

# FAMILY & CONSUMER SCIENCES

## **Website Launches To Promote Family & Consumer Sciences**

*Online Toolkit Includes Sample Lesson Plans, Sample Courses, Media Campaign*

Ames, IA / April 1, 2020 – A new website designed to promote Family & Consumer Sciences education is now online at [www.iowafcs.com](http://www.iowafcs.com).

The “online toolkit” and its content were developed and designed by Sharon Hernandez, an experienced FCS instructor and current post-graduate student at Iowa State University, as part of her Masters of Science creative component project.

“My experience as an FCS instructor at Panorama Community School District, Ames Middle School, and Abraham Lincoln High School allowed me to see the benefits of offering Family & Consumer Sciences education to secondary school students,” Hernandez explained. “I also came to realize that FCS has not been using a focused approach to promote its strengths on the local, state, and national levels.”

With that in mind, Hernandez began to design her Masters of Science creative component at Iowa State University with the goal of gathering the most impactful information from some of Iowa’s talented FCS instructors to explain the benefits of Family & Consumer Sciences and to provide sharable documents and media for both parents and educators.

While a major part of her post-graduate work included an in-depth research paper defending her contentions about the state of the current promotions approach and offering data-proven methods for improving the process, Hernandez also developed a multimedia campaign that includes sample lesson plans, sample courses, helpful links, and public services announcements.

“I wanted to collect the best available information and documents to promote Family and Consumer Sciences and post them on a single site,” Hernandez noted. “I was also able to use my previous experience in the broadcasting industry to produce a television public service announcement, a radio public service announcement, and a Spanish-language public service announcement that are suitable for airing on any station in the country.”

Those PSAs, sample lesson plans, sample courses, and other documents are available for viewing and downloading at [www.iowafcs.com](http://www.iowafcs.com).

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**[www.iowafcs.com](http://www.iowafcs.com)**