

# PUBLIC RELATIONS--Key to Your Success

*Marketing  
Is  
The Right Message  
To  
The Right People  
At  
The Right Time!*

## **WE MUST:**

- ❖ Foster courageous, creative thinking
- ❖ Increase our political involvement and awareness
- ❖ Develop successful marketing strategies
- ❖ Build effective networks
- ❖ Carefully analyze our curriculum

## **"Theme for the Year" Ideas**

- Keys to the Future - Family & Consumer Sciences
- Family & Consumer Sciences - Skills for a Lifetime
- I.M.T.D. (I Make the Difference) - I Teach Family & Consumer Sciences
- Get all the Facts in F.A.C.S.
- Family & Consumer Sciences - The Lifesavers
- Family & Consumer Sciences - Meeting the Challenge of Change

## **SUCCESSFUL PROGRAMS:**

- ❖ Produce satisfied graduates
- ❖ Have teachers that show concern for students
- ❖ Embody broad-based community support
- ❖ Are supported financially by the school system
- ❖ Have well-publicized activities
- ❖ Have courses that are easily scheduled by students
- ❖ Have relevant course content
- ❖ Respond to needs and changes in the field and in society
- ❖ Have loyal alumni

**Marcia Ritter, CFCS**  
**Educational Consultant and Presenter**  
**Lee's Summit, Missouri 64081**  
**[marciafacs@sbcglobal.net](mailto:marciafacs@sbcglobal.net) - 815-665-6505**