year. Starting with the Summer 1993 edition, the BBW Planning Committee published front page articles on the name change and included a special toll-free telephone number for members to ask questions and make suggestions with new name ideas.

The public relations was well planned and carried out among the more than 4,000 members of the Jewish Women International. Acceptance of the new name became widespread, because the

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[20]"Delegates to '94 Biennial Face Historic Vote," Women's World, 1994. Vol. LXXXIV, 1.

membership was encouraged to participate and be involved in the decision making. There was a unified "ownership" of the new name.

This association had some commonalities with AAFCS such as similar years in existence, need to change with focus on the future and involving the membership in the name change selection.

Some differences exist. AAFCS is professionally based while the JWI is religiously affiliated. Jewish Women International has a brother organization that supports the women's group. AAFCS, on the other hand is related to other associations but is the premier affiliation for professionals in family and consumer sciences.

National Displaced Homemakers Network changed its name to *Women Work! The National Network for Women's Employment*. The new name was chosen and voted on by the Board of Directors' *Long Range Planning Committee*. The *Network*'s new name and mission statement were officially "unveiled" at the national conference November 14 - 16, 1993 in Washington, D.C.

Women Work! The National Network for Women's Employment is a membership organization which helps women from diverse backgrounds achieve economic self-sufficiency through education, job training, and employment. The *Network* supports mid-life and older displaced homemakers and other women entering, re-entering, and/or training for the work force.

The *Network* is a stong and growing force of more than 1,200 programs serving 400,000 women each year. It acts as a communication link to programs, agencies and educational institutions and often affects public policies for women.

A month prior to the National Conference, president Gilda

Nardone wrote a letter to all members of the *Network*. She revealed the new name, mission statement and plans for the future. She clearly explained the reasons for the name change.

For two years, during the strategic planning process, program graduates and service providers held focus groups. Also during this time, national, regional, state and community constituents discussed their views, expectations and needs. When the *Network* learned that many program graduates wanted to stay connected, they realized the term "displaced homemaker" had a negative connotation for many women. The new name had to consider the varied programs serving many women with diverse needs in as variety of transitional situations.

The new name was marketed at the conference immediately after its official announcement. A new logo was introduced. Promotional items were made available to members; e.g. painters' hats, writing tablets, buttons, carpenter-type aprons. The concept used was, "Women work in many different ways."

Continued promotion of the new name was presented in three ways. A news release issued from the national office November 23, 1993 announced a new toll-free number guiding women to job training and free financial tips. The sub-heading announced that a "new name is being celebrated." In March 1994, each program leader and state affiliate received public relations materials. In the packet were included, a sample letter about the *Network*, a news release, and information about what promotion had successfully taken place. The New York Times provided some media coverage titled, *Single Women and Poverty Strongly Linked*. In the February 19, 1994 article, a study by *Women Work!* revealed

the statistics of women in the workforce. Along with the statistical information, the benefits of the advocacy group, *Women Work!* are detailed.

Women Work! voted on the name change among board members and then made the announcement. Two years of surveying and careful considering the needs of the membership laid the groundwork for the new name. On the other hand, AAFCS surveyed the members through the Task Force for Professional Unity and Identity but only the Scottsdale participants affected the national vote on the name change.

For AAFCS, once the new name became official then promotion began, for the *Network,* at the conference when the name was announced, promotion began with the new logo and new mission statement. The old name was immediately down played. The *Network*'s public relations concept is impressive. The audience is shown something new, worth hearing more about, rather than something that may or may not have changed from its former state.

In releasing the news of the name change to the media, the *Network* used the term "celebrate" rather than "announce." This word conveyed a positive feeling. The national news release detailed many *Network* benefits to readers.

Both associations discussed in comparison with AAFCS were concerned with their identities the focus on the future. By changing names, in all cases the organizations hope to attract new membership, maintain the interest and affiliation of current members and continue to address the goals of their missions.

Chapter 3

Situation Analysis

Global Objectives

According to the 1994-95 NJAFCS annual report, the Association set six long-term goals for the years 1993-2003 and has as its major focus for the years 1995-2003 the Investment in Youth. NJAFCS will:

> Become proactive regarding those issues and concerns affecting families and/or the profession.
>
> Provide expertise and leadership on issues related to the family and home to policy makers and the public.
>
> Improve the lives of families and individuals through education.
>
> Provide members with opportunities for personal and professional growth.
>
> Increase both college and high school student participation in the profession and in the NJAFCS.
>
> Promote and strengthen the members and their involvement in the association and the profession.

Audience Segmentation

The target audience for this plan are the 517 members of the New Jersey Association of Family and Consumer Sciences. This audience has been clearly segmented by NJAFCS through the establishment of professional divisions within the Association. These divisions reflect the various disciplines that comprise the family and consumer sciences profession.

Educators comprise the largest segment of the state Association membership, 48.1 percent. In the November 1995 sample

surveyed, 42 of the 54 members circled the professional affiliation, "Educator." This random selection resulted in 77.7 percent educators. By using another probability method, the percentage may have been closer to the actual segmentation.

This segment of Association members includes family and consumer sciences teachers in elementary, secondary and adult education as well as colleges and universities. Educators in the field have been concerned about their status within schools and colleges before the name change was even considered, since many teachers have long felt the term *home economics* inadequately reflected the true scope of their profession. The national impetus to reengineer education and the strong likelihood of the rechanneling of federal and state funding into nonspecific block grants further concerns these educators. They now fear a complete loss of identity -- and possible elimination of their jobs -- as life skills, consumer and homemaking courses are branded *unnecessary* and removed from curricula. Educators are thus likely to be apathetic or even feel unfavorably toward the name change of the state and national associations and the profession itself and are instead more concerned with survival of their programs and their very jobs. Implementation of this plan will result in educators understanding the benefits of the name change and accepting it as an important step in the evolution of the profession.

Business is the second largest segment of the Association, representing 19.9 percent of the membership. The November 1995

survey sample included 13 out of 54 members or 24.1 percent. Association members in the business field have readily accepted the change, as evidenced by the fact that the North New Jersey Business Section of AAFCS newsletter reflected the new name and focus within a few months after the change became official. Members of this division of NJAFCS are affiliated as national and state members in a unique and special way.

The job titles of these professionals may vary greatly and the publics with which they interact are likely to be diverse. These professionals tend to have greater visibility among the general public and thus have access to a wider audience. Unlike professionals in the area of family and consumer sciences education, they are less concerned with job stability issues and are more focused on new developments in the profession. The author learned that business professionals are predisposed toward the name change and generally demonstrate a favorable attitude. Therefore, this segment does not need specific objectives and intermediary strategies targeted for them.

The remaining professional sections of NJAFCS are Extension (8.2%), Home and Community (6.0%), Human Services (4.6%) and various others (13.2%). The November 1995 survey included five professionals in Extension or 9.3 percent, nine "homemakers," one professional in research and product development and eight others in other professions. The last few segments total 33 percent. The total of all percentages exceeds 100 because several members circled more than one response.

Although more than 500 members comprise NJAFCS, there are more than two thousand Family and Consumer Sciences professionals in New Jersey. The NJAFCS members tend to be involved and socially active role models. Typically, the members are opinion leaders within their professions and their communities. This affiliation and vested interest in the Association and profession are the reasons the author feels the plan is vital and timely.

Research Method

This survey's purpose was to learn the feelings and attitudes of the members of the New Jersey Association of Family and Consumer Sciences with regard to the Association and professional name change.

The research sought to determine how Association members initially heard and felt about the name change and if their attitudes were any different since some time has passed.

The survey instrument was a 15-item questionnaire that included three demographic questions. The first inquiry asked for professional affiliation. Many respondents circled more than one indicating diversity of responsibility within the profession. The choices included: educator, government, Extension, business, homemaker, research and product development or other. Question 14 requested the county of residence and the final question asked the number of years as a member of NJAFCS.

This chapter provides a breakdown of the total results for

selected questions by frequency and percentage.

Analysis of Audience Behavior

In the questionnaire, the author learned that all 54 members surveyed are aware of the name change. The three most common ways that the news was learned are as follows. Twenty-three out of 54 read the news in Action, the national newsletter. Twenty-three out of 54 heard the information at their regional meetings. Twenty-one of the 54 read the news in the state newsletter, the Home Economist. Other respondents cited word of mouth, teachers or professors in their schools and board and national meetings. Several members circled more than one source. This answer showed the effectiveness of the Association newsletters.

The second question asked for the initial reaction to the name change. Of the 54 responses, 12 members or 22.2 percent felt extremely favorable; 17 members or 31.5 percent felt somewhat favorable; two members or 3.7 percent had no reaction or did not care; 19 members or 35.2 percent felt somewhat unfavorable; and four members or 7.4 percent expressed feelings of extreme unfavorableness. This survey netted an almost even split of opinion; 53.7 percent feeling some degree toward the positive and 42.6 percent feeling negative about the name change to some degree. Ideally, the entire Association should be surveyed to learn if this ten percent of the total is truly representative of the whole. The margin of error with 95 percent confidence in this sample is 9.8 percent. A larger audience survey would decrease

the margin of error and likely show greater feeling one way or the other. The author accepts the likelihood that the error exceeds the splits because the extrapolation of the larger population is not that important for this study.

In cross-tabulating the results of professional area with initial reaction, the findings break down a little differently. Eleven educators initially felt extremely favorable, while 13 now feel extremely favorable. Thirteen educators initially felt somewhat favorable. The same number currently feel that way. Two educators initially had no reaction. Five now have no opinion or feel less negative. In the somewhat unfavorable category, 14 educators initially felt this and two felt extremely unfavorable. Currently, nine feel somewhat unfavorable and two still feel extremely unfavorable.

Three Extension professionals felt extremely favorable initially and three still feel this way. Two Extension professionals felt somewhat favorable and two still feel this way.

For those members in business, two initially felt extremely favorable and four felt somewhat favorable. Now, three feel extremely favorable and one said she felt somewhat favorable. Initially, no one in this category had no reaction, but currently one with an initial negative view moved into this position. Four business members felt somewhat unfavorable at first and three felt extremely unfavorable. Now, five feel somewhat unfavorable and three still feel extremely unfavorable. This is one area where negative feeling has grown or stayed where it was

initially.

Of the nine "homemakers" surveyed, two initially felt extremely favorable, one felt somewhat favorable, one had no reaction, four felt somewhat unfavorable and one felt extremely unfavorable. This category showed a large trend to positive feeling. Currently, two feel extremely favorable, four feel somewhat favorable, one still has no reaction, one feels somewhat unfavorable and one feels extremely unfavorable.

The respondent in the area of research initially felt somewhat favorable and currently feels the same.

In all "Other" categories including students, dietitians, volunteers, health care, home and community, retired or inactive the opinion of the eight members spread into three areas. Two initially felt extremely favorable, three felt somewhat favorable and three felt somewhat unfavorable.

At the time of the survey, this same group showed little change. Three members now feel extremely favorable, two feel somewhat favorable and three still feel somewhat unfavorable.

Of the respondents feeling extremely or somewhat favorably, the greatest amount 21 out of 29 cited one of the main reasons as, "the new name reflects a positive image." Fifteen noted that "the term *family* is important to the profession." Seventeen noted that "the term *consumer* is important in the profession." Eighteen felt that "the term *sciences* is important in the profession." Seventeen considered "the old name was outdated," as being an important reaction. One respondent added that "change is

good."

Twenty-three out of 54 members circled responses matching their unfavorable reactions. Twelve of these respondents feel "the new name is too long." Twelve also note that "the term does not reflect everything within the profession." Eleven stated, "the new name is confusing." Ten reacted unfavorably because, "her school or place of work will not quickly adopt the new name." The largest number, 16 agreed that, "the old name was traditional and recognizable." One member said that the new name "does not include all facets of the profession."

Question three asked if the member is using the new name in her professional life (all respondents were women). Twenty-seven or 50 percent are using the new name and 27 or 50 percent are not using the new name. Five are using the new name on business cards, five on letterhead, eight on desk or door signs, nine on educational materials and curriculum guides, eight in correspondence and other writing and on resumes, five noted other uses.

The survey next asked respondents in which professional associations they maintained affiliation. All those surveyed are members of NJAFCS. Four members are also in the New Jersey Association of Extension Home Economists. Ten maintain membership in the Vocational Home Economics Education Association of New Jersey. Eighteen are members of the New Jersey Education Association. Five are in the New Jersey Dietetics Association/New Jersey Nutrition Council. Fifteen members listed other varying related associations. The author notes that most respondents

maintain memberships in at least two professional associations. This further shows that NJAFCS members tend to be involved and socially active role models.

The members were asked in question five to rank benefits received or desired from association affiliation. Workshops and annual meetings rated number one most frequently and was included in all but three surveys as an important benefit. Networking opportunities came in just under workshops in this category. Newsletters rated in third place with all but four respondents feeling this is an important association benefit. Timely seminars and lectures with distinguished speakers and pertinent topics were rated as important to all but five members. Job opportunities, career fairs and professional development activities rated lower but had some level of importance to 41 of the respondents. Special offers, scholarship and fellowship opportunities and research journals all fell lower on the list of benefits important to association members.

The information learned through this question is vital to workshop and meeting planners, also newsletter writers and editors. These are prime opportunities to get well-planned positive messages across to Association members on the name change and professional focus.

Question six sought to define or describe family and consumer sciences. Members were asked to circle three or use their own words, if more appropriate. Twenty-nine feel, "it meets the current needs of the family in the home and the workplace."

The largest number, 45 agreed, "it covers many areas: family, child care, nutrition, textiles, interior design, consumerism." Also very high, 35 feel that "life skills" describes the profession. Twenty-two agree that "family skills" is an appropriate definition. "Consumer issues" was agreed on by 27 members. One respondent noted that the profession "supports at-risk kids." Another feels the profession gives greater visibility on global level. Finally, one member stated that family and consumer sciences "deals with issues effecting everyone."

Respondents were asked in the next question (number seven) to indicate their present attitude regarding the name, "family and consumer sciences." Fifteen feel very favorable which is an increase of three from the initial reaction. Sixteen feel somewhat favorable which is one less than the initial reaction. Five respondents still have no opinion or do not care about the new name. In the "somewhat unfavorable" category, 14 versus 19 feel this way now. Four members initially felt very unfavorable and that number has remained the same.

This change in attitude over time shows that members are adopting to the new name, using it by personal preference or by request and in some cases feeling more favorable toward it.

The author posed questions eight and nine to learn how members feel about the effectiveness and importance in promotion of the new name. Question eight asked opinions on promotion among family and consumer sciences professionals and question nine asked opinions about promotion to the public at large.

Of the 54 surveyed, 33 felt that promotion will increase awareness of the name change and new focus within the profession. Sixteen felt that promotion will not increase awareness and five had no opinion. Twenty-seven felt that promotion will increase awareness of the name change and new focus of the profession in the public sector. For the same part of the question, 22 felt the public would not become aware through promotion and five had no opinion regarding the public.

The second statement, creating "an understanding of the name change and focus of the profession," through promotion received about a 50 percent support. Twenty-five said yes and 24 said no. Five responded, "no opinion." In the public sector, the phrase was stated a little differently, "create understanding of changes within the profession that address issues in our society." Twenty-nine responded yes to promotion to the public, 22 said no and three had no opinion.

Among family and consumer sciences professionals, 31 members feel that promotion will encourage acceptance of the new name within the profession. Twelve feel that promotion will not encourage acceptance and 11 had no opinion. When this same question was considered in regard to the public, 23 think promotion will work, 20 felt it will not and 11 have no opinion.

When asked if promotion of the new name will persuade use of the new name orally and in writing within the profession, 37 agree, 12 disagree and five have no opinion.

Within the profession, the final question asked was, "Do you

think promotion of the new name will influence professionals to spread the word to all audiences?" Thirty-five members feel that this will happen; 15 feel it will not. Four have no opinion.

In the public sector, members were asked if they thought promotion of the new name will, "influence students to consider entering the field." Twenty-four agree that promotion will help, 21 disagree and nine have no opinion.

Finally, the survey asked if promotion of the new name will "build a positive image of the profession," to the public. Twenty-three feel it will, 20 feel it will not and 11 have no opinion.

Question ten asked for specific channels to help get the message of the name change and focus of the profession out to family and consumer sciences professionals and also to the public.

For promotion within the profession, the medium getting the most "votes" (38) is newsletters. In rating the effectiveness for promotion of the name change within the profession are educational special events with 30 responses, state level special events with 26 responses, newspapers and television each with 17 "votes." Brochures made the list for 15 members. Using the national theme, "Invest in youth: build the future," was chosen by 12. Radio PSAs were on the bottom with four "votes." A few subjective comments included three members suggesting personal promotion to help in gaining awareness and favorable regard for the new name. One respondent suggested using school-

run career days to promote the new name.

In promotion to the public, the medium getting the highest "score" is newspapers with 47. Television is a close second with 45 members checking it as "most effective in gaining awareness, acceptance and favorable regard to the name change." Radio PSAs are considered effective by 29 members, brochures netted 11 "votes," educational special events received nine "votes," newsletters have four responses and state level special events are considered effective for promotion by three respondents. One person suggested personal promotion and another chose school run career days as ideal for promotion to the public.

Cross-tabulating the responses to this question with the professional areas shows a further delineation of opinion and interest. The largest group of educators feel that the use of newsletters (28) will be most effective in promoting the name change within the profession. Twenty-one feel educational special events are the best way to promote the name to internal audiences. Other opinions are as follow: 20 agreed that state level special events will help promote the name to FCS professionals, 16 checked off television, 15 chose newspapers, ten educators suggested brochures, nine feel the national theme, "Invest in Youth: Build the Future" is worth using, four educators feel radio is a good internal promotion and one participant added "Career Days," as an effective way to promote the name change.

The five Extension members have mixed reactions. One chose brochures, three selected newsletters, three picked newspapers, two designated television and two think educational special events would be best for promotion within the profession. Four Extension participants chose state level special events.

The greatest majority of the 13 respondents in the business area chose newsletters as the most effective way of gaining awareness and acceptance of the name change within the profession. Business members voted as follows: seven agree that educational special events are a good choice, five picked state level special events, four chose newspapers, three, television, two, radio, and three voted for the use of the national theme.

The nine members circled "Homemakers" as their professional area. Seven feel that newsletters are a most effective promotion to internal audiences. Three voted for brochures, four for newspapers, four for television, one for radio, four for educational special events, three for state level special events and one agrees with the use of the national theme.

The member classified as research chose newspapers, television and educational special events as most effective in promotion to other FCS professionals.

Eight "Other" professionals chose the following promotional methods for use with internal audiences. One selected brochures, five voted for newsletters, two for newspapers, one for radio, three for television, five for educational special events, five for state level special events, one for use of national theme and

one suggested career days.

In promotion of the name to external audience, that is the general public, the opinion is more oriented to public media. Among the surveyed educators, 41 feel newspapers are the best means, 37 agree that television is the best medium, 25 voted for radio, ten selected use of the national theme, five chose brochures, four selected educational special events, three picked state level special events and one chose career days in schools.

The five Extension members all agree that newspapers and television were the two best media to promote the new name to the general public. Four picked radio and one chose educational special events.

The 13 business members also picked newspapers as the best form of media with a vote of eight. Nine selected television, six chose radio, five picked brochures, three, newsletters, four chose educational special events, one state level special events and two selected the national theme.

The nine FCS professionals that classified themselves as homemakers unanimously feel that newspapers are the best means of promoting the name change in the public sector. Five chose radio, three picked brochures, seven preferred television, two suggested state level special events and one chose using the national theme.

The member in research chose television, brochures, and newsletters as the best media for promoting the name change to the general public.

All "other" eight members (students, dieticians, etc.) selected newspapers as the best promotional form of media for the public. The "other" participants chose television (6), brochures (2), radio (4), educational special events (2),using the national theme (1) and career days in schools (1).

The author learned from the responses to question ten that NJAFCS members see the two audiences, the professionals in family and consumer sciences and the public at large as very different. The types of promotion to each audience should be appropriate for the level of involvement and interest.

Numbers 11 and 12 asked members subjective questions. The first asked, "What would you be willing to do to promote the name change? Be creative!" The author solicited the help of a volunteer to tally the responses.

Some generalities resulted and the outcome is as follows: the most popular response (19) is a willingness to accept personal responsibility for promotion through networking. These responses include doing verbal and written professional promotion through speaking engagements, brochures, letters and other mailings. The members suggested that their best audiences are within their own school systems and other work environments.

Other methods members wrote down as ideas are: signs and banners (3), articles for newspapers (5), interviews and announcements on radio/television (4), state and local lobbying (3)and writing for journals (1). Three respondents are willing to help promote, but do not have specific ideas. Six members

expressed they would do nothing to help promote the name change. These six all feel either somewhat or extremely unfavorable about the name change.

Question 12 asked participants, "What help or support do you need to do the promotion?" With the volunteer's assistance, the author consolidated the responses. The results follow. The major need seems to be the requirement for national/state support for advertising materials (25), i.e. press releases, letterhead and logos (6), videos (1), posters, bumper stickers and brochures (5), sample letters and newsletter samples (5), workshop guidelines (1), specialized mailing lists (1), pre-packaged media campaigns(5) and speaker guidelines (1).

Members feel that support by more people, particularly non-related support groups and institutions are needed to do the promotion of the name change. Five respondents answered that this is a primary need.

Additionally, five members mentioned well-presented media campaigns in newspaper and television as the needed tools to help in the promotion. Two participants mentioned money as an important need and one person suggested time as a concern. Seven respondents need no help or support to do the promotion. It should be noted this last group expressed extremely or somewhat unfavorable feelings regarding the name change.

The last three questions provided demographic information to help determine some generalities. Question 13 was detailed above in describing the job titles and areas of professional

involvement.

Question 14 asked each member to note the county of residence. Nine respondents live in Bergen, Sussex or Passiac Counties. The largest group, 13 live in Warren, Morris or Hudson Counties. Eight live in Union, Essex or Somerset Counties. Four members live in Mercer, Hunterdon or Middlesex Counties. Seven live in Monmouth, Ocean or Atlantic Counties. Six of those taking the survey live in Camden, Gloucester or Burlington Counties. Five live in Cumberland, Salem or Cape May Counties and two respondents do not reside in New Jersey.

The final question learned that ten participants have been affiliated with NJAFCS for up to five years. Eight in the survey have been members for a period of six to ten years. The greatest number, 36 have been part of NJAFCS for more than ten years.

Data Collection Method

The author used a systematic probability random sample method to choose the sample population. This method was chosen so that a cross section of Association members was surveyed. The sample consisted of 100 names, which were every fifth in the zipcode ordered address list provided by the NJAFCS data base.

The 100 surveys were mailed November 10, 1995. Of those, 54 were returned by deadline. To make the results valid; that is having enough respondents to reduce the margin of error, 50 returns were needed.

In writing the survey questionnaire, the author used the

information gained at "Curriculum Connections," on March 10, 1995 and during the in-depth interviews conducted during April 1995. The NJAFCS Board of Directors approved the survey questionnaire before distribution to the membership. A few minor changes and recommendations were suggested.

The surveys were mailed first class with a cover letter explaining the purpose of the survey. Included in each was a self-addressed envelope with postage to encourage an easy and quick response.

Data Analysis Method

The author hand coded the completed surveys and had the sheets statistically analyzed on the computer system at Data Center at Rowan College of New Jersey for a breakdown of frequencies and percentages.

The system used is a unit from the *Digital Equipment Corporation* (VAX 7060-620). The software used for analysis of the survey data is the *Statistical Analysis System* (Release 6.08). Bob Wear at the Data Center used his expertise and assistance in doing the input and gaining the needed data for this study. The resulting information was analyzed according to the study's purpose by frequencies, percentages and cross-tabulations.

Chapter 4

Goals of the Plan

The goals of the plan are to promote wide acceptance of the new name for the New Jersey Association of Family and Consumer Sciences and the focus of the profession in New Jersey, among its members and prepare leaders and key members of the Association to be ambassadors of the Association and the profession to both internal and external publics.

Objectives

By June 30, 1996, NJAFCS researchers will learn that 90 percent of the membership are aware of and understand the ramifications of the new name of the Association and focus of the profession.

By June 30, 1996, 75 percent of the membership will feel favorable about the new name of the Association and focus of the profession.

By August 31, 1996, the entire leadership of the Association and selected key communicators within the organization will be trained as public relations ambassadors to advocate the name change and new focus of the profession among members and the public at large.

By August 31, 1996, at least 20 media access opportunities (newspaper stories, radio and television talk shows, professional journal articles) will have been created to relate the name change and new focus to both internal and external audiences.

By August 31, 1996, an outreach program utilizing the leaders and key communicators trained in Objective 3 targeting students and educators in the family and consumer sciences

profession will be implemented.

During its spring meeting, Association members will select a current social issue within the realm of family and consumer sciences (such as teen pregnancy or the reemerging importance of the family in society) as the issue that its ambassadors can use as a springboard to discuss the name change and new focus of the profession.

Plan Skeleton

Objectives, Strategies and Tactics

Objective 1.0

By June 30, 1996, NJAFCS researchers will learn that 90 percent of the membership are aware of and understand the ramifications of the new name of the Association and focus of the profession.

1.1 Determine the extent to which members of the whole Association are currently aware of the name change and to what degree they currently understand the ramifications of it.

1.1.1 Conduct preliminary surveys Association members at state and regional meetings.

1.1.2 Conduct in-depth interviews with prominent Association members as to their perceived knowledge of how many Association members know about the name change understand the reason it was changed.

1.1.3 Hold focus panels to help find out how well the name change has been publicized among Association members and how well it has been explained.

1.1.4 Develop a comprehensive questionnaire designed to measure knowledge and acceptance of the name change and mail it to each Association member.

1.1.5 Compile the results of the interviews, focus panels and the survey to determine a baseline from which the results of this campaign can be measured.

1.2 Determine the impact of the campaign prior to the Fall 1996 Association regional meetings.

1.2.1 Conduct in-depth interviews with prominent Association members as to their how effective they perceive the campaign has been.

1.2.2 Develop a comprehensive follow-up questionnaire designed to measure the effectiveness of the campaign and mail it to each Association member.

1.2.3 Hold a reception for all attendees at the state convention to announce the results of the survey and present plans for future promotion of the profession in the state.

Objective 2.0

By June 30, 1996, 75 percent of the membership will feel favorable about the new name of the Association and focus of the profession.

2.1 Develop, reinforce and promote the personal and professional benefits and advantages realized from the name change.

2.1.1 Conduct focus panels of segmented audiences.

2.1.2 Hold special events on "Make a Difference Day."

2.1.3 Offer information and encourage communication on the Internet and E-Mail.

2.1.4 Encourage individual endorsements by successful professionals.

2.2 Create awareness of the new name and professional focus by legislators.

2.2.1 Plan a day at the Rotunda in Trenton.

2.2.2 Attend town council, school board and county meetings.

2.2.3 Distribute PSAs and news releases to show advantages and benefits to the community.

2.2.4 Establish a toll-free telephone number.

Objective 3.0

By August 31, 1996, the entire leadership of the Association and selected key communicators within the organization will be trained as public relations ambassadors to advocate the name change and new focus of the profession among members and the public at large.

3.1 Prepare guidelines on persuasive speaking, writing and communicating in a multimedia environment.

3.1.1 Motivational speakers that encourage interaction at special meetings. Video-tape presentation for reinforcement and other training.

3.1.2 Invite PR and marketing professionals to demonstrate writing techniques and explain media relations, encourage the guests to bring books (by which he/she may profit.)

3.1.3 Use brainstorming sessions to learn the best ways to get messages across in professional environment. (Write the guidelines.)

3.1.4 Present the guidelines clearly and address any questions or concerns.

Objective 4.0

By August 31, 1996, at least 20 media access opportunities (newspaper stories, radio and television talk shows, professional journal articles) will have been created to relate the name change and new focus to both external and internal audiences.

4.1 Research to find out attitudes toward name change and new focus of family and consumer sciences professionals and general public.

4.1.1 Design and conduct a written survey to learn attitudes of professionals and the general public toward name change and new focus.

4.1.2 Conduct a focus group that openly discusses the awareness and attitudes of professionals and the general public about the name change and new focus.

4.1.3 Conduct telephone interviews of family and consumer sciences professionals to find out

their attitudes toward the name change and the way that they think they are now viewed by the general public.

4.2 Socio-political theme *Invest In Youth* will be promoted along with name change and new focus via print media, electronic media and special events.

4.2.1 *Invest in Youth* 6-mile Bike-a-thon in Trenton, New Jersey that ends at the governor of New Jersey's office.

4.2.2 Radio public service announcements (PSA) will be developed and aired on stations covering the New Jersey, Pennsylvania, New York and Delaware regions. PSAs will promote the Bike-a-thon, name change and new focus as well as the NJAFCS spokesperson.

4.2.3 Radio public and community affairs directors will receive proposal for the NJAFCS spokesperson to be a guest on a talk show. Show would include promotion of the theme *Invest in Youth*, the Bike-a-thon, name change and new focus.

4.2.4 Radio public and community affairs directors will be invited to utilize the NJAFCS spokesperson as a resource for other programs they may sponsor in the future.

4.2.5 Television magazine format shows such as *The Larry Kane Show* and *Visions* will be sent letter proposals for shows covering the theme "Invest In Youth" Bike-a-thon, name change and new focus of family and consumer sciences.

4.2.6 Television "magazine format" shows and public affairs directors will be invited to use NJAFCS spokesperson as a resource to be a guest panelist and to supply information for future shows.

4.2.7 News releases will be distributed to main newspapers in New Jersey, Pennsylvania, Delaware, Connecticut and New York. Local papers in New Jersey will be included also. News releases will cover the theme *Invest in Youth* Bike-a-thon, name change, new focus and introduction of NJAFCS spokesperson.

4.2.8 All newspapers contacted will be invited to utilize the NJAFCS spokesperson as an ongoing resource contact for future articles.

4.2.9 City magazines such as *Atlantic City* Magazine will receive pitch letters for prospective articles and interviews covering the theme *Invest in Youth* Bike-a-thon, name change, new focus and the NJAFCS spokesperson.

4.2.10 City magazines will be invited to utilize NJAFCS spokesperson as an ongoing resource for future references.

4.2.11 Articles will be sent to national and local industry publications such as *Action*, NJ Facts and Journal of Family and Consumer Sciences. Articles will discuss the theme *Invest in Youth* Bike-a-thon, name change, new focus and family and consumer sciences top officials.

4.3 Two videos will be created to encourage positive attitudes toward the name change and the family and consumer sciences profession. Both videos will also promote NJAFCS.

4.3.1 One video will target students. This video will be used in the classroom by family and consumer sciences teachers. It will also be used by guidance counselors for career counseling and school fairs.

4.3.2 The second video will target professionals, in and out of the association, teachers and others who are in frequent contact with family and consumer sciences professionals. This video will be included in workshops at national and local conventions, regional meetings and speaking engagements.

Objective 5.0

By August 31, 1996, an outreach program utilizing the leaders and key communicators trained in Objective 3 targeting students and educators in the family and consumer sciences profession will be implemented. This program will promote and expand the curriculum in our education system.

5.1 Define the attitudes and awareness of grade school and high school students concerning family and consumer sciences.

5.1.1 Conduct several focus panels of randomly-selected students from at least one school per district.

5.1.2 Survey students from those schools that offer family and consumer sciences classes.

5.1.3 Compose response article to be published in school papers, journals and newsletters.

5.1.4 Propose a discussion concerning the profile and profession of family and consumer sciences on the Internet and monitor the responses.

5.1.5 Interview individual students who are highly profiled in the New Jersey school system.

5.2 Define the attitudes and awareness of educators concerning family and consumer sciences.

5.2.1 Conduct several focus panels of randomly-selected educators from at least one school per district.

5.2.2 Survey educators from those schools that offer family and consumer science classes.

5.2.3 Compose response article to be published in school papers, journals and newsletters.

5.2.4 Propose a discussion concerning the profile and profession of family and consumer sciences on the Internet and monitor the responses.

5.1.5 Interview individual educators who are highly profiled in the New Jersey school system.

5.3 Inform grade school and high school students about the new name of the association and the focus and scope of the profession.

5.3.1 Create an "inventory booklet" of high-profile leaders in the field of family and consumer sciences to be distributed to high school freshmen. Included with this list would be a background sketch on each along with their accomplishments. Target individuals who are also highly profiled in the media, such as Martha Stewart.

5.3.2 Broadcast PSAs about the name change and special events.

5.3.3 Create a commercial campaign using the highly profiled professionals in family and consumer sciences. Each commercial will explore a different aspect of the profession. The highly-profiled professionals will lend an air of credibility to the profession.

5.3.4 Publish articles in school journals, newspapers and newsletters concerning the name change and

the focus of the profession.

5.3.5 Publish feature stories in county and state newspapers about the various aspects of the profession and the highly-profiled professionals.

5.3.6 Conduct a "name change celebration" to which media and all publics would be invited. This would include a "burial" of the old name and will establish new ties for the new one. The event will receive free publicity.

5.3.7 Conduct local and statewide educational events about family and consumer sciences such as the "Name Game." This game both educates students about where to seek help in different situations and informs students of the many facets of the family and consumer sciences profession.

5.4 Inform educators about the new name of the Association and the focus and scope of the profession.

5.4.1 Broadcast PSAs about the name change and special events.

5.4.2 Create a commercial campaign using the highly profiled professionals in family and consumer sciences. Each commercial will explore a different aspect of the profession. The highly-profiled professionals will lend an air of credibility to the profession.

5.4.3 Publish articles in school journals, newspapers and newsletters concerning the name change and the focus of the profession.

5.4.4 Publish feature stories in county and state newspapers about the various aspects of the profession and the highly-profiled professionals.

5.3.6 Conduct a "name change celebration" to which media and all publics would be invited. This would include a "burial" of the old name and will establish new ties for the new one. The event will receive free publicity.

5.5 Orient the family and consumer sciences profession toward youth.

5.5.1 Create family and consumer science clubs at high schools with their own hierarchies and

newsletters.

5.5.2 Create a student branch of NJAFCS with its own hierarchy. The student branch could contribute articles and concepts to the association newsletter.

5.5.3 Set aside a day at the November state convention for students. Let students, whether belonging to the association or not, attend lectures and workshops geared to students. This will keep them interested and informed of the latest concepts in family and consumer sciences.

Plan Objectives

Objective 1.0

By June 30, 1996, NJAFCS researchers will learn that 90 percent of the membership are aware of and understand the ramifications of the new name of the Association and focus of the profession.

Statement

Association members must first be aware of the name change and have an understanding of the need and reasons for the change. Then, as the members start to realize and experience the personal and professional benefits of using the new name, interest will increase and favorable feeling will follow.

Justification

There has been no measurement of the acceptance of the Association name change among the members since it was adopted in 1994. This questionnaire will measure how the name change has impacted the membership so far and serve as a benchmark with which post project questionnaire results can be compared.

Behavior

In NJAFCS, probably all members are aware of the name change, but a smaller percentage understand the ramifications of the new name. By carrying out the strategies (1.1, 1.2) and the correlating tactics, understanding will increase and the professional focus will be clearer to those within the field.

Technique

Focus panels and in-depth interviews will help learn the

format and wording of questions. Once the preliminary work is complete, a comprehensive survey can be designed that will target the entire association. The results of this questionnaire will provide important and valid information for carrying out other strategies in promoting the name change.

Benefit

Knowledge of the current impact of the name change among the membership will guide this project in reaching the segment or segments of our audience that need additional information about the name change. Once members are fully informed about and comfortable with the change, they will be more readily disposed to promote the organization and the profession to the general public.

Proof

If the survey yields a response of 80 percent of the membership, it will be considered acceptable for the purposes of this plan. Strong negative attitudes and concerns learned through the survey should be addressed before attempting other strategies in the name change promotion.

Objective 2.0

By June 30, 1996, 75 percent of the membership will feel favorable about the new name of the Association and focus of the profession.

Statement

All Association members must first be aware of the name change and have an understanding of the need and reasons for the

change. Then, as the members start to realize and experience the personal and professional benefits of using the new name, interest will increase and favorable feelings will follow.

Justification

The vote on the name change in New Jersey occurred at three separate regional meetings in the fall 1994. A quorum of members voted at each meeting, thus making the name change official in the state. One unified vote of all the state's membership may have helped to encourage a strong favorable feeling. The members not attending (a majority) were notified of the decision but missed the presentations and discussions of the name change at the official meetings.

Behavior

The best messages and channels for the target audiences will be learned through research (focus panels and in-depth interviews.) If the members help to influence the best means of promotion, a favorable feeling of the objective will result.

Ultimately, the members have been asked to accept a change that was not initiated or decided from state level, but rather voted on at the national meeting. By involving state members in ways to conduct promotion and providing them guidelines, they will gain a feeling of ownership and motivation. They could become public relations persons for the name change and the professional image.

Technique

The national association newsletter, Action promoted the new

name in November 1994, January and March 1995. The state newsletter, Home Economist also promoted the name change in both the fall, 1994 and spring, 1995 issues. With additional communication through these and other mailings and electronic media, such as E-mail, the promotion will encourage favorable feeling. A shorter and easy-to-say sound bite will help members to discuss the new name with greater ease. Finally, endorsements by role models, that is successful professionals will do much to advance good feeling for the new name and the professional image.

The membership should feel favorable about the new name of the Association when the benefits of its use are clearly understood. Methods used to help find out the benefits and ways to communicate them are research, multimedia communication and individual endorsements by successful professionals.

Benefit

When a majority of members feel favorable about the new name, promotion of the name and the profession are likely to occur. Sometimes, members may want to use the new name but hesitate because their professional titles have not been updated. For example, in Extension, the official title for the professional on county level, was "County Home Economist." The title officially changed in October 1995 to "Family and Consumer Sciences Educator." Once certifications and traditional professional titles, personal use will follow suit.

Proof

A survey of the membership will find out what attitude members have regarding the name change of the Association and profession.

The results of using the guidelines listed in Objective 2.0 are that many members who initially felt unfavorable will probably start to express more positive feelings about the name change.

Objective 3.0

By August 31, 1996, the entire leadership of the Association and selected key communicators within the organization will be trained as public relations ambassadors to advocate the name change and new focus of the profession among members and the public at large.

Statement

Several Association members expressed a willingness to do "something" to help promote the name change and the professional image. In the November 1995 survey several ideas were suggested showing that members want to be involved in the promotion. Key communicators need to come forward and express a commitment to serving in important leadership roles.

Justification

At recent New Jersey state and regional meetings, an emphasis on public relations and marketing the new name was apparent. The need to promote the name change within the profession is vital before reaching out to the general public. Accessible key communicators and/or guidelines are major steps toward achieving effective advocacy.

Behavior

Association members have a large vested interest in helping to promote the profession. The future of the field depends on people

willing to commit to its promotion and growth. Key communicators trained in the best ways to promote favorable attitudes in the light of change will be the best strategy in accomplishing this objective.

Technique

The tools needed to train association members include written and video guidelines for speaking and communicating in a multi-media environment. Public relations and marketing professionals at regional and state meetings can demonstrate effective techniques. Brainstorming at meetings will determine the best ways to get messages across in the professional environment.

Benefit

In an audience influenced by fellow Association members, the message is more likely to be heard and considered. As members come to realize the personal benefits of the changes through the efforts of the advocates and key communicators, negative feelings will likely decrease. Once this is achieved, promotional outreach strategies will provide successful results.

Proof

Association members want their profession to survive and grow. Surveyed members stated in writing or verbally that they are willing to speak on behalf of the Association, write articles and/or news releases and be interviewed on radio or television as a means of promoting the name change. By following the strategy (3.1) which lists excellent training techniques, Objective 3.0 will be successfully realized.

Objective 4.0

By August 31, 1996, at least 20 media access opportunities (newspaper stories, radio and television talk shows, professional journal articles) will have been created to relate the name change and new focus to both internal and external audiences.

Statement

Research results show that knowledge of the name change and new focus of the profession to family and consumer sciences is not widespread. Many "home economics" teachers, administrators and the general public are not aware of the name change or do not use the name change because it lacks recognition in and out of the workplace.

Increased awareness via a high visibility promotional campaign (special events and media) is an immediate necessity if the name change it to be accepted and the profession is to survive.

Justification

The name change and new focus from home economics to family and consumer sciences will not be recognized without increased awareness and acceptance by professionals (directly and indirectly related to the field) and the general public. A high visibility promotional campaign which includes a socio-political theme, special events and the media is the most expedient way to encourage recognition and retention of these changes. A campaign will influence professionals to spread the news of changes via word of mouth.

Behavior

In New Jersey, 95 percent of family and consumer sciences professionals, 20 media channels and 20 percent of the general public will be able to verbalize awareness of the name change and new focus of the profession. Initially, 70 percent of family and consumer sciences professionals, three media channels and five percent of the general public were able to verbalize awareness of the name change and new focus of the profession.

Technique

The NJAFCS can use the socio-political theme entitled, *Invest In Youth.* Special events, electronic and print media (internal & external) will be used to promote the theme, name change and new focus of the profession. The purpose will be to make NJAFCS more active politically, generating recognition and retention of the name change and new focus of the profession.

Benefit

Utilization of a media channel will promote increased awareness and usage of the name change among professional (directly and indirectly related to the field) and the general public. News of the name change and new focus of the profession will spread via word of mouth as recognition is encouraged by a high visibility campaign (special events and media).

Proof

Professionals (directly and indirectly related to the field) and the general public will be surveyed to learn levels of awareness and usage. Participants in the survey will be asked to

exemplify awareness and retention of the name family and consumer sciences and the new focus of the profession. How they learned about the new changes will be recorded.

Objective 5.0

By August 31, 1996, an outreach program utilizing the leaders and key communicators trained in Objective 3 targeting students and educators in the family and consumer sciences profession will be implemented.

Statement

Teachers, educators, students and professors comprise the largest group in the family and consumer sciences profession. Traditionally, home economics teachers taught skills needed in the home. With the name change comes a new broader focus of the profession. Skills now taught include: finance, the environment, and personal, family and child care, among many other areas.

Traditional educators are updating curricula. Students are finding family and consumer sciences to be a challenging course of study.

Justification

Students and educators will better understand the change in the name and professional focus as a result of following the strategies and tactics described in the plan skeleton. Educational special events that involve media exposure will do much to create awareness and promote a favorable attitude about the profession to all audiences.

Behavior

Students and teachers alike are generally open to guest speakers with interesting messages. Considering this, NJAFCS spokespersons will find receptive audiences.

Information about the diversity and opportunities within the profession will encourage students to consider entering the field. All promotional presentations in the academic environment will benefit the goals and mission of NJAFCS.

Technique

Through focus panels, surveys and interviewing, the attitudes and awareness of students and educators concerning family and consumer sciences will be learned. Well-written articles in newspapers, newsletters and journals will help enhance and clarify the message about the name change and professional image. In addition, electronic mail and the Internet can do much to spread the message.

Through a multimedia presentation, students in all levels of education and educators will see, hear and come to understand and accept the name change and focus and scope of the profession.

Benefit

When students understand what the profession is all about, acceptance and a positive attitude are likely. Promotion of the name change within the academic environment is apt to reach the administration and related audiences thus creating positive feeling and acceptance.

Special events that celebrate family and consumer sciences on local, state, and national levels will further enhance the

awareness and acceptance of the name change. Well-known spokespersons would be the optimal way to get the message to all audiences.

Proof

Once the current awareness and attitudes within schools are learned, promotional campaigns should commence with special attention to details learned through the surveying.

Key communicators advocating the name change and future growth of the profession in our schools and at educational events will reinforce printed promotional pieces. After a well-presented and consistent promotional campaign is completed a follow-up questionnaire will show the effectiveness of the efforts.

Chapter 5

Conclusions

The survey respondents were almost equally split on their feelings about the name change of the Association and the profession. A much larger sample, ideally the entire Association should be surveyed to learn the initial and current reactions to the name change.

The plan in this project is targeted at both internal audiences and specialized publics, such as legislators and school administrators. It is essential to reach and persuade audiences within the profession prior to attempting a large scale public campaign.

The marketing and/or public relations that has been or is being done in other states generally is minimal and not measurably effective. A unified approach under the guidelines of the AAFCS would be ideal, but each state must do its part in any promotion.

Recommendations

The suggestions for promotion made by the surveyed members should be considered and implemented under the guidelines detailed in Chapter 4.

The objectives, strategies and tactics will serve to bring awareness of the name change and help promote the professional image to many audiences. The large degree of unfavorable feeling about the name change within the association membership needs to

be addressed.

Comments and stated negative opinions of the Association members should be considered very important. These are the influential "marketers" that will spread the word. Through all the strategies, the benefits of the name change should be emphasized, even over-emphasized to help turn any negativity around. Those members who feel extremely favorable should be called upon to be spokespersons and advocates in implementing the plan.

After positive promotion through various channels, members should be surveyed once again to determine the effectiveness of the program. Building a positive image and favorable feeling about the name change will occur with careful planning, continued effort, and influential communicators. The plan detailed in this project provides the steps and guidelines needed to reach these objectives.

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APPENDICES

There are over 500 professionals who belong to The New Jersey Association of Family and Consumer Sciences.

Over one half of these members have chosen to become certified by the American Association of Family and Consumer Sciences. This certification affirms their competence in their field and commitment to continuing professional development.

The definitive source of knowledge . . The authoritative voice . . for Family and Individual Well Being in New Jersey

To learn more about what we can do for you, your family, and your community contact:

New Jersey Association of Family and Consumer Sciences
Carolyn Reynolds, Executive Director
479 Yardville-Hamilton Square Road
Robbinsville, NJ 08691
609-585-9426

American Association of Family and Consumer Sciences
1-800-424-8080

A Profession You Can Rely on to ...

Empower Individuals

Strengthen Families

Enable Communities

Member Expertise

Nutrition, Health and Food Management

Family Economics/Resource Management

Apparel and Textiles

Art and Design

Family Relations and Human Development

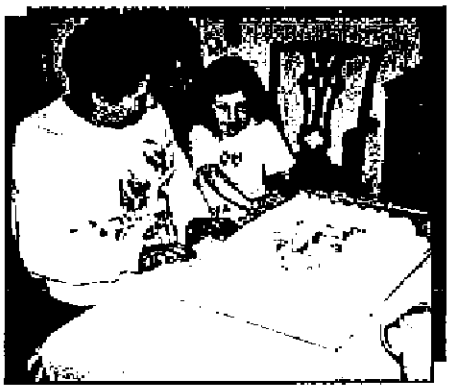
Housing and Environment

Communications and Public Relations

Family and Consumer Sciences Education

THE NEW JERSEY ASSOCIATION OF FAMILY AND CONSUMER SCIENCES

An Affiliate of the American Association of Family and Consumer Sciences



We provide expert guidance on issues of the 90's

Family issues such as

- nutrition and health
- teen parenting
- informed consumer choices in housing and personal attire
- stretching and saving your income
- food safety
- stress management
- public policy
- substance abuse
- domestic violence

We build the knowledge base, self esteem and decision making skills of adults and youth so they are equipped to:

- abstain from substance abuse
- strengthen and guide interpersonal relationships
- achieve gainful employment
- live independently
- make financial decisions

We teach the skills you, your family, and members of your community need:

- positive parenting
- financial management
- elder caregiving
- healthy lifestyle changes
- nutrition
- balancing work and family
- incorporating technology to improve the quality of life

We prepare others to design and manage a home environment in a safe, aesthetically pleasing, and efficient manner.

We thank you for your interest in our project. Please take a few moments to answer the following.

1. What is your current occupation and title?

_____

2. Who is a prominent person in your field?

_____

3. Do you read the "NJ Home Economist"? Yes No

4. Do you read "Action"? Yes No

5. What is Home Economics?

_____

6. Are you aware of the recent name change of the New Jersey Home Economics Association to the New Jersey Association of Family and Consumer Sciences? Yes No

7. How do you feel about this change?
very happy somewhat pleased neutral somewhat displeased very angry

8. Why do you feel the way you do?

_____

9. Are you using this new name change to your advantage? For example, new business cards, publicity, new letterhead,.....etc. Yes No

10. Why or why not?

_____

11. What issues do you feel Family and Consumer Sciences should be working towards, and/or influencing? (Please rate the following.)

- _____ gerontology
- _____ teen pregnancy
- _____ teen violence
- _____ family violence
- _____ drug addictions
- _____ chemical dependancies
- _____ divorce
- _____ other( )

11. Would you be willing to be part of a future focus group? Yes No

12. Would you be interested in public relations and motivation training to promote Family and Consumer Sciences in the future? Yes No

13. Any questions, comments, or concerns?

_____

_____

_____

_____

Rowan College of New Jersey

Survey of _____ by _____ on _____
name Interviewer date

1. What is your current occupation? _____

2. What is your current title? _____

3. How many years have you been in the profession? _____

4. What was your undergraduate major? _____

5. What was your graduate degree? _____

6. Is "home economics" still offered at the college(s) you attended? **YES** **NO**

7. How did you first become interested in home economics?

_____

_____

_____

_____

8. Please give a traditional description of the profession in words, phrases or statements:

_____

_____

_____

_____

9. Please give a contemporary description of the profession in words, phrases or statements:

_____

_____

_____

_____

10. What is the highest degree you have earned? _____

11. Are you aware of the name change at the national level from the American Home Economics Association to the American Association of Family and Consumer Sciences in June, 1994 and that the state organization was renamed the New Jersey Association of Family and Consumer Sciences last fall?

YES NO

12. Are you aware that the profession of "home economics" has been renamed "family and consumer sciences?"

YES NO

13. How you feel about these changes?

very positive	somewhat positive	neutral	somewhat negative	very negative

14. How many of your colleagues in the profession know about these changes?

most	many	some	a few	hardly any

15. How many people outside of your profession, including other professionals, school board members, students and the public at large, know about these changes?

most	many	some	a few	hardly any

16. How do you feel about the name changes? Personally? Professionally? Why?

17. What do you like about the new name?

18. What don't you like about the new name?

19. What do you prefer about the old name?

20. What don't you prefer about the old name?

21. Please complete this statement: "The association could best promote the name change to the public by....."

_____

_____

22. How have these changes affected your day-to-day professional life?

_____

_____

23. Longer term, will these changes benefit or adversely impact the profession and the organization? How and why?

_____

_____

24. How will these changes impact your professional life in the future?

_____

_____

25. Are you now using the new name for the profession all the time:

Verbally _____
On stationery _____
On business cards _____

26. If not, what is holding you back from doing so?

_____

_____

_____

_____

27. Are you now using the new name for the organization all the time:

Verbally _____
On stationery _____
On business cards _____

28. If not, what is holding you back from doing so?

_____

_____

29. What experiences have you had using the new name with people in the profession?

_____

_____

_____

_____

_____

30. What experiences have you had using the new name with people not in the profession?

_____

_____

_____

_____

_____

31. Are you actively promoting the organizational and professional name changes?

YES NO

32. What are you doing to actively promote the organizational and professional name changes?

_____

_____

33. Is there anything holding you back from actively promoting these changes?

_____

_____

34. What would help you more actively promote these changes?

_____

_____

35. Do you feel you could use some guidelines on how to do that? YES NO

36. Please complete this statement: "I think the best thing the association could do now is....."

_____

_____

37. What are the three hot, current issues on which the association should take an aggressive, active public stance? (such as teen pregnancy, the importance of family life)

1. _____

2. _____

3. _____

38. What issues must be considered to help the profession survive and flourish well into the next century?

_____

_____

39. Would you be willing to be trained to become part of a team that will promote the new name of the organization and the profession and talk about these issues in various forums?

YES NO

40. What are some things we could do to promote the name change and highlight these social issues?

_____

_____

41. Do you read NJ Home Economist? YES NO How often?

every issue	most issues	some issues	a few issues	not at all

42. How in-depth do you read each issue of NJ Home Economist?

cover-to-cover	almost entirely	about halfway	skim through it	not at all

43. Do you read AAFCS Action? YES NO How often?

every issue	most issues	some issues	a few issues	not at all

44. How in-depth do you read each issue of AAFCS Action?

cover-to-cover	almost entirely	about halfway	skim through it	not at all

45. Do you read the Journal of Family and Consumer Sciences? YES NO How often?

every issue	most issues	some issues	a few issues	not at all

46. How in-depth do you read each issue of Journal of Family and Consumer Sciences?

cover-to-cover	almost entirely	about halfway	skim through it	not at all

47. What other professional journals do you read?

_____

_____

48. What is your best and most regularly read/watched/listened to source of local, state and world news?

_____

49. Please name the New Jersey newspaper you find to be most credible.

_____

50. Please name some ways non-association members who are in the profession can be reached about the recent name changes.

_____

_____

51. Please name some ways to attract students to consider family and consumer sciences as a career.

_____

_____

52. Please name some ways to reach the general public to make them aware of the name change and the direction of the profession.

53. What would most home economics teachers say about the profession?

54. What would most school administrators say about the profession?

55. What would most middle school students say about the family and consumer sciences as a career option?

56. What would most high school students say about the family and consumer sciences as a career option?

57. What would most college students say about the family and consumer sciences as a career option?

58. Do you regularly attend national conferences sponsored by AAFCS? If yes, how do you benefit from those events? If not, why don't you attend?

59. Any other comments?

1112 South Main Street
Williamstown, NJ 08094
November 9, 1995

Dear NJ Association of Family and Consumer Sciences member,

I am a graduate student at Rowan College and a fellow NJAFCS member. As your newsletter editor and a nutrition educator, I have a vested interest in the future of our profession. **Our name has changed!** Association members must promote the new name and focus of our profession as we approach the 21st century.

With this letter you will find a survey regarding the name change. The results will comprise part of my thesis and NJAFCS will receive a copy of the completed work. The survey's purpose is to learn your awareness and feelings about the professional and association name change that officially occurred in New Jersey November 30, 1994.

As an association member, I selected you at random to participate in this scientific survey. It is vital to the survey's success that I receive 100 percent participation. Please fill out the enclosed survey. You can complete it in the privacy of your home in about 7 minutes. I will keep all survey responses confidential. Do not write your name on the form. When you've completed the survey, simply return it in the postage-paid envelope by November 25.

Thank you for your time and support. I appreciate your interest.

Sincerely,

Linda Strieter
(609) 629-5858
FAX (609) 262-1159

P.S. Remember, I need your completed survey by November 25 if you want me to count your opinion. Please return it as soon as possible.

New Jersey Association of Family and Consumer Sciences Membership Survey

(Thesis Project of Rowan College of New Jersey)

1. Before you read this questionnaire, were you aware that New Jersey Home Economics Association officially changed its name to New Jersey Association of Family and Consumer Sciences November 30, 1994? (*Circle one*)

1-- Yes 2-- No

1a. How did you first learn about the name change? (*Circle all that apply*)
- 1 - - Action (newspaper published by AAFCS)
- 2 - - The Home Economist (NJAFCS newsletter)
- 3 - - Regional meeting
- 4 - - Word of mouth - - another FCS professional
- 5 - - Other (please specify) _____

2. Was your reaction to the name change: (*Circle One*)

- 1 - - Extremely favorable
- 2 - - Somewhat favorable
- 3 - - No Reaction - - didn't care
- 4 - - Somewhat unfavorable
- 5 - - Extremely unfavorable

(*Go to question #2a*) (*Skip to question #2b*)

2a. If you answered "Extremely favorable" or "Somewhat favorable" to question #2, answer this question.

Your reacted favorably to the name change because: (*Circle all that apply*)
- 1 - - The new name reflects a positive image
- 2 - - The term "family" is important to the profession
- 3 - - The term "consumer" is important in the profession
- 4 - - The term "sciences" is important in the profession
- 5 - - The old name was outdated
- 6 - - Other (*please specify*) _____

2b. If you answered "somewhat unfavorable" or "extremely unfavorable" to question #2, please answer this question. (*If not, go to question #3.*)

You reacted unfavorably to the name change because: (*Circle all that apply*)
- 1 - - The new name is too long
- 2 - - The term does not reflect everything within the profession
- 3 - - The new name is confusing
- 4 - - School or place of work will not quickly adopt the new name
- 5 - - The old name was traditional and recognizable
- 6 - - Other (please specify) _____

3. Are you using the new name in your professional life? (*Circle One*)

1- - Yes 2 - - No

3a. If yes, circle the number of each that applies. (*If no, please go to question # 4.*)

1 - - Business or calling cards
2 - - Letterhead
3 - - Desk/door signs
4 - - Other (*please specify*)_____

4. With which professional associations do you maintain your affiliation? (*Circle all that apply*)

1 - - New Jersey Association of Family and Consumer Sciences
2 - - New Jersey Association of Extension Home Economists
3 - - Vocational Home Economics Education Association of New Jersey
4 - - New Jersey Education Association
5 - - Other (*please specify*)_____

5. Please rank the following benefits you receive or would like to receive from your association affiliations? (*Place the #1 next to the most important, then #2 at the next most important, etc. Write in any benefit not listed, if you wish and rank it.*)

____ Newsletters
____ Workshops and annual meetings
____ Timely seminars and lectures with distinguished speakers and pertinent topics
____ Scholarships and fellowship opportunities
____ Job opportunities, career fairs and professional development activities
____ Networking opportunities
____ Special offers (association merchandise, car rental discounts, other discounts)
____ Other (*please specify*)_____

6.. Below is a list of 6 elements which describe family and consumer sciences. (*Circle any 3 that best express your definition of family and consumer science. Use "other" for one of your 3 choices, if you wish.*)

1 - - It meets the current needs of the family in the home and the workplace
2 - - It covers many areas: family, child care, nutrition, textiles, interior design, consumerism
3 - - Life skills
4 - - Family life
5 - - Consumer issues
6 - - Other (*please specify*)_____

7. Please indicate your present attitude regarding the name, "family and consumer sciences": (*Circle your response.*)

1. Very favorable
2. Somewhat favorable
3. No opinion
4. Somewhat unfavorable
5. Very unfavorable

Please circle the response that best represents your feeling:

8. Among **family and consumer sciences professionals**, do you think **promotion** of the new name will:

	Yes	No	No Opinion
Increase awareness of the name change and new focus of the profession	1	2	3
Create an understanding of the name change and focus of the profession	1	2	3
Encourage acceptance of the name change	1	2	3
Persuade use of the new name orally, and in writing	1	2	3
Influence professionals to spread the word to all audiences	1	2	3

9. To the **public**, do you think **promotion** of the name "family and consumer sciences" will:

	Yes	No	No Opinion
Build a positive image of the profession	1	2	3
Increase awareness of the name change and focus of the profession	1	2	3
Create understanding of changes within the profession that address issues in our society	1	2	3
Influence students to consider entering the field	1	2	3
Encourage acceptance of the name change	1	2	3

10. What type of promotion do you think will be most effective in gaining awareness, acceptance and favorable regard to the name change and image of the profession? (*Check any 3 in each column, Use "Other for your own idea, if you wish.)*

	Family and consumer sciences professionals	**The public**
Brochures	_____	_____
Newsletters	_____	_____
Newspapers	_____	_____
Radio (PSAs)	_____	_____
Television	_____	_____
Videos	_____	_____
Educational special events	_____	_____
State level special events	_____	_____
Use of national theme, "Invest in Youth; Build the Future"	_____	_____
Other (please specify)	_____	_____

_____

_____

11. What would you be willing to do to promote the name change? Be creative!

_____

_____

12. What help or support do you need to do the promotion?_____

_____

_____

To categorize your response, please answer these demographic questions. Remember, all information in this questionnaire is confidential.

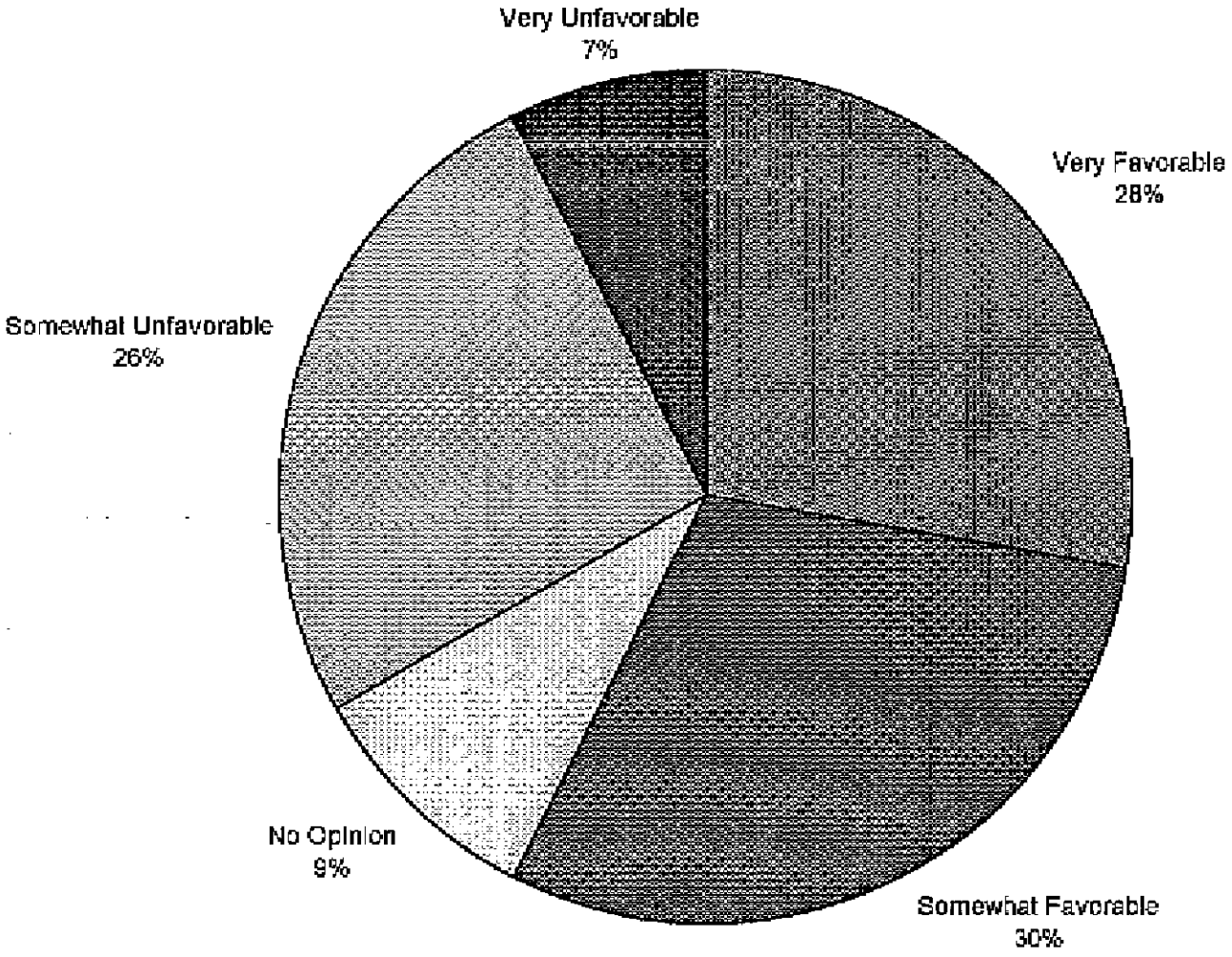
13. Please indicate your professional area. (*Circle all that apply*)
    1 - - Educator
    2 - - Government
    3 - - Extension
    4 - - Business
    5 - - Homemaker
    6 - - Other (*please specify*)_____

14. Please indicate your residence (*Circle your response*)
    1 - - Bergen, Sussex or Passaic County
    2 - - Warren, Morris or Hudson County
    3 - - Union, Essex or Somerset County
    4 - - Mercer, Hunterdon or Middlesex County
    5 - - Monmouth, Ocean or Atlantic County
    6 - - Camden, Gloucester or Burlington County
    7 - - Cumberland, Salem or Cape May County
    8 - - Do not reside in New Jersey

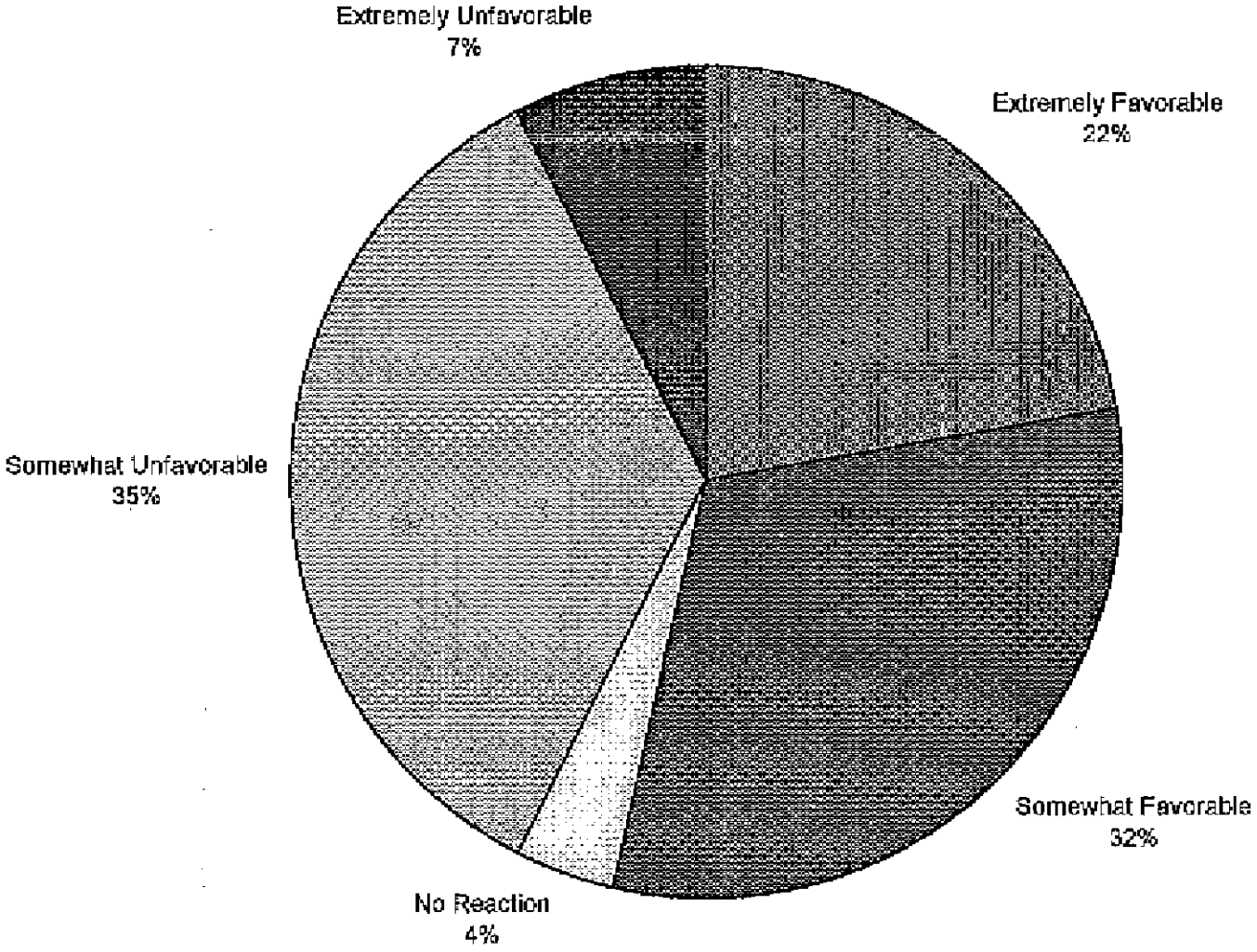
15. How many years have you been a member of NJAFCS (formerly NJ Home Economics Association)? (*Circle your response*)
    1. Less than 1 year
    2. 1 - 5 years
    3. 6 - 10 years
    4. More than 10 years

Thank you for taking the time to complete this survey. Place it in the envelope provided and mail it.

Present Attitude
This chart shows the results of Question # 7



Initial Reaction to Name Change
This chart shows the results of Question # 2



New Jersey Association of Family and Consumer Sciences
Membership Survey
Thesis Project of Rowan College of New Jersey
Frequency distributions

Aware of name change?

Q1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	54	100.0	54	100.0

First learned from Action

Q1A1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	25	100.0	25	100.0

Frequency Missing = 29

First learned from The Home Economist

Q1A2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	21	100.0	21	100.0

Frequency Missing = 33

First learned at regional meeting

Q1A3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	23	100.0	23	100.0

Frequency Missing = 31

First learned by word of mouth

Q1A4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	14	100.0	14	100.0

Frequency Missing = 40

First learned at school(teachers/professors)

Q1A5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	3	100.0	3	100.0

Frequency Missing = 51

First learned at National Meeting

Q1A6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	2	100.0	2	100.0

Frequency Missing = 52

First learned at Board Meeting

Q1A7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

Initial reaction to name change

Q2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Extremely +	12	22.2	12	22.2
Somewhat +	17	31.5	29	53.7
No reaction	2	3.7	31	57.4
somewhat -	19	35.2	50	92.6
Extremely -	4	7.4	54	100.0

You feel favorable because:

New name reflects a positive image

Q2A1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	21	100.0	21	100.0

Frequency Missing = 33

The term "family" is important

Q2A2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	15	100.0	15	100.0

Frequency Missing = 39

The term "consumer" is important

Q2A3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	17	100.0	17	100.0

Frequency Missing = 37

The term "sciences" is important

Q2A4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	18	100.0	18	100.0

Frequency Missing = 36

The old name was outdated

Q2A5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	17	100.0	17	100.0

Frequency Missing = 37

Change is good

Q2A6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

You feel unfavorable because:

The new name is too long

Q2B1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	12	100.0	12	100.0

Frequency Missing = 42

Term does not reflect everything within the profession

Q2B2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	12	100.0	12	100.0

Frequency Missing = 42

New name is confusing

Q2B3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	11	100.0	11	100.0

Frequency Missing = 43

School or workplace will not adopt new name

Q2B4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	10	100.0	10	100.0

Frequency Missing = 44

The old name was traditional

Q2B5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	16	100.0	16	100.0

Frequency Missing = 38

Name does not include all facets of profession

Q2B6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

Are you using the new name in your professional life?

Q3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	27	50.0	27	50.0
No	27	50.0	54	100.0

How are you using the new name?

Business Cards

Q3A1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	5	100.0	5	100.0

Frequency Missing = 49

Letterhead

Q3A2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	5	100.0	5	100.0

Frequency Missing = 49

Desk/door signs

Q3A3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	8	100.0	8	100.0

Frequency Missing = 46

Educational materials/curriculum guide

Q3A4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	9	100.0	9	100.0

Frequency Missing = 45

Correspondence/writing/resumes

Q3A5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	8	100.0	8	100.0

Frequency Missing = 46

Other

Q3A6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	5	100.0	5	100.0

Frequency Missing = 49

With which professioanl associations do you remain affiliated?

NJAFCS

Q4_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	54	100.0	54	100.0

NJAEHE

Q4_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	4	100.0	4	100.0

Frequency Missing = 50

VHEANJ

Q4_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	10	100.0	10	100.0

Frequency Missing = 44

NJEA

Q4_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	18	100.0	18	100.0

Frequency Missing = 36

Student Associations

Q4_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

NJ Dietetics Association/NJ Nutrition Council

Q4_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	5	100.0	5	100.0

Frequency Missing = 49

Other Associations

Q4_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	14	100.0	14	100.0

Frequency Missing = 40

Rank the benefits from association affiliation:

Newsletter

Rank Position

Q5A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	11	22.0	11	22.0
2	12	24.0	23	46.0
3	13	26.0	36	72.0
4	7	14.0	43	86.0
5	7	14.0	50	100.0

Frequency Missing = 4

Workshops and Annual Meetings

Rank Position

Q5B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	15	29.4	15	29.4
2	15	29.4	30	58.8
3	9	17.6	39	76.5
4	10	19.6	49	96.1
5	2	3.9	51	100.0

Frequency Missing = 3

Seminars and Lectures

Rank Position

Q5C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	14	28.6	14	28.6
2	11	22.4	25	51.0
3	12	24.5	37	75.5
4	6	12.2	43	87.8
5	6	12.2	49	100.0

Frequency Missing = 5

Scholarships and Fellowships

Rank Position

Q5D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	1	12.5	1	12.5
3	1	12.5	2	25.0
4	2	25.0	4	50.0
5	4	50.0	8	100.0

Frequency Missing = 46

Job Opportunities, professional development

Rank Position

Q5E	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	6	14.6	6	14.6
3	5	12.2	11	26.8
4	9	22.0	20	48.8
5	21	51.2	41	100.0

Frequency Missing = 13

Networking opportunities

Rank Position

Q5F	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	7	13.7	7	13.7
2	12	23.5	19	37.3
3	10	19.6	29	56.9
4	14	27.5	43	84.3
5	8	15.7	51	100.0

Frequency Missing = 3

Special Offers

Rank Position

Q5G	Frequency	Percent	Cumulative Frequency	Cumulative Percent
2	3	18.8	3	18.8
3	3	18.8	6	37.5
4	5	31.3	11	68.8
5	5	31.3	16	100.0

Frequency Missing = 38

Research Journals

Rank Position

Q5H	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	1	50.0	1	50.0
3	1	50.0	2	100.0

Frequency Missing = 52

Which elements describe family and consumer sciences? (choose 3)

Meets Current Needs

Q6_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	29	100.0	29	100.0

Frequency Missing = 25

Covers many areas

Q6_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	45	100.0	45	100.0

Frequency Missing = 9

Life skills

Q6_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	35	100.0	35	100.0

Frequency Missing = 19

Family skills

Q6_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	22	100.0	22	100.0

Frequency Missing = 32

Consumer issues

Q6_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	27	100.0	27	100.0

Frequency Missing = 27

Supports at-risk kids

Q6_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

Gives greater visibility on a global level

Q6_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

It deals with issues effecting everyone

Q6_8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

Present attitude about the Name Change

Q7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Very favorable	15	27.8	15	27.8
Somewhat +	16	29.6	31	57.4
No opinion	5	9.3	36	66.7
somewhat -	14	25.9	50	92.6
very -	4	7.4	54	100.0

Among family and consumer sciences professional, do you think promotion of the new name will:

Increase awareness

Q8A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	33	61.1	33	61.1
No	16	29.6	49	90.7
No opinion	5	9.3	54	100.0

Create an understanding

Q8B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	25	46.3	25	46.3
No	24	44.4	49	90.7
No opinion	5	9.3	54	100.0

Encourage acceptance

Q8C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	31	57.4	31	57.4
No	12	22.2	43	79.6
No opinion	11	20.4	54	100.0

Persuade use of new name

Q8D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	37	68.5	37	68.5
No	9	16.7	46	85.2
No opinion	8	14.8	54	100.0

Influence professionals to spread the word

Q8E	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	35	64.8	35	64.8
No	15	27.8	50	92.6
No opinion	4	7.4	54	100.0

To the public, do you think promotion of the name will:

Build a positive image of the profession

Q9A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	31	57.4	31	57.4
No	18	33.3	49	90.7
No opinion	5	9.3	54	100.0

Increase awareness

Q9B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	27	50.0	27	50.0
No	22	40.7	49	90.7
No opinion	5	9.3	54	100.0

Create understanding of changes within profession

Q9C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	29	53.7	29	53.7
No	22	40.7	51	94.4
No opinion	3	5.6	54	100.0

Influence students to consider entering the field

Q9D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	24	44.4	24	44.4
No	21	38.9	45	83.3
No opinion	9	16.7	54	100.0

Encourage acceptance of name change

Q9E	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	23	42.6	23	42.6
No	20	37.0	43	79.6
No opinion	11	20.4	54	100.0

What type of promotion will be most effective in gaining awareness and acceptance of the name change within profession

Brochures

Q10A_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	15	100.0	15	100.0

Frequency Missing = 39

Newsletters

Q10B_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	38	100.0	38	100.0

Frequency Missing = 16

Newspapers

Q10C_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	17	100.0	17	100.0

Frequency Missing = 37

Radio (PSAs)

Q10D_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	4	100.0	4	100.0

Frequency Missing = 50

Television

Q10E_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	17	100.0	17	100.0

Frequency Missing = 37

Educational special events

Q10G_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	30	100.0	30	100.0

Frequency Missing = 24

State level special events

Q10H_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	26	100.0	26	100.0

Frequency Missing = 28

Use of national theme

Q10I_1	Frequency	Percent	Cumulative Frequency	Cumulatve Percent
Yes	12	100.0	12	100.0

Frequency Missing = 42

Personal Promotion

Q10J_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	3	100.0	3	100.0

Frequency Missing = 51

Career Days

Q10K_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

What type of promotion will be most effective in gaining awareness and acceptance of the name change to the public?

Brochures

Q10A_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	11	100.0	11	100.0

Frequency Missing = 43

Newsletters

Q10B_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	4	100.0	4	100.0

Frequency Missing = 50

Newspapers

Cumulative	Q10C_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	47	100.0	47	100.0

Frequency Missing = 7

Radio PSAs

Cumulative	Q10D_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	29	100.0	29	100.0

Frequency Missing = 25

Television

Cumulative	Q10E_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	45	100.0	45	100.0

Frequency Missing = 9

Educational special events

Cumulative	Q10G_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	9	100.0	9	100.0

Frequency Missing = 45

state level special events

Cumulative	Q10H_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	3	100.0	3	100.0

Frequency Missing = 51

Use of national theme

Cumulative	Q10I_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	12	100.0	12	100.0

Frequency Missing = 42

Personal Promotion Public

Cumulative	Q10J_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	1	100.0	1	100.0

Frequency Missing = 53

Career Days

Cumulative	Q10K_2	Frequency	Percent	Cumulative Frequency	Percent
	Yes	1	100.0	1	100.0

Frequency Missing = 53

Indicate your professional area:

Educator

Q13_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	42	100.0	42	100.0

Frequency Missing = 12

Government

Q13_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent

Frequency Missing = 54

Extension

Q13_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	5	100.0	5	100.0

Frequency Missing = 49

Business

Q13_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	13	100.0	13	100.0

Frequency Missing = 41

Homemaker

Q13_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	9	100.0	9	100.0

Frequency Missing = 45

Research/Product development

Q13_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	1	100.0	1	100.0

Frequency Missing = 53

Other (students, dietitians, etc.)

Q13_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Yes	8	100.0	8	100.0

Frequency Missing = 46

Residence

Q14_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Berg,Suss,Pass	9	26.5	9	26.5
Warr,Morr,Huds	13	38.2	22	64.7
Union,Ess,Som	8	23.5	30	88.2
Mer,Hunt,Midd	4	11.8	34	100.0

Frequency Missing = 20

Residence

Q14_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Monm,Ocean,Atl	7	35.0	7	35.0
Camd,Glou,Burl	6	30.0	13	65.0
Cumb,Sal,CapM	5	25.0	18	90.0
Not in NJ	2	10.0	20	100.0

Frequency Missing = 34

Years in NJAFCS

Q15	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1 - 5 years	10	18.5	10	18.5
6 - 10 years	8	14.8	18	33.3
> 10 years	36	66.7	54	100.0

New Jersey Association of Family and Consumer Sciences
Membership Survey
Thesis Project of Rowan College of New Jersey
Cross Tabulation Frequency distributions

TABLE OF Q2 BY Q13_1

Q2(Initial reaction to name change)
Q13_1(Educator)

Frequency Percent Row Pct Col Pct	Yes	Total
Extremely +	11 26.19 100.00 26.19	11 26.19
Somewhat +	13 30.95 100.00 30.95	13 30.95
No reaction	2 4.76 100.00 4.76	2 4.76
somewhat -	14 33.33 100.00 33.33	14 33.33
Extremely -	2 4.76 100.00 4.76	2 4.76
Total	42 100.00	42 100.00

Frequency Missing = 12

For Q2*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

TABLE OF Q2 BY Q13_3

Q2(Initial reaction to name change)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Extremely +	3 60.00 100.00 60.00	3 60.00
Somewhat +	2 40.00 100.00 40.00	2 40.00
No reaction	0 0.00 . 0.00	0 0.00
somewhat -	0 0.00 . 0.00	0 0.00
Extremely -	0 0.00 . 0.00	0 0.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q2 BY Q13_4

Q2(Initial reaction to name change)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Extremely +	2 15.38 100.00 15.38	2 15.38
Somewhat +	4 30.77 100.00 30.77	4 30.77
No reaction	0 0.00 . 0.00	0 0.00
somewhat -	4 30.77 100.00 30.77	4 30.77
Extremely -	3 23.08 100.00 23.08	3 23.08
Total	13 100.00	13 100.00

Frequency Missing = 41

TABLE OF Q2 BY Q13_5

Q2(Initial reaction to name change)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Extremely +	2 22.22 100.00 22.22	2 22.22
Somewhat +	1 11.11 100.00 11.11	1 11.11
No reaction	1 11.11 100.00 11.11	1 11.11
somewhat -	4 44.44 100.00 44.44	4 44.44
Extremely -	1 11.11 100.00 11.11	1 11.11
Total	9 100.00	9 100.00

Frequency Missing = 45

TABLE OF Q2 BY Q13_6

Q2(Initial reaction to name change)

Frequency Percent Row Pct Col Pct	Q13_6(Research/Product development) Yes	Total
Extremely +	0 0.00 . 0.00	0 0.00
Somewhat +	1 100.00 100.00 100.00	1 100.00
No reaction	0 0.00 . 0.00	0 0.00
somewhat -	0 0.00 . 0.00	0 0.00
Extremely -	0 0.00 . 0.00	0 0.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q2 BY Q13_7

Q2(Initial reaction to name change)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Extremely +	2 25.00 100.00 25.00	2 25.00
Somewhat +	3 37.50 100.00 37.50	3 37.50
No reaction	0 0.00 . 0.00	0 0.00
somewhat -	3 37.50 100.00 37.50	3 37.50
Extremely -	0 0.00 . 0.00	0 0.00
Total	8 100.00	8 100.00

Frequency Missing = 46

TABLE OF Q7 BY Q13_1

Q7(Present attitude)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Very favorable	13 30.95 100.00 30.95	13 30.95
Somewhat +	13 30.95 100.00 30.95	13 30.95
No opinion	5 11.90 100.00 11.90	5 11.90
somewhat -	9 21.43 100.00 21.43	9 21.43
very -	2 4.76 100.00 4.76	2 4.76
Total	42 100.00	42 100.00

Frequency Missing = 12

For Q7*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

TABLE OF Q7 BY Q13_3

Q7(Present attitude)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Very favorable	3 60.00 100.00 60.00	3 60.00
Somewhat +	2 40.00 100.00 40.00	2 40.00
No opinion	0 0.00 . 0.00	0 0.00
somewhat -	0 0.00 . 0.00	0 0.00
very -	0 0.00 . 0.00	0 0.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q7 BY Q13_4

Q7(Present attitude)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Very favorable	3 23.08 100.00 23.08	3 23.08
Somewhat +	1 7.69 100.00 7.69	1 7.69
No opinion	1 7.69 100.00 7.69	1 7.69
somewhat -	5 38.46 100.00 38.46	5 38.46
very -	3 23.08 100.00 23.08	3 23.08
Total	13 100.00	13 100.00

Frequency Missing = 41

TABLE OF Q7 BY Q13_5

Q7(Present attitude)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Very favorable	2 22.22 100.00 22.22	2 22.22
Somewhat +	4 44.44 100.00 44.44	4 44.44
No opinion	1 11.11 100.00 11.11	1 11.11
somewhat -	1 11.11 100.00 11.11	1 11.11
very -	1 11.11 100.00 11.11	1 11.11
Total	9 100.00	9 100.00

Frequency Missing = 45

TABLE OF Q7 BY Q13_6

Q7(Present attitude)

Frequency Percent Row Pct Col Pct	Q13_6(Research/Product development) Yes	Total
Very favorable	0 0.00 . 0.00	0 0.00
Somewhat +	1 100.00 100.00 100.00	1 100.00
No opinion	0 0.00 . 0.00	0 0.00
somewhat -	0 0.00 . 0.00	0 0.00
very -	0 0.00 . 0.00	0 0.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q7 BY Q13_7

Q7(Present attitude)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Very favorable	3 37.50 100.00 37.50	3 37.50
Somewhat +	2 25.00 100.00 25.00	2 25.00
No opinion	0 0.00 . 0.00	0 0.00
somewhat -	3 37.50 100.00 37.50	3 37.50
very -	0 0.00 . 0.00	0 0.00
Total	8 100.00	8 100.00

Frequency Missing = 46

TABLE OF Q10A_1 BY Q13_1

Q10A_1(Brochures FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	10 100.00 100.00 100.00	10 100.00
Total	10 100.00	10 100.00

Frequency Missing = 44

TABLE OF Q10B_1 BY Q13_1

Q10B_1(Newsletters FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	28 100.00 100.00 100.00	28 100.00
Total	28 100.00	28 100.00

Frequency Missing = 26

TABLE OF Q10C_1 BY Q13_1

Q10C_1(Newspapers FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	15 100.00 100.00	15 100.00
Total	15 100.00	15 100.00

Frequency Missing = 39

TABLE OF Q10D_1 BY Q13_1

Q10D_1(Radio PSAs FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10E_1 BY Q13_1

Q10E_1(Television FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	16 100.00	16 100.00
Total	16 100.00	16 100.00

Frequency Missing = 38

For Q10F_1*Q13_1 all data are missing since all the levels of variable Q10F_1 are missing.

TABLE OF Q10G_1 BY Q13_1

Q10G_1(Educational special events FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	21 100.00 100.00 100.00	21 100.00
Total	21 100.00	21 100.00

Frequency Missing = 33

TABLE OF Q10H_1 BY Q13_1

Q10H_1(State level special events FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	20 100.00	20 100.00
Total	20 100.00	20 100.00

Frequency Missing = 34

TABLE OF Q10I_1 BY Q13_1

Q10I_1(National theme FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	9 100.00	9 100.00
Total	9 100.00	9 100.00

Frequency Missing = 45

TABLE OF Q10K_1 BY Q13_1

Q10K_1(Career Days FCS)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

For Q10A_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10B_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10C_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10D_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10E_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10F_1*Q13_2
all data are missing since all
the levels of variable Q10F_1 are missing.

For Q10G_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10H_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10I_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10K_1*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

TABLE OF Q10A_1 BY Q13_3

Q10A_1(Brochures FCS)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10B_1 BY Q13_3

Q10B_1(Newsletters FCS)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10C_1 BY Q13_3

Q10C_1(Newspapers FCS)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10D_1 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10E_1 BY Q13_3

Q10E_1(Television FCS)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

For Q10F_1*Q13_3
all data are missing since all
the levels of variable Q10F_1 are missing.

TABLE OF Q10G_1 BY Q13_3

Q10G_1(Educational special events FCS)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

TABLE OF Q10H_1 BY Q13_3

Q10H_1(State level special events FCS)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10I_1 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10K_1 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_1 BY Q13_4

Q10A_1(Brochures FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	5 100.00 100.00 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10B_1 BY Q13_4

Q10B_1(Newsletters FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	10 100.00	10 100.00
Total	10 100.00	10 100.00

Frequency Missing = 44

TABLE OF Q10C_1 BY Q13_4

Q10C_1(Newspapers FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10D_1 BY Q13_4

Q10D_1(Radio PSAs FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

TABLE OF Q10E_1 BY Q13_4

Q10E_1(Television FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

For Q10F_1*Q13_4
all data are missing since all
the levels of variable Q10F_1 are missing.

TABLE OF Q10G_1 BY Q13_4

Q10G_1(Educational special events FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	7 100.00	7 100.00
Total	7 100.00	7 100.00

Frequency Missing = 47

TABLE OF Q10H_1 BY Q13_4

Q10H_1(State level special events FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10I_1 BY Q13_4

Q10I_1(National theme FCS)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10K_1 BY Q13_4

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_1 BY Q13_5

Q10A_1(Brochures FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10B_1 BY Q13_5

Q10B_1(Newsletters FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	7 100.00	7 100.00
Total	7 100.00	7 100.00

Frequency Missing = 47

TABLE OF Q10C_1 BY Q13_5

Q10C_1(Newspapers FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10D_1 BY Q13_5

Q10D_1(Radio PSAs FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10E_1 BY Q13_5

Q10E_1(Television FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

For Q10F_1*Q13_5
all data are missing since all
the levels of variable Q10F_1 are missing.

TABLE OF Q10G_1 BY Q13_5

Q10G_1(Educational special events FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10H_1 BY Q13_5

Q10H_1(State level special events FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10I_1 BY Q13_5

Q10I_1(National theme FCS)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10K_1 BY Q13_5

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_1 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10B_1 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10C_1 BY Q13_6

Q10C_1(Newspapers FCS)
Q13_6(Research/Product development)

Frequency Percent Row Pct Col Pct	Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10D_1 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10E_1 BY Q13_6

Q10E_1(Television FCS)
Q13_6(Research/Product development)

Frequency Percent Row Pct Col Pct	Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

For Q10F_1*Q13_6
all data are missing since all
the levels of variable Q10F_1 are missing.

TABLE OF Q10G_1 BY Q13_6

Q10G_1(Educational special events FCS)
Q13_6(Research/Product development)

Frequency Percent Row Pct Col Pct	Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10H_1 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10I_1 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10K_1 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_1 BY Q13_7

Q10A_1(Brochures FCS)
Q13_7(Other)

Frequency Percent Row Pct Col Pct	Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10B_1 BY Q13_7

Q10B_1(Newsletters FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10C_1 BY Q13_7

Q10C_1(Newspapers FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

TABLE OF Q10D_1 BY Q13_7

Q10D_1(Radio PSAs FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10E_1 BY Q13_7

Q10E_1(Television FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

For Q10F_1*Q13_7
all data are missing since all
the levels of variable Q10F_1 are missing.

TABLE OF Q10G_1 BY Q13_7

Q10G_1(Educational special events FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10H_1 BY Q13_7

Q10H_1(State level special events FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10I_1 BY Q13_7

Q10I_1(National theme FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10K_1 BY Q13_7

Q10K_1(Career Days FCS)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10A_2 BY Q13_1

Q10A_2(Brochures Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10B_2 BY Q13_1

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10C_2 BY Q13_1

Q10C_2(Newspapers Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	41 100.00	41 100.00
Total	41 100.00	41 100.00

Frequency Missing = 13

TABLE OF Q10D_2 BY Q13_1

Q10D_2(Radio PSAs Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	25 100.00	25 100.00
Total	25 100.00	25 100.00

Frequency Missing = 29

TABLE OF Q10E_2 BY Q13_1

Q10E_2(Television Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	37 100.00	37 100.00
Total	37 100.00	37 100.00

Frequency Missing = 17

For Q10F_2*Q13_1 all data are missing since all the levels of variable Q10F_2 are missing.

TABLE OF Q10G_2 BY Q13_1

Q10G_2(Educational special events Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10H_2 BY Q13_1

Q10H_2(State level special events Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10I_2 BY Q13_1

Q10I_2(National theme Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	10 100.00	10 100.00
Total	10 100.00	10 100.00

Frequency Missing = 44

TABLE OF Q10K_2 BY Q13_1

Q10K_2(Career Days Public)

Frequency Percent Row Pct Col Pct	Q13_1(Educator) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

For Q10A_2*Q13_2

all data are missing since all the levels of variable Q13_2 are missing.

For Q10B_2*Q13_2

all data are missing since all the levels of variable Q13_2 are missing.

For Q10C_2*Q13_2

all data are missing since all the levels of variable Q13_2 are missing.

For Q10D_2*Q13_2

all data are missing since all the levels of variable Q13_2 are missing.

For Q10E_2*Q13_2

all data are missing since all the levels of variable Q13_2 are missing.

For Q10F_2*Q13_2

all data are missing since all the levels of variable Q10F_2 are missing.

For Q10G_2*Q13_2

all data are missing since all the levels of variable Q13_2 are missing.

For Q10H_2*Q13_2

all data are missing since all the levels of variable Q13_2 are missing.

For Q10I_2*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

For Q10K_2*Q13_2
all data are missing since all
the levels of variable Q13_2 are missing.

TABLE OF Q10A_2 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10B_2 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10C_2 BY Q13_3

Q10C_2(Newspapers Public)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10D_2 BY Q13_3

Q10D_2(Radio PSAs Public)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10E_2 BY Q13_3

Q10E_2(Television Public)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

For Q10F_2*Q13_3
all data are missing since all
the levels of variable Q10F_2 are missing.

TABLE OF Q10G_2 BY Q13_3

Q10G_2(Educational special events Public)

Frequency Percent Row Pct Col Pct	Q13_3(Extension) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10H_2 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10I_2 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10K_2 BY Q13_3

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_2 BY Q13_4

Q10A_2(Brochures Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10B_2 BY Q13_4

Q10B_2(Newsletters Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10C_2 BY Q13_4

Q10C_2(Newspapers Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	8 100.00	8 100.00
Total	8 100.00	8 100.00

Frequency Missing = 46

TABLE OF Q10D_2 BY Q13_4

Q10D_2(Radio PSAs Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	6 100.00	6 100.00
Total	6 100.00	6 100.00

Frequency Missing = 48

TABLE OF Q10E_2 BY Q13_4

Q10E_2(Television Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	9 100.00	9 100.00
Total	9 100.00	9 100.00

Frequency Missing = 45

For Q10F_2*Q13_4
all data are missing since all
the levels of variable Q10F_2 are missing.

TABLE OF Q10G_2 BY Q13_4

Q10G_2(Educational special events Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10H_2 BY Q13_4

Q10H_2(State level special events Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10I_2 BY Q13_4

Q10I_2(National theme Public)

Frequency Percent Row Pct Col Pct	Q13_4(Business) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

TABLE OF Q10K_2 BY Q13_4

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_2 BY Q13_5

Q10A_2(Brochures Public)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	3 100.00	3 100.00
Total	3 100.00	3 100.00

Frequency Missing = 51

TABLE OF Q10B_2 BY Q13_5

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10C_2 BY Q13_5

Q10C_2(Newspapers Public)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	9 100.00	9 100.00
Total	9 100.00	9 100.00

Frequency Missing = 45

TABLE OF Q10D_2 BY Q13_5

Q10D_2(Radio PSAs Public)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	5 100.00	5 100.00
Total	5 100.00	5 100.00

Frequency Missing = 49

TABLE OF Q10E_2 BY Q13_5

Q10E_2(Television Public)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	7 100.00	7 100.00
Total	7 100.00	7 100.00

Frequency Missing = 47

For Q10F_2*Q13_5
all data are missing since all
the levels of variable Q10F_2 are missing.

TABLE OF Q10G_2 BY Q13_5

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10H_2 BY Q13_5

Q10H_2(State level special events Public)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

TABLE OF Q10I_2 BY Q13_5

Q10I_2(National theme Public)

Frequency Percent Row Pct Col Pct	Q13_5(Homemaker) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10K_2 BY Q13_5

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_2 BY Q13_6

Q10A_2(Brochures Public)

Frequency Percent Row Pct Col Pct	Q13_6(Research/Product development) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10B_2 BY Q13_6

Q10B_2(Newsletters Public)

Frequency Percent Row Pct Col Pct	Q13_6(Research/Product development) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10C_2 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10D_2 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10E_2 BY Q13_6

Q10E_2(Television Public)
Q13_6(Research/Product development)

Frequency Percent Row Pct Col Pct	Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

For Q10F_2*Q13_6
all data are missing since all
the levels of variable Q10F_2 are missing.

TABLE OF Q10G_2 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10H_2 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10I_2 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10K_2 BY Q13_6

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10A_2 BY Q13_7

Q10A_2(Brochures Public)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

TABLE OF Q10B_2 BY Q13_7

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10C_2 BY Q13_7

Q10C_2(Newspapers Public)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	8 100.00	8 100.00
Total	8 100.00	8 100.00

Frequency Missing = 46

TABLE OF Q10D_2 BY Q13_7

Q10D_2(Radio PSAs Public)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	4 100.00	4 100.00
Total	4 100.00	4 100.00

Frequency Missing = 50

TABLE OF Q10E_2 BY Q13_7

Q10E_2(Television Public)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	6 100.00	6 100.00
Total	6 100.00	6 100.00

Frequency Missing = 48

For Q10F_2*Q13_7
all data are missing since all
the levels of variable Q10F_2 are missing.

TABLE OF Q10G_2 BY Q13_7

Q10G_2(Educational special events Public)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	2 100.00	2 100.00
Total	2 100.00	2 100.00

Frequency Missing = 52

TABLE OF Q10H_2 BY Q13_7

Effective Sample Size = 0
Frequency Missing = 54

TABLE OF Q10I_2 BY Q13_7

Q10I_2(National theme Public)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53

TABLE OF Q10K_2 BY Q13_7

Q10K_2(Career Days Public)

Frequency Percent Row Pct Col Pct	Q13_7(Other) Yes	Total
Yes	1 100.00	1 100.00
Total	1 100.00	1 100.00

Frequency Missing = 53