

New Mexico Association of Family and Consumer Sciences

December 2, 2013

Dear AAFCS Leader:

On November 20, 2013, the Board of Directors (BOD) of the New Mexico Association of Family and Consumer Sciences (NMAFCS) held a telephone conference call to discuss the power point presentation of the Academy of Family and Consumer Sciences Model provided to our NMAFCS President-Elect by AAFCS. During this call, the Board members raised a number of questions and concerns. These are clustered into five areas below. We would like to share these with you. In return, we hope that you will provide responses to our questions.

1) Origin: AAFCS is a member driven organization. Why were AAFCS members in the various state affiliates not given the opportunity to provide ideas or input regarding whether the Academy model was an appropriate direction for the Association prior to the Houston Convention? Have any AAFCS members been involved in developing the Academy proposal? Who is driving the creation of this new umbrella organization? Who will be leading this new alliance? Where has the Academy model been successfully used? What organizations are working with AAFCS to plan this new alliance? Transparency is important for members to trust and embrace newly proposed changes. Currently, this seems to be lacking in AAFCS's communication with its affiliates.

2) Identity: When we become the Academy, AAFCS will no longer exist. Our 105 year-old organization simply will go away. We feel we are truly losing our central Family and Consumer Sciences national organization. Why can't AAFCS remain as an organization and become one of the partner organizations in the Academy? What assurance do you have that current AAFCS members will become Academy members?

3) Financial: No financial information has been provided in this power point presentation. Will AAFCS monies be used to develop the Academy? Some of these monies are restricted, designated funds. Many members gifted their inheritances to AAFCS, not to the Academy. Can these monies legally be used to build a new organization? What will be the cost for the various types of membership (as mentioned on slide19) – individual members of a partner organization, institution member of a partner organization, individual member (direct), and institution member (direct)? We would like to view the financial plan for development and implementation of this model, as well as information on what AAFCS funds would be utilized for this endeavor.

4) Commitment: On slide 25, wide-spread support is mentioned. Who are these supportive entities? Have any of the partner organizations been contacted to join the Academy? What evidence have you received that they are willing to join? Is there a place where AAFCS is sharing this type of information with its members? How much are the partner organizations being asked to pay to join the Academy? What is the value-added component for a partner organization to entice them to join the Academy?

5) Affiliates: How will they be organized under the new Academy structure? How can a media center be an affiliate (slide 22)? Will affiliates include people from all partner organizations? What will happen to the present affiliates? What will be their roles? How will affiliates be funded? Will affiliates be “partners” or become a “member organization” from each state? Do the affiliates prefer to be associated with the Academy or AAFCS? Do affiliates support the Academy model? The New Mexico Affiliate is very concerned about what will happen to our state organization.

Several NMAFCS members have read “Race for Relevance”. One of the main points is: for organizations to survive and THRIVE, they must provide personal and/or professional value to their members. Current benefits for members have not been enough to attract people to join AAFCS. What additional benefits and value will Academy members receive that will entice them to become/remain members? On page 81, the authors state, “Is an association’s mission to be bigger or to serve its members?” They also state that bigger is NOT better. How will changing from AAFCS to the Academy (getting bigger) enhance members’ benefits and the value they receive from belonging?

In conclusion, these are the five (5) main areas of serious concern that the BOD of NMAFCS discussed. We realize that forming this new structure is a huge undertaking. NMAFCS would like to be an integral part of this development process.

We look forward to your timely response regarding our concerns and questions.

Sincerely,
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