

# Report

December 2004

Volume 49:4

## IN THIS ISSUE:

### Family Focus on... International Perspectives

pages F1-F36

To celebrate the 10th anniversary of the International Year of the Family, this issue of *Family Focus* presents perspectives from around the world.

Such perspectives are essential.

By 2025, over 80 percent of the world's population will live in Latin America, Africa, Asia, and the Middle East. In the United States, immigration from non-Western countries now accounts for a major share of population growth.

It's time to develop a more comprehensive approach to our understanding of diverse families within the ever-changing demographic landscape.

## Next issue:

### Substance Abuse Across the Life Span

## Get Ready for 2005: Phoenix!

Winter's rolling in. Think sun and warmth—not only the weather but the camaraderie of an NCFR Conference in Phoenix, Arizona, the setting of the 2005 NCFR conference, to be held November 16-19, 2005. The theme is "The Multiple Meanings of Families." Planned are plenaries, special sessions, paper sessions, poster presentations, a round robin for book authors, research updates, and exhibits from family-oriented publishers and organizations. In addition, I am working with other NCFR members to put together a multi-media presentation on the multiple meanings of families.

The plenaries are "Multiple Learnings from Work with Families of 9/11," "Work and Family: Trajectories and Transitions," "The Meanings of Sexuality, Gender, and Erotic Desire," "The Meanings of Aging in Cross-Cultural perspectives." Pauline Boss, Andres Torres, and Lorraine Beaulieu will talk about their work in New York City with families who lost loved ones in the terrorist attack that took place on September 11, 2001. Pauline is professor of family social science at the University of Minnesota. Andres is Director of Outpatient Mental Health at the Roberto Clemente Center, located in the Lower East Side of Manhattan. Lorraine is founder and director of Project Union Outreach, New York that went into effect immediately after the attack.



Judith Halberstam, a professor of literary and cultural studies at the University of California, San Diego, will discuss the meanings of gender, sexuality, and desire. She is the author of many articles and several books including *Female Masculinity* and *Transmodernity: Postmodern Space and Queer Embodiment*.

Vern Bengtson will lead a plenary on "The Meanings of Aging in Cross-Cultural Perspectives" Vern is the AARP/University Professor of Gerontology and professor of sociology, at the University of Southern California. He is the principal investigator of The Longitudinal Study of Generations, begun more than 30 years ago, and director of the Andrus Gerontology Institute at USC, and the author and editor of many books and

articles. Most recently, he is one of the editors of *Sourcebook of Family Theory and Research* available through NCFR.

Phyllis Moen will lead the plenary on "Work and Family: Transitions and Trajectories." Phyllis holds the McKnight Presidential Chair in the sociology department at the University of Minnesota, Twin Cities. She has published extensively and is the author of *It's about time: Couples and Careers* (2003).

Researchers from the University of Arizona and the University of Minnesota will

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# European Family Conference

During the fall of 2004, while serving as a Fulbright Scholar in teaching and research in Finland at the University of Helsinki, I had the pleasure of attending the Second Congress of the European Society of Family Relations (ESFR). This meeting was held in Fribourg, Switzerland at the University of Fribourg under the able organization and gracious hospitality of Dr. Meinrad Perrez and the local organization committee. Approximately 170 family colleagues from 23 countries attended this conference with the theme of "Family in the Changing Society—Development and Processes."

## Report

### of The National Council on Family Relations

Mission Statement for the Report:

*REPORT, the quarterly newsletter of the National Council on Family Relations, strives to provide timely, useful information to help members succeed in their roles as researchers, educators, and practitioners. Articles address family field issues, programs and trends, including association news.*

President: Gay C. Kitson

Editor: Michael L. Benjamin

Managing Editor: Sasha A. Reese

Topics Feature Writer: Nancy Giguere

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NEWS DEADLINES: January 4 for March issue; April 4 for June issue; July 5 for September issue; October 3 for December issue.

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The European Society of Family Relations is similar to NCFR in that it represents a multidisciplinary organization of family researchers, educators, and practitioners that aims to promote excellence in the scientific study of family relations and advance theoretical and empirically-oriented research at basic and applied levels. ESFR encourages scientific cooperation among family scholars from European countries and provides a forum for international exchange of knowledge concerning families. It also serves as an interface between research and policy on the local, national, and international levels. This information is available for dissemination to individual families, corporate organizations, and government agencies.

I was able to bring greetings from NCFR to this congress and hope that we can cooperate and collaborate in the future. There are strong linkages between ESFR and NCFR as the first and current president of ESFR is Dr. Jan Gerris, University of Nijmegen, Institute of Family Studies, Nijmegen, The Netherlands. He is a member of NCFR and the 2004 JMF Editorial Board. We can look forward to the 3rd Congress, which will be held in Darmstadt, Germany from September 28 to 30, 2006. Dr. Hans-Georg W. Voss will organize the next congress. Additional



Former NCFR President Carol Darling with current ESFR President Jan Gerris (NCFR member) in Gruyeres, Switzerland.

information about this organization can be found on their website at [www.esfr.org](http://www.esfr.org), whereas information about the next congress can be found at [www.esfr-congress2006.org](http://www.esfr-congress2006.org).

Carol Anderson Darling, Ph.D., CFLE  
President of NCFR, 2001-2003

## Strengthening Families through Family Life Education

Faculty from the Department of Child Development and Family Relations at East Carolina University, Greenville, NC conducted a workshop entitled "Strengthening Families through Family Life Education" on September 23, 2004. The purpose of the workshop was to educate practitioners in the community about family life education, the requirements and process for becoming a Certified Family Life Educator, and the benefits of hiring individuals who have earned the CFLE credential.

The morning long workshop was underwritten by a grant from NCFR to develop

a model program to introduce the CFLE credential to family professionals working in the community. The concept of the workshop had emerged from discussions with intern field supervisors that they had not heard of the CFLE credential. It was the goal of NCFR and the grant recipients to create a program that would be easily reproducible by professionals wanting to educate others about the importance of having adequately trained staff with the CFLE credential.

The program consisted of a definition of and introduction to the emerging

*Strengthening Families continued on page 17*



# International Year of the Family – 2004 and Beyond

The United Nations celebrated the 10th Anniversary of the International Year of the Family (IYF) in 2004. At this time, NCFR's participation in the 10th Anniversary draws to a close. It has been a year of multi-layered activities, including ZIPPY News messages, campus/affiliate events and conferences, educational resources, program matches of American/international colleagues, 2 Special Sessions at the annual conference, and the introduction of Family Film Nights at the annual conference. I wish to thank the members of the IYF Committee, authors/consultants on ZIPPY messages, the match participants, the film facilitators and the Special Session speakers/discussants for their involvement throughout the year. I would also like to thank

Michael Benjamin (Executive Director), Cindy Winter (Conference Director), Jay Teachman (Program Chair) and the NCFR staff for their extraordinary support. Finally, I'd like to thank the campus/affiliate chairs for their efforts to integrate IYF perspectives/themes into their regional events.

I am pleased to announce that Michael Benjamin has decided to continue NCFR's celebration of the International Year of the Family up to the 2005 conference. Thus, the committee has been tentatively named "IYF 10 +1". I have agreed to remain chair of the committee. As Michael reported in his NCFR *Report* column of September 2004, we have set some goals for the coming year. I am seeking to expand the cultural/contextual variety of

articles presented in both the ZIPPY News and NCFR *Report*. As of October 2004, approximately 25 ZIPPY messages have been posted and six messages are in progress. The messages have provided information about Asian, European, and South American cultures. I am seeking messages about African cultures as well. Many of the ZIPPY messages have focused on research, policy and/or conferences. I am seeking to expand the messages to address teaching and clinical issues. I also hope to invite more international colleagues to submit articles for the "Family Focus" section of the NCFR *Report*.

In collaboration with Stephan Wilson, I am planning to continue the Program Match Initiative in 2005. This program makes introductions and facilitates communication between American colleagues and colleagues in other countries. The colleagues maintain at least monthly contact. The match partners may simply begin the process by learning about each other's culture; over time they might create collaborations in research, teaching, publication/presentation, and service activities. Stephan and I conceptualized 2004 as the pilot year, so we hoped to make 3 matches. Six match partners who were already in collaborative relationships kindly joined the match program and can serve as mentors to new match partners. An additional 6 pairs of new matches were made this year. Thus, a total 12 matches are currently in process. We hope to continue the match program through 2005. If you are interested in a match, you are welcome to request a match partner. Please contact Dr. Stephan Wilson, Program Match Subcommittee Chair, at [swilson@unr.edu](mailto:swilson@unr.edu).

Michael Benjamin has kindly offered one Special Session for the 2005 conference. I have not yet begun to select the topic or speakers for this Session, but I plan to start working on this session in January 2005. If you have suggestions or preferences for this session, please feel free to contact me by January 15, 2005.

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## GET READY *continued from page 1*

present a special session on "Data Collection and the Internet: Advantages and Challenges." Presenters from the University of Arizona department of family studies and human development are Carl Ridley and Rodney Cate, Dawn Collins, a recent Ph.D. graduate, and Brian G. Ogolsky, a Ph.D. candidate. Heather Haberman, Ph.D. candidate at the University of Minnesota department of family social science, will present on qualitative research using the internet.

In a special session, Mark Roosa and Larry Dumka, professors at Arizona State University in the department of family and human development, will present their research and practice on "Working with Mexicans and Mexican Americans: Cultural and Contextual Perspectives." Both Mark and Larry have an extensive publication record and substantial research funding from the National Institutes of Mental Health.

Rick Fabes, Carol Martin, and Laura Hanish, professors at Arizona State University, department of family and human development, will do a research update for practitioners on peer relationships in childhood. Rick, Carol, and Laura have collaborated on several projects and

have published and presented together on children's social and emotional development. All three are nationally and internationally known for their research on children's social, emotional, and gender development and have received funding from governmental agencies and foundations, including the National Science Foundation, the National Institutes of Mental Health, and the state of Arizona.

I'm also planning a "Round Robin" for book authors and an on-going multiple-media presentation showing the multiple meanings of families. The Round Robin will bring together authors of published books and works about to be published. This is an opportunity for participants to learn about the advantages and "how to" of writing a book. Authors will sell and sign books. The multi-media presentation on the meanings of families will require the participation of NCFR members. The tentative deadline for submissions will be February 15, 2005.

Save the date: November 16-19, 2005, in historic and sunny Phoenix, Arizona.

Jane Gilgun  
2005 Program Chair  
E-mail: [jgilgun@umn.edu](mailto:jgilgun@umn.edu)

*2004 and Beyond continued on page 4*





# Executive Review

## Year in Review

2004 was truly an eventful year for the NCFR: The Board of Directors conducted a major strategic planning process that included NCFR staffers. The Board also conducted a comprehensive survey of the membership, created extensive programming in recognition of the 10th Anniversary of the International Year of the Family, and held a national press conference to highlight the November issue of the *Journal of Marriage and Family* and the October issue of *Family Relations: Interdisciplinary Journal of Applied Family Studies*. Finally, NCFR received a \$4.5 million grant from the Administration for Children and Families to develop and operate a Healthy Marriage Resource Center.

This report will group NCFR's activities according to the priorities established last year. Specifically, these are:

- Public Policy Implementation – 2003/2005
- International Year of the Family – 2003/2004
- Product Development – 2003/2005
- Services/Marketing – 2003/2005

### Public policy implementation

**Public Policy and Education Conference.** Under the guidance of the Public Policy Committee and with co-sponsorship of

the American Association of Family and Consumer Sciences, NCFR held its Fifth Annual Public Policy and Education Conference in Washington, DC, April 1- 2, 2004.

This year's conference, "Families at the Crossroads," focused on four important public policy areas: Medicare, education, healthcare and the economy. In her opening remarks, NCFR President Gay Kitson called these four themes "a cloverleaf interchange" on the road to a better life for families.

The conference featured a congressional briefing on "Supporting Strong and Healthy Military Families." Senate staffer John Bonsell representing Senator James Inhofe (R-Oklahoma) of the Committee on Armed Services opened the briefing and introduced a panel of military and academic experts who provided the latest research and made recommendations. Several conference participants met with their representatives to discuss family issues.

U.S. Representative Dennis DeFazio (D- Oregon) was presented with NCFR's Special Service to Families Award in recognition of his efforts to strengthen families and in particular, military families.

**Policy Brief and Fact Sheet.** To dovetail with the conference, we developed a policy brief, *Building Strong Communities for Military Families*, which was mailed

to approximately 2,000 public officials, including all members of Congress, all Governors, key legislators in state government, and mayors and executives of major cities and counties. We have received positive feedback from the brief as well as request for additional copies.

Current events and election-year politics presented us with the topic of the next fact sheet: "Same Sex Marriage." Our membership wrestled with how to deal with this issue objectively, accurately and responsibly. After considerable discussion, the authors, the NCFR Board and staff finalized the fact sheet, and it, too, was distributed to public officials throughout the nation.

**Five-Year Evaluation of Public Policy Conferences.** Questionnaires were sent via email to all the participants at each year's conference in late April 2004.

The table below summarizes attendance, income and participant fees.

### Attendance factoids

- Over 5 years, there were 274 individuals who attended at least one public policy conference.
- 6 individuals attended all 5 years.
- 8 individuals attended 4 years.
- 19 individuals attended 3 years.
- 32 individuals attended 2 years.
- 209 attended just one public policy conference.

*Executive Review continued on page 18*

## 2004 AND BEYOND

*continued from page 3*

Thank you for the opportunity to serve as IYF 10 + 1 Committee Chair. I have attempted, and will continue to attempt to honor the international activities of colleagues and students. If you have feedback about 2004 events or preferences for 2005 events, please do not hesitate to contact me. I cannot guarantee that I can bring all preferences to fruition, but I guarantee that I will listen with an open mind.

Jacki Fitzpatrick

IYF Committee Chair

E-mail: [Jacki.Fitzpatrick@ttu.edu](mailto:Jacki.Fitzpatrick@ttu.edu)

### Attendance and Financial Data

Y2000	Y2001	Y2002	Y2003	Y2004
40 paid attendees	46 paid attendees	50 paid attendees	51 paid attendees	41 paid attendees
69 total attendees, including 12 speakers and 57 others	74 total attendees, including 11 speakers and 63 others	76 total attendees, including 14 speakers and 62 others	81 total attendees, including 18 speakers and 63 others	94 total attendees, including 25 speakers and 69 others
12 speakers	11 speakers	14 speakers	18 speakers	25 speakers
Revenue \$6,632.61	Revenue \$7,225.00	Revenue \$7,515.00	Revenue \$6,947.00	Revenue \$4,550.00
Fee \$150	Fee \$160	Fee \$160	Fee \$170	Fee \$125

# NCFR Strategic Planning Session Report

## NCFR Board of Directors Meeting

### Minneapolis, MN - June 25- 26, 2004

#### Executive Summary

*This strategic plan provides the National Council on Family Relations with a comprehensive strategy in which it identifies its strategic issues, vision, mission, principles, goals, strategic objectives and the specific tasks by which NCFR intends to realize this plan. This strategic plan should be considered both a roadmap to NCFR's future as well as a living document that may be amended from time to time as circumstances warrant. In addition to utilizing the input of the participants listed below, the consultant conducted an online survey among all active NCFR members for whom email addresses were available.*

#### List of Participants

Gay C. Kitson, Ph.D.	NCFR Board President
Pamela A. Monroe, Ph.D.	NCFR Board President-Elect
Martha Farrell Erickson, Ph.D.	Board Member-at-Large
Lawrence H. Ganong, Ph.D.	Board Member-at-Large
Leslie A. Koepke, Ph.D.	Board Member-at-Large
Judith Myers-Walls, Ph.D., CFLE	Board Member-at-Large
Jane B. Tornatore, Ph.D.	Board Member-at-Large
Raeann R. Hamon, Ph.D., CFLE	Association of Councils President
Adriana Umaña-Taylor, Ph.D., CFLE	Students/New Professionals Representative
Michael L. Benjamin, M.P.H.	NCFR Executive Director
John Pepper	NCFR Finance Manager
Jeanne Strand	NCFR Executive Assistant
Cindy Winter, CMP	NCFR Conference Coordinator
Nancy Wicklund Gonzalez, M. Ed.	NCFR Public Policy & CFLE Project Director
Sasha Reese	NCFR Membership/NCFR Report

#### NCFR member survey

The objective of the current project was to conduct a survey among all NCFR members. The questionnaire for the survey was designed in conjunction with NCFR representatives to measure member opinions about both current and prospective NCFR activities.

A survey was conducted online during early June 2004 among all active NCFR members for whom email addresses were available. A total of 921 usable responses were received by the cutoff date, representing a response rate of 25%. That response rate compares favorably with similar NCFR online direct response efforts such as recent balloting. Due to unforeseen programming difficulties, not all of the questions contained in the questionnaire produced usable data.

A second survey was conducted online during early July 2004 among all active

NCFR members for whom email addresses were available. The second survey was a repeat of the June survey. A total of 697 usable responses were received by the cutoff date, representing a response rate of 17%. That response rate compares favorably with the June 2004 survey.

#### Conclusions

Overall, the results show a membership that appears to be reasonably satisfied with NCFR as it is presently structured in terms of its various offerings. That is, there does not appear to be any overwhelming demand for either new offerings, nor for significant outreach to new membership segments. The only potential innovation that seemed to gather any appreciable support was for online courses and workshops.

On a more granular level, there was evidence of selected significant differences

in the various tabulations among respondents. Repeating a finding from the previous incomplete version of this survey, one of these differences is between those holding the CFLE certification and those who do not. There also were selected differences between males and females, as well as depending upon professional status (e.g., age, degree, position).

Taken as a whole, these results appear to reveal NCFR as an organization composed primarily of mid to later career academicians and researchers, who by and large appear content with matters as they stand. This core cadre does not appear to be hungering for change and innovation.

On the other hand, there appeared to be several smaller but salient segments that are not entirely identical to those of the core cadre. This is not to say that these other segments (e.g. CFLE holders or younger professionals) are distinctly dissatisfied or even demanding revolutionary change. However, it is worth noting that the apparent needs and interests of these other segments may diverge somewhat from those of the core cadre. The strategic challenge for NCFR is thus twofold: how to maintain the loyalty and involvement of the core cadre, while simultaneously pursuing opportunities of interest to other chosen segments of interest.

#### Strategic issues

The Strategic Planning participants analyzed the survey report and identified the following strategic issues (external & internal) impacting the Society:

#### Strengths (internal)

- Broad appeal to membership
  - Practitioners and Academics
- Diversity
- Nurturing environment for new professionals
- Research
- TCRM workshop; Plenary sessions at annual conference
- Place for students to learn

\*\*If you are interested in receiving a copy of the Report on Quantitative Survey Findings, they will be available at the cost of \$10.00 (including shipping and handling). In the future the report will be placed on the NCFR website in the NCFR members area. Please contact NCFR at [info@ncfr.org](mailto:info@ncfr.org) if you are interested in purchasing a copy of the report.

## STRATEGIC PLANNING *continued from page 5*

- Lots of innovation at conference
- NCFR is not a primary organization for members; it is therefore multidisciplinary in membership
- Accepting, personal, family-like atmosphere
- Providing services to members
- NCFR is the primary organization for people who identify themselves as family scholars- in HDFS (in family science discipline)
- Job referral plan
- Certification program
- Core of committed members (Legacy Circle); good retention
- Long term, stable organization
- Leading professional association for family scholars

### Weaknesses (internal)

- Diverse constituencies-challenge in trying to please everyone
  - Practitioners vs. Researchers, “bifurcation”
  - Diverse ideologies
- Not enough ethnic minority members
- Inconsistent conference quality
  - Sentiment that quality of paper sessions is inconsistent
  - Some perception that TCRM and Plenaries are stronger than some other sessions
  - Many paper presentations at the conference are made up of less experienced presenters of research
- Lack of reciprocal learning between researchers and practitioners
- Small staff
- Lack of financial resources to carry out all desired initiatives
- Aging membership/ especially relating to CFLEs

- Not successful in attracting students from other disciplines beyond HDFS
- Low number of non-US members
- Still trying to establish family science as a discipline; lack of accepted terminology
- Few skill building workshops e.g. presentation, administrative skills and training in specific curricula
- Maintain provisional CFLEs: assist with providing experience/ field placement
- Reluctance of members to move into leadership positions

### Opportunities (external)

- General society interest in family issues
- Large pool of family professionals not yet affiliated with NCFR
- Sister organizations abroad
- Technology- use to reach broad audiences online
  - Increase attendance at conferences
- To partner with people in other organizations that are interested in families
- Focus on new demographic trends; definition of “family” is constantly evolving; opportunities for further research
- To create an honor society for students in family science
- Majority of HDFS undergraduate students have lack of career direction
  - Building on GSA careers week model
- Certain businesses can help bridge difference between research and practice
- Legislative opportunities to broaden definition and enhance work of family life education
- Consider grandfathering state licensed family educators into CFLE
- Create skill building workshops
  - Academic administrative skills
  - Professional practice skills

- Research and methodology skills
- Presentation skills
- Create standards and rating systems for HDFS departments
  - Provide departments with marketing materials
  - Clearinghouse and forum for administrator discussion of promotion and tenure guidelines and policies
- Develop internship program and strengthen employment matching program
- Bridge student members into regular membership

### Threats (external)


- Membership decline in the past year
- “Everybody” is an expert on family issues
- Family issues are highly politicized
- Other professional organizations are creating “family” sections
- Organizational sensitivity to societal economic changes
  - Memberships
  - Conference attendance
  - Institutional support
  - Student enrollment in graduate programs
- New family forms risk making NCFR’s programs and focus irrelevant
- Technology siphoning off NCFR membership because of institutional availability of journals online
- Increased numbers of family- related journals competing with NCFR journal submissions and subscriptions
- Family science programs are being cut or reorganized due to lack of core constituency
- Society-wide drops in professional organization membership and conference attendance

### The vision of NCFR:

“To have the field of family science and other family scholarship and practice recognized globally for its contribution to the strength and well-being of families.”

### The mission of NCFR:

“To provide an educational forum for family researchers, educators, and practitioners to share in the development and dissemination of knowledge about families and family relationships, establish professional standards, and work to promote family well-being.”



*Teaching Family Policy: A Handbook of Course Syllabi, Teaching Strategies and Resources, 2nd Edition* NOW AVAILABLE through NCFR and the Family Policy Section!

Call NCFR to order your copy today!  
888-781-9331

\$21.95 for NCFR members/\$23.95 non-members

*Strategic Planning continued on page 7*



# STRATEGIC PLANNING *continued from page 6*

## Principles

To accomplish this mission, NCFR commits its individual and collective resources to:

- Acknowledge the diversity of families
- Recognize that family life is informed and shaped by cultural, historical, economic and social contexts
- Promote the well-being of families and their individual members
- Promote the use of research-based knowledge to inform education, practice, and policy related to families
- Value the collaboration and reciprocal knowledge exchange between researchers and practitioners
- Support family professionals at all stages of their careers
- Accept and use funds for the exclusive purpose of promoting NCFR's mission
- Promote collaboration with other organizations that share NCFR's mission
- Adhere to and promote accepted standards of ethical professional practice

## Goals

Goals specify how the general directions of NCFR's mission will be carried out.

1. **Education and Training:** Over the next three years, increase by 50% the number of people participating in NCFR's various educational offerings.
2. **Research and Publications:** Increase the quantity and quality of publications that link research to practice, improve the ranking of FR, and maintain the ranking of JMF
3. **Public Affairs (public and government affairs):** Establish a system and procedures for informing family policy at national and state levels
4. **Standards and Certification:** Expand NCFR certification program

## Strategic objectives

- (1) Over the next three years, increase by 50% the number of people participating in NCFR's various education offerings
- (2) Increase the quantity and quality of publications that link research to practice, improve the ranking of FR, and maintain the ranking of JMF
- (3) Establish a system of procedures for informing family policy at national and state levels
- (4) Expand NCFR certification program

## Strategic tactics (prioritized)

*\*The numbers in parenthesis refer to the particular Strategic Objectives listed above.*

1. (2)-Develop companion pieces, in practitioner language, for research articles (as separate publications, tear out pieces in the REPORT)  
(4)- Achieve a 50% increase over the next three years in approved programs in family life education in colleges and universities in the United States and Canada where family science curriculum is offered
2. (4)-Develop an examination for future CFLE certification
3. (1)-Create additional skill-building offerings for practitioners such as:

- a. Instructional modules to be offered through affiliates
- b. Technical workshops

- (2)-Increase the number of submissions to FR
4. (1)-Increase the number of conference sessions for practitioners
5. (3)-Procure a million-dollar endowment for building and maintaining national and state public affairs programs  
(3)-Maintain a continuing presence in Washington DC  
(4)-Have CFLE recognized as an occupational code within the Department of Labor

*Prepared by:*

*Plexus Consulting Group, Washington, DC*

### Miami University

Family Studies and Social Work: Assistant or Associate Professor to teach undergraduate family studies courses; advise students; conduct programmatic research; seek external funding; provide service to the university, community, and profession. Require: Doctorate in family studies or related field, ABDs will be considered, but doctorate must be earned by date of appointment. For appointment to rank of Associate Professor, require strong publication record. Desire: higher education-level teaching experience. For appointment to rank of Associate Professor, a demonstrated record of acquiring external funding is desired. Send letter of intent, curriculum vitae and three letters of reference to Dr. Charles Hennon, Miami University, Department of Family Studies and Social Work, 451 McGuffey Hall, Oxford, OH 45056. Contact phone number is 513-529-2323; e-mail is hennoncb@muohio.edu. Screening of applications begins December 1 and will continue until the position is filled.

### Miami University

Family Studies and Social Work: Assistant or Associate Professor to teach undergraduate social work courses; advise students; conduct programmatic research; seek external funding; provide service to the university, community and profession; coordinate the practice field experience component of the social work program; provide support for students in field placements; implement field supervisor orientation sessions. Require: Ph.D., ABDs will be considered, but doctorate must be earned by date of appointment; master's of social work degree; minimum of two years of post-MSW practice experience. For appointment to rank of Associate Professor, require strong publication record. Desire: Ph.D. in social work; higher education-level teaching experience; familiarity with the structure and function of practice skill instruction; knowledge of CSWE accreditation standards; ability to teach undergraduate and graduate courses in family studies and serve on family studies graduate committees. For appointment to rank of Associate Professor, a demonstrated record of acquiring external funding is desired. Send letter of intent, curriculum vitae and three letters of reference to Dr. Glenn Stone, Miami University, Department of Family Studies and Social Work, 451 McGuffey Hall, Oxford, OH 45056. Contact phone number is 513-529-2323; e-mail is stoneg@muohio.edu. Screening of applications begins December 1 and will continue until the position is filled.

*Miami University is an Equal Opportunity employer offering full same-sex domestic partner benefits. Women and minorities are encouraged to apply.*



# CFLE Directions

## Healthy Marriage Resource Center Grant Provides Avenue for CFLEs!



**A**s you no doubt know by now, NCFR has received a grant from the U.S. Department of Health and Human Services to develop a Healthy Marriage Resource Center (HMRC). The HMRC will be largely represented as a web-based centralized clearinghouse for information about healthy marriages. The overall goal of the center is to support the Administration on Children and Families in its mission to help couples who choose marriage for themselves gain the knowledge and skills necessary to build and sustain a healthy marriage.

The center will collect and disseminate information on healthy marriage; create resources and tools to aid marriage educators, practitioners, community

activists, and other individuals and groups; collect, organize, synthesize and share research findings related to building and sustaining healthy marriages; collect, foster and articulate best practices for practitioners; and foster communication opportunities for healthy marriage.

A few years back NCFR developed a Registry of Marriage Educators from among current Certified Family Life Educators who had knowledge and experience specifically in marriage education. The Registry was not widely accessed because we did not have a forum in place for promoting it. The development of the Healthy Marriage Resource Center will provide an opportunity for those interested in strengthening marriage to

access relevant information and to network with others in the field. The criteria for evaluating what and who is listed on the Healthy Marriage Resource Center website is currently under consideration. The goal is to provide access to a wide range of programs, services and information but there will most likely be some avenue for identifying the credentials of marriage education providers. Since the HMRC will hopefully be accessed by professionals and the public world-wide, it will provide a great opportunity to highlight the CFLE credential.

### Is it time for a CFLE exam?

The majority of professional certification programs are administered by trade and professional associations. While a few provide certification through a portfolio review process, as we do with the CFLE credential, the vast majority rely on examinations. Properly developed exams are more objective and legally defensible than a portfolio process. In attending meetings at the National Organization for Competency Assurance (NOCA) and the American Society of Association Executives (ASAE) it has become clear to me that an exam is the industry standard for assessing candidates for certification.

We considered developing a CFLE exam a few years back but decided to postpone the effort. One reason was the fact that exam development is very expensive. The other involved the fact that we felt we needed a few more years to more firmly establish the CFLE credential as a valuable designation for those working in the family field. We have made tremendous strides in the past few years and it is becoming clear that the CFLE designation is recognized and valued. There are now 88 university and college degree programs with curriculum focused on the ten CFLE family life content areas. The Family Science careers booklet has

Following is a list of Certified Family Life Educators designated since July 15, 2004. (\* - Provisional)

### CERTIFIED FAMILY LIFE EDUCATORS

#### California

Janeen Afrasiabi \*

#### Florida

Rebecca Gordon  
Michele Liscio  
Milagros Rueda-Rodriguez  
Nikki Woller

#### Kansas

Jennifer Amershek \*  
Lindsay Cline \*  
Janelle Haden \*

#### Maine

Darcy Dubreuil \*  
Angela Gray \*

#### Maryland

Niambi Powell \*

#### Michigan

Jackie Baker \*  
Melissa Banning  
Brandi Bills \*  
Denise Dunn  
Annqunetta Giles \*

#### Junko Hirose \*

Jeanette Hollis-Lake \*  
Kendra Hughson  
Peggy Kapuscinski \*  
Vivian LeGrand \*  
Jacqueline Roser \*  
Jane Sanderson  
Tamara Stochowicz \*

#### Minnesota

Brianna Hartman \*  
Kathleen Klumb \*

#### Nevada

Eileen Aragon

#### New Jersey

Tiffany Brown

#### New York

Amanda Dilello \*  
Melanie Evans

#### North Carolina

Amanda Champion \*  
Christine Clark \*  
Nicole Ensrude \*  
Audrey Vines \*

#### Ohio

Lewis Polzin \*

#### Oregon

Kailyn Daniels \*  
Lindsey Hicks \*  
Christine McClure \*

#### Tennessee

Tracie Bull \*

#### Texas

Jennifer Barker \*  
Heather Haagen \*  
Teresa Orbert \*  
Sandra Renick

#### Utah

Sharon Harris \*  
Brigham Johnson \*  
Karen Mickens \*  
Amy Shaw \*  
Annette Ward \*  
Naomi Weeks \*

#### Virginia

Valerie Herald \*





# Members in the News



## Spotlight on S/NP Professional Activities: Dr. Kevin Roy

**D**r. Kevin Roy examines three interconnected themes in his research. First, he explores men's transitory involvement in jobs, intimate relationships, and family residences in low-income families. In a project funded by NICHD, he uses a life history approach to document how fathers interpret role discontinuity as caregivers and providers for multiple children in multiple families. He is integrating data across multiple projects to determine how low-income men "situate" their parenting across different spatial contexts and craft their identities as parents through narratives of generativity.

Dr. Roy also details processes by which poor families in diverse urban communities create social capital for their children.

Focusing on maternal advocacy for men's involvement, he examines how mothers sequence their advocacy strategies based on children's developmental needs. Mothers in low-income families organize their daily routines to meet time obligations for low-wage jobs, child care, transitions on public transportation, and searches for adequate housing and food.

These projects have implications for family policies and programs. Dr. Roy notes how components of welfare reform transform existing informal support networks for both maternal and paternal involvement. In addition, recent interviews from a life skills program for fathers in a work-release correctional facility provide insight into the process of renewal of family relationships, which may help to

prevent recidivism among the nation's population of incarcerated parents.

He teaches a core advanced family theories course, as well as social policy, poverty, and life course classes. He also offers a course in qualitative research methods and facilitates a discussion group for students and faculty engaged in qualitative research. For undergraduates, he teaches a large lecture course on developing cross-cultural competencies with families in a multicultural society.

A member of NCFR for almost ten years, Dr. Roy received the Margaret Feldman Award in the Family Policy Section in 1999. He has served as past co-chair of the Men in Families focus group and was a member of the NCFR/Annie Casey Foundation working group on decision-making among low-income families. As the current S/NP representative for the Research and Theory Section, he hopes that workshops at annual meetings, mentoring and networking, and inclusion in projects like the new *Sourcebook of Family Theories and Methods* will encourage more young scholars to develop innovative theories and methodological techniques to shape the field of family studies for many years to come.

Dr. Roy received his PhD in Human Development and Social Policy from Northwestern University in 1999. He completed his Bachelors Degree in International Relations from Georgetown University in 1988, after which he taught high school in South Africa. He was a post-doctoral researcher with the *Welfare, Children, and Families Three City Study*. After four years as an Assistant Professor at Purdue University, this spring Dr. Roy will move to the Department of Family Studies at the University of Maryland in College Park. He and his partner, Dr. Cathy Flynn, have grand adventures with their sons, Owen, 5, and Liam, 2.



## CFLE DIRECTIONS *continued from page 8*

provided an excellent tool for educating potential students and employers about the myriad of employment opportunities available in the family field. Products related to family life education including *Family Life Education: Integrating Theory and Practice*, the *Internship and Practicum Handbook*, and the *Tools for Ethical Thinking and Practice* book have all been selling extremely well. The development of the Healthy Marriage Resource Center will bring increased attention to the concept of strengthening families through a preventive, educational approach which in turn brings attention to professionals with training in family life education.

There are several advantages to providing credential evaluation through an exam format. As mentioned, an exam is more objective. If developed through a reputable psychometric company, the exam can be defended as a reliable and valid measure for granting the credential. Administration of an exam would be less time-consuming than the current portfolio process. Additionally, an exam provides

a cleaner way for candidates to demonstrate their knowledge base in the ten family life content areas deemed necessary for effective practice. As those of you who have applied for the CFLE designation know, the current application process requires a fair amount of time and organization and can be difficult for those who have years of experience in family life education but lack specific family coursework, or whose coursework is dated.

If we proceed, those already certified will not need to take the exam; they will be grandfathered in. We will need to discuss the implications for the Abbreviated Application process but most likely that program would remain as is with the possibility of NCFR providing an exit exam to interested academic institutions.

We will be discussing this issue further and I will provide an update on our progress in the next *Report*.

Dawn Cassidy, M.Ed., CFLE  
Certification Director  
E-mail: dawn@ncfr.org

# Family Studies Professor Wins Teaching Award at Samford



Family studies professor Dr. Dan Sandifer-Stech was named this year's recipient of the John H. Buchanan Award for Excellence in Classroom Teaching at Samford University. He received a silver tray and an accompanying \$1,000 cash prize at the opening convocation of the fall semester August 31st.

The annual award recognizes an outstanding faculty member who has excelled in classroom teaching. Finalists for the award were nominated by members of the Class of 2004. Chair of the department of family studies in Samford's Orlean Bullard Beeson School of Education and Professional Studies, Sandifer-Stech joined the Samford faculty in 1997. The honoree, said Samford Provost Dr. Brad Creed in presenting the award, "invests generously in students, both inside and outside the classroom. Students who nominated him consistently describe him as someone who spends numerous

hours helping to ensure they understand and grasp the material he is teaching," said Creed.

Sandifer-Stech, a licensed marriage and family therapist in Alabama and an approved supervisor in the American Association of Marriage and Family Therapy, primarily teaches courses in marriage and the family and family dynamics. He has written many articles and papers for publication and presentation at national and international conferences. His specialties include late adolescent career development and intergenerational family relationships.

Under his leadership, enrollment in the family studies major at Samford has increased by 31 percent since 1997.

Sandifer-Stech holds a bachelor's degree in psychology from Baylor University, a master of divinity degree from Southern Baptist Theological Seminary and a Ph.D.

in family and child development with specialization in marriage and family therapy from Virginia Polytechnic Institute. Before joining the Samford faculty, he taught at Northwest Christian College, Virginia Polytechnic Institute and West Virginia Graduate College.

He and his wife, Gwen, have three daughters, Lily, five, Chloe, three, and Emmie, nine months. He is a minister of word and sacrament in the Presbyterian Church (USA).

Samford, Alabama's largest independent college or university, enrolls 4,358 students from 45 states and 30 foreign nations.

*Mary L. Wimberley  
News and Feature Writer  
Samford University*

## 2004 Student Award Winner

Leigh Ann Simmons-Wescott, Ph.D. is an Assistant Professor in the Family Studies Department at the University of Kentucky. She completed her doctoral degree in Child and Family Development at the University of Georgia in the summer of 2004. She received a Master's degree in Marriage and Family Therapy from MCP-Hahnemann University in Philadelphia and a Bachelor of Arts in Literature/Writing from the University of California at San Diego. Her research interests include examining the mental, physical and emotional well being of low-income rural women and their families, understanding the effects of public policies on low-income families over time, and combining quantitative and qualitative research methodologies to shape new, integrated models of health and poverty policy.

In 2003, Leigh Ann served as a Congressional Fellow in the United States Senate Committee on Health, Education, Labor and Pensions for Senator Edward M.

Kennedy (D-MA) where she worked on issues affecting low-income people, including Temporary Assistance to Needy Families, the Community Services Block Grant, the Social Services Block Grant, and the Child Nutrition Reauthorization Act.

Within NCFR, Leigh Ann serves as the student/new professional representative to the Family Policy Section, and as a

member of the Public Policy Committee. She is also a member of the American Public Health Association and the American Association for Family and Consumer Sciences.

Leigh Ann lives in Lexington, KY with her husband David and their chocolate lab, Hershey.

Congratulations Leigh Ann!



### University of New Hampshire, Durham FELLOWSHIPS AVAILABLE

Family Research Laboratory (FRL) has fellowships for research on family violence. These positions are open to new and experienced researchers with a Ph.D. in the fields of psychology, sociology, social work, law, nursing, public health and medicine. The fellowships sponsor work in the area of child abuse, partner violence, elder abuse, sexual abuse, child victimization, rape, homicide and other family-violence related topics with special attention to mental health impact. Scholars use the one-year fellowships (with possible one-year extension) to collaborate with FRL faculty on a current project, to work on one of the many data sets archived at the FRL or, in the case of senior candidates, to work on their own projects. Annual stipends run from \$35,568 to \$51,036 depending upon the number of years since receipt of doctorate. For more information visit website: [www.unh.edu/fri](http://www.unh.edu/fri)



# Annual Conference



## Thank You!

**T**he 2004 Conference is now history! This was a year of firsts: First time submitting proposals online, and first time planning local arrangements in the midst of 4 hurricanes! Fortunately the Rosen Centre Hotel did not receive any damage, and most of the major tourist sites in Orlando were up and running.

**Jay Teachman** selected the theme—**Inequalities and Families**. This was extremely relevant and appropriate as we also celebrated the **10th Anniversary of the International Year of the Family**. Kudos to Jay, the great orchestrator of the 2004 Conference. It was great that NCFR could be an important player on this topic. Jay selected plenary, RUP, and special speakers and panel sessions. All the sessions were exciting and enlightening. The poster sessions again received the recognition they so rightly deserve. It was great that the posters and exhibits were in the same room. The quality of the posters was great, and with virtually no competing sessions, the attendance was great. We salute Jay for the excellent job as Program Chair. Thanks Jay for a job well done. He was truly a partner with NCFR staff to ensure that the program met the needs of attendees.

We were extremely pleased with the overall quality of all sessions this year. This was evident from the time the proposals were submitted. Program committee chairs found that the scores were very high. In fact usually the acceptances

were a 3.0 or better score. In most cases this year the acceptances were a 3.5 or better score. We again found it was necessary to add sessions to accommodate all the great proposals.

When an attendee sees a conference run smoothly, it appears to be an easy task to put on a convention. However, a successful conference involves an enormous number of people who spent numerous hours planning the program, executing logistical details and seeing to attendees needs.

**THANK YOU** to the following for their contributions:

- **Section Chairs** did a remarkable job in planning the excellent, innovative special sessions, paper, symposia, poster and round table sessions. They have a tremendous amount of work in sending out submissions to reviewers, evaluating the reviewers' comments and formulating the program.
- **All Plenary, RUP, special speakers and panels** provided the backbone

for the conference. They did a superb job in covering the areas of the theme.

- **Reviewers of the Section proposals** did an excellent job in making sure that all the criteria were adhered to, and carefully scored each proposal based on its merits. This was the first year that reviewers scored the proposals online, and they did a great job in adjusting to the new technology. Reviewing proposals can be a thankless job, but it is vital to ensuring a top-quality conference program. Please note the list of all the reviewers on page 28 of this year's Printed Program.
- **Connie Shehan, Suzanna Smith and Donna Davis, our local arrangements co-chairs and the rest of the local arrangements team** were superb! In addition, this year Donna Davis taught a class in Marketing at the University of Florida. Donna and her students did a phenomenal job in preparing a marketing plan for the Conference and securing sponsors for the conference

*Thank You! continued on page 12*

## IN MEMORIAM

Dr. Patrick C. McKenry was born in Knoxville, TN, June 13, 1949, and passed away October 8, 2004. He came to Columbus, OH, after completing graduate work at the Universities of Tennessee and Georgia. He was a Professor in the Department of Human Development and Family Science at The Ohio State University from 1977 to the present. Pat was an accomplished researcher, having written numerous books and articles primarily in the areas of divorce and family violence. He was the recipient of several teaching and research awards including Faculty of the Year Award from the College of Human Ecology and the Alumni Distinguished Teaching Award from The Ohio State University. Pat was an avid sportsman, lifelong golfer, inveterate tennis player, and later in life took passion in organizing and playing volleyball with his friends. He traveled extensively for both his profession and personal curiosity throughout his life, as revealed by his eclectic art collection. Pat is survived by his mother, Jacquelyn (Knoxville, TN), two brothers, Cliff (Knoxville, TN) and John (Memphis, TN), four nephews, Adam, Michael (Knoxville, TN), Ross and Jack (Memphis, TN), three cats, and a rich and diverse circle of friends and loved ones throughout the country. Pat was renowned for his passion for knowledge and his generous spirit that is evident by the number of friends and colleagues that will dearly miss him. Pat requests that in lieu of flowers, donations be made to the American Humane Society. A memorial service was held on Saturday, October 16.

*Thanks to Michael Benjamin, Executive Director of NCFR, the exciting work of one NCFR Student or New Professional will be highlighted in each NCFR Report (see page 9). If you know of a Student or New Professional who is conducting exciting work (research or applied) in the area of children and families, please contact Adriana Umaña-Taylor (adriana.umana-taylor@asu.edu). Self-nominations are welcome!*



## THANK YOU! *continued from page 11*

including Carnival Cruise Lines giving bags to all the attendees. The entire local arrangements team went “the extra mile” in working with NCFR staff in planning, locating contacts, and numerous other duties. They worked diligently behind the scenes in the roles such as Hospitality Center, Employment Matching Service, VIP Speaker Hosting, Student Assistant coordination, securing Audio-visual equipment, Emergency Liaison. They never complained about the work, but were always enthusiastic about their tasks.

- **NCFR staff** worked endlessly behind the scenes. They truly are the backbone of the Conference. They make sure that everything runs smoothly. In addition to helping behind the scenes,

they attended meetings, provided answers to questions that attendees had, and many other duties. They do a superb job in pulling off all the details.

- More than 40 **Student Aides** assisted in registration, employment service, exhibits, and general assistance. Through their efforts, the conference ran smoothly. **Margaret Crosbie-Burnett**, the Student Aides chair, did an excellent job in using setting up the schedule, and training them to do a good job.

Other people who were important to the success of the conference:

**Coordinators of Pre-conference Workshops.** These sessions provided “hands-on” tools based on the latest techniques and research for family professionals.

**Carl Williams**, our A/V Coordinator for more than 20 years, worked many hours seeing to the needs of program speakers to ensure great presentations, provided technical assistance for all sessions. He had the responsibility of making sure that all the power point materials worked on cue.

**Program presenters, discussants, presiders, and recorders.**

**And most of all, to Conference attendees.** Without you, the Conference would not take place.

Thanks to the staff at the Rosen Centre Hotel who did a yeoman’s job in making quick turns of rooms in a short amount of time. They truly were a team with the NCFR Staff.

There are many others who also worked behind the scenes. As you can see, it really takes a “village” to make a successful conference. **Thank you one and all.**

Cindy Winter, CMP  
Conference Director  
E-mail: [cindy@ncfr.org](mailto:cindy@ncfr.org)

### Give the Gift that Keeps on Giving! Purchase Video and Audio Tapes

Tapes of major sessions may be purchased from NCFR. A list and order form is enclosed in this newsletter. Please fill out the enclosed form in the newsletter and return to NCFR. If you want a better price, look at our packages from the 2001, 2002, and 2003 tapes.

## Divorce Recovery Resources for Your Clients



### ***The Divorce Helpbook for Teens***

Cynthia MacGregor

\$13.95/144 pages

Warm and friendly guide offers a helping hand to teens struggling with some tough issues when parents divorce: depression, visitation, discussing problems, keeping in touch with absent parents, carrying messages and spying, worrying about what the future holds.

### ***The Divorce Helpbook for Kids***

Cynthia MacGregor

\$12.95/144 pages

Gives down-to-earth advice on the troubling aspects of divorce for kids: changes, feelings, misplaced guilt, who to talk to, what’s likely to happen next.

### ***Parenting After Divorce***

***A Guide to Resolving Conflicts and Meeting Your Children’s Needs***

Philip M. Stahl, Ph.D.

\$15.95/192 pages

Shows how to avoid the dozen most common mistakes divorcing parents make — and spare the emotional and financial damage they can cost.

### ***The Child Custody Book: How to Protect Your Children and Win Your Case***

Judge James W. Stewart

\$16.95/176 pages

Judge Stewart clearly explains the process of court child custody litigation. His book is intended to eliminate surprises that could lead to costly mistakes along the way.

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## Section News

### Family Science Section Establishes Student Award

**T**he Family Science Section has established an award, named for Wesley Burr, a pioneer in the discipline of Family Science. The award is for the best student presentation at the annual conference. Candidates for the award must be first authors of a proposal that was submitted to and accepted by the Family Science section for presentation (in any format, including paper, poster, and roundtable). The student may be an undergraduate or a graduate student, and must be a current member of NCFR and the Family Science Section.

Proposal submissions to the Family Science section will be reviewed during the review process for the annual conference. The proposed presentation must advance the purpose of the Family Science Section, which are to **expand, strengthen,**

**and enhance the family science discipline and profession.** After all proposals from Student members of the Family Science section have been reviewed, the proposal with the highest overall rating will be selected for the award.

The 2004 winner of the award is Janet M. Liechty, a doctoral student in the Family Studies Department at University of Maryland. Her presentation, co-authored with Linda M. Oravec and Katherine A. Kuvlanka, was entitled *Developing student competence through internships: The power*

*of reflection.* Congratulations to Janet from the Family Science Section!

Thanks to Tammy Harpel, Student and New Professional Representative to the section, who suggested the award and wrote the first draft of the criteria for the award.

Current students who are interested in the award can direct questions to the Section Chair, Kevin Allemagne, at [allemagne@setonhill.edu](mailto:allemagne@setonhill.edu).

Kevin Allemagne, CFLE  
Chair, Family Science Section  
E-mail: [allemagne@setonhill.edu](mailto:allemagne@setonhill.edu)

### Family Policy Section

**T**he Family Policy Section is pleased to announce that the 2nd Edition of *Teaching Family Policy: A Handbook of Course Syllabi, Teaching Strategies and Resources*, edited by Section members Elaine Anderson, Denise Skinner and Bethany Letiecq debuted at the recent NCFR conference. If you didn't purchase your copy, you can order the book by contacting NCFR at [pat@ncfr.org](mailto:pat@ncfr.org) or call 763-781-9331 or 888-781-9331 toll free. This 2nd edition has many exciting new syllabi and teaching strategies that can be used in either undergraduate or graduate courses. There is also an up-to-date annotated bibliography of family policy journal articles as well as more recent family policy books. Finally, students will find many family policy web links that highlight internship, fellowship, and job opportunities. Remember that some of the profit from this book goes to further support the Family Policy Section student internship and professional development award.

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# Affiliate Connection

## 2004: A Year of Celebration

In this, my final column for the NCFR *Report* as President of the Association of Councils, I'd like to review several highlights of 2004. First, as usual, the annual conference was a wonderful and invigorating experience. I hope that you were able to attend and enjoy the outstanding sessions, as well as the opportunity to visit with friends and colleagues. I want to thank Dr. Armintha Jacobson, AOC Program Chair, for coordinating such informative and engaging sessions.

Second, we want to celebrate the achievements of several of our members. In November, the Association of Councils announced the winners of the Outstanding Student Paper Award. Two papers received awards. The first was nominated by Dr. Paul Schvanedvelt through Weber State's student affiliated council. Undergraduate students Eric Burrows, Julie Davis, Lori Ellsworth, Maribeth Mayfield and Debbie Rogers wrote a first-place paper entitled, "Modernity and the Intergenerational Transmission of Parenting Styles." The second winning paper was nominated by Dr. Thomas Lee from the Utah State University student council. This paper was authored by graduate student David G. Schramm and on the topic of, "The Costly Consequences of Divorce in Utah: The Impact on Couples, Communities and Government." Congratulations to all of these students for their excellent work. I want to acknowledge our AOC Student Representatives, Joi Bull and Michele Genest, for their superb work in coordinating the review process. We hope that more of our students will submit papers for consideration next year. Check out the Handbook of Student Affiliated Councils, available on NCFR's website ([www.ncfr.org](http://www.ncfr.org)) for submission details.

Another cause for celebration includes those who received the Association of Council's Meritorious Service Awards for 2004. Dr. Christine A. Johnson, Director for the Bureau for Social Research at Oklahoma State University, and Dr. Tom-

mie Lawhon, Professor at the University of North Texas and faculty advisor for the North Texas Student Council on Family Relations, both received extremely complementary nominations for this award. Their colleagues and students clearly appreciate the many ways in which they support their campus and state affiliated councils. Congratulations to both Dr. Johnson and Dr. Lawhon. To nominate your colleagues and to get more information about this award, check out the NCFR website.

Finally, last year at this time I encouraged all of our affiliated councils to consider ways in which to integrate events which celebrated 2004 as the United Nations' 10th Anniversary of the International Year of the Family. Thanks to the assistance of Dr. Susan K. Takigiku, we discovered

many fabulous activities sponsored by our affiliated councils, as well as university campuses across the country. I'd like to highlight many of these with you. Last March, the School of Human Environmental Sciences at the University of Arkansas organized a panel presentation on the topic of "International Perspectives on Families" during which international students from India, Botswana and Colombia shared their family life and culture. In October, recognizing the strains currently being placed on many military families during this time of international service, this same School sponsored a charity luncheon with Senator Blanche Lincoln to benefit Arkansas Military Families in Need Fund. The Department of Human Development and Family Science at Messiah College and the

*Celebration continued on page 15*

## News from the Northwest Council Affiliate

The Northwest Council Affiliate was busy this summer with our biannual regional conference that was held in West Yellowstone, Montana, just outside the gate of Yellowstone National Park. This year our conference was held in conjunction with the Family Science Association's annual Teaching Family Science Conference. In addition to wildlife viewing, geyser gazing, fly fishing, and river rafting, we managed to be serious and hear great presentations from colleagues that primarily focused on the conference theme "Sharing Information about International Families through Teaching & Research." Raeann Hamon, Messiah College; Jim Ponzetti, and James White, University of British Columbia; presented a keynote panel "Family, Tribalism, and Globalization: The Clash of Cultures." Thank you to Julie Keller, graduate student in Family Science at Montana State University for her hard work on the conference. We also would

like to thank those who reviewed paper proposals for the conference. A big thank you goes to Suzanne Smith of Washington State University – Vancouver for serving two terms as President of the NWCFA and all the fine work she has done for our affiliate. Suzanne is the new President of the Family Science Association.

New officers were elected this summer for NWCFA. Sandy Bailey, Montana State University, is the incoming President; Karen Benzie, University of Calgary, is Vice President; and Bethany Letiecq, Montana State University, is Secretary/Treasurer. The 2006 conference will be held in Calgary, Alberta. Please contact any of the officers with conference ideas any other ideas or issues for the Northwest affiliate.

*Sandy Bailey  
President, Northwest CFR  
E-mail: [baileys@montana.edu](mailto:baileys@montana.edu)*



# Michigan Family Review on the World Wide Web!

The Michigan Council on Family Relations (MiCFR) proudly announces the on-line publication of its peer-reviewed journal *Michigan Family Review* (MFR) through the Scholarly Publishing Office of the University of Michigan beginning in December 2004. The Michigan Council on Family Relations and the University of Michigan Library will provide public access to *Michigan Family Review* at <http://spo.umdl.umich.edu> to better serve family scholars, practitioners, policy makers, and students. Current and past issues will be available in searchable and downloadable formats free of charge. All NCFR members will receive an e-mail announcement when we're up and running!

The first on-line issue of the *Michigan Family Review* is "Family Practice: Innovations and Challenges" guest edited by NCFR/MiCFR member Edith A. Lewis of the School of Social Work at the University of Michigan. This thematic issue includes articles and book reviews on family medicine, marriage and family therapy, community-based family interventions, and education and training for practitioners working with families.

The next issue of the *Michigan Family Review* is "Feminism and Families" and will be guest edited by Maxine Baca Zinn of Michigan State University and Heather Dillaway of Wayne State University. Articles and reviews are encouraged on gender and families, feminist and womanist family issues, multicultural feminism, globalization and families, carework and family life, gay/lesbian/bisexual/transgendered families, and feminist theory or feminist methodologies in family studies. Submission deadline is March 1, 2005.

*Michigan Family Review* solicits manuscripts that provide analyses of critical

issues facing families; program descriptions and information related to education, counseling, or other family services (e.g., health, legal, social services); theory and research; or other topics that focus on implications for family professionals. Emphasis is on professional practice. For more information about on-line journal access, manuscript submission guidelines, or future calls for papers, please contact the editor Libby B. Blume at [blumelb@udmercy.edu](mailto:blumelb@udmercy.edu).

Libby Balter Blume, MFR Editor  
Michigan Council on Family Relations  
E-mail: [blumelb@udmercy.edu](mailto:blumelb@udmercy.edu)

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## Oklahoma Council on Family Relations 25th Annual Conference

The Oklahoma Council on Family Relations is proud to announce its call for proposals for the 2005 Annual Conference at the University of Central Oklahoma in Edmond, Oklahoma. The one-day event is scheduled for Friday, April 8, 2005 and will mark the

25th anniversary of annual conferences for OCFR. The conference will benefit students, instructors, researchers, and practitioners interested in the family. The conference theme is "Celebrating Family Diversity: Past, Present & Future" and should prove to be one of our best conferences in the state affiliate history.

Our board encourages researchers and workshop leaders from Oklahoma and surrounding states to submit proposals and participate in this annual event. Our guest speakers are some of the best in the nation on the topic of family diversity.

The opening speaker is David Blatt, Director of Public Policy with the Community Action Project in Tulsa. In this capacity, he researches and disseminates timely and informative analyses to the public and legislators on public policy issues which impact the working poor. He will address some of these issues as well as trends that impact the functioning of Oklahoma families. David previously served as a fiscal analyst with the Oklahoma state Senate.

Our keynote speaker for the event is Dr. Tammy Henderson. Dr. Henderson is an Assistant Professor in the Department of Human Development at Virginia Polytechnic Institute and State University. As a scholar of family policy, law, and diversity, she has published articles on

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## CELEBRATION *continued from page 14*

Messiah College Council on Family Relations sponsored a series of three faculty presentations, based on their contributions to the *Mate Selection across Cultures* book, on mate selection practices in Trinidad and Tobago, Spain, and the Bahamas. Faculty research presentations on the Amish adolescent experience of "rumspringa," parenting in Kenya, and parenting in Taiwan, as well as a presentation from a founder of Chinese Family Keepers, also showcased the diversity of family experiences around the globe. Purdue University's Extension prompted families to consider how they have changed from one generation to the next and how they have been part of the world's growth via a family genogram project.

Several of our affiliated councils also dedicated their annual conference theme to international families. The Minnesota CFR's state conference theme "Walking in Their Shoes: The Immigrant/Refugee Family Experience," yielded an exciting program of events for its membership.

With the theme, "Celebrating the International Year of the Family," the Mid-Atlantic CFR's conference program included sessions devoted to re-formulating family science courses to include global perspectives, resources for teaching and learning about international families, parenting the international adoptive family, cross-cultural perspectives on human sexuality, and family science in an international perspective. In addition to these theme-related presentations, a luncheon menu which included international cuisine, a display of a variety of different country flags, and many international students wearing their native garb, added to a festive, international climate. I want to commend all of the university and affiliate council activities devoted to celebrating international families and encourage us to continue to foster global perspectives and sensitivity in much of what we do.

Raeann R. Hamon, Ph.D., CFLE  
Past President, Association of Councils  
E-mail: [rhamon@messiah.edu](mailto:rhamon@messiah.edu)

*Oklahoma Council continued on page 16*

# 2005 TX CFR Annual Conference

## Promoting Healthy Families: Caregiving Across the Lifespan

The Texas Council on Family Relations will hold its annual conference on March 31 – April 1, 2005 at the Green Oaks Hotel in Ft. Worth, Texas. The University of North Texas is hosting this annual conference. The theme will be “Promoting Healthy Families: Caregiving Across the Lifespan.” Students, professionals, and others interested in the well-being of our nation’s families are invited to attend the conference, which promises to be both exciting and informative. Featured speakers and session presenters will highlight what researchers, educators, practitioners, and advocates have learned about caregiving as it relates to different age groups in a variety of situations that our families often encounter in today’s world.

The keynote speaker will be Dr. Gay Kitson, NCFR President, and Professor Emeritus, Department of Sociology at the University of Akron in Ohio. Dr. Kitson’s areas of specialization include sociology of the family, medical sociology, social gerontology, and survey research methods. Her research has resulted in groundbreaking work on widows, family survivors of violent deaths, and divorce. Dr. Kitson’s findings have been published in the *Journal of Marriage and Family* and *Journal of Family Issues*, and in medical journals.

### OKLAHOMA COUNCIL

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grandparent visitation rights, teaching family policy and law, and public opinion. Her current research focuses on how laws influence families via her work on grandparents rearing grandchildren and foster care decisions. Dr. Henderson has co-edited a Special Collection on the Intersection of Families and the Law in *Family Relations*, served on the Board of Directors for the National Council on Family Relations, and was recently elected to the Elections Council.

Christine Johnson  
OCFR Treasurer  
E-mail: [christine.johnson@okstate.edu](mailto:christine.johnson@okstate.edu)

Proposals for 1 hour-long workshops on research findings, successful programs, curriculum, panel discussions, and professional development will be accepted until February 15, 2005. Students are invited to participate in the TCFR Student Paper Competition which awards \$100 each to the undergraduate and graduate student winners. Student papers may be presented at either, a poster session or as a breakout

session. Additionally, the winners of the Student Paper Competition have the opportunity to present their papers at the President’s Reception. For more information and the call for proposals, please contact Sandy Renick at [srenick@coe.unt.edu](mailto:srenick@coe.unt.edu)

JoAnn Engelbrecht  
President, Texas CFR  
E-mail: [jengelbrecht@twu.edu](mailto:jengelbrecht@twu.edu)

### Assistant Professor Department of Family Studies College of Liberal Arts, Towson University

Position available for a tenure-track Assistant Professor position in the Family Studies Program beginning in Fall 2005. Candidates should have earned the doctorate in Family Studies or a related field. This position includes a balance of teaching, service, and scholarship. Skill in the use of informational technology for Family Studies education, experience supervising internship placements, and CFLE credentials are desirable. Salary will be competitive at entry level.

The Family Studies program is a rapidly growing program that provides academic preparation in family life education, human service education and child life. The program emphasizes civic engagement and requires service-learning experiences in several courses. In the past three years the program has grown from 25 to 160 undergraduate majors. In addition, we offer graduate coursework leading to a post baccalaureate certificate in Family Studies.

Founded in 1866, Towson University, situated on 328 acres, is located in the suburban community of Towson, Maryland, just north of Baltimore and 45 miles from Washington, D.C. As the Baltimore area’s largest university and Maryland’s Metropolitan University, Towson plays a vital role in the educational, economic, and cultural life of Baltimore and the State of Maryland. Towson University is recognized regionally and nationally for high quality programs in the liberal arts and sciences, education, health sciences, business, fine arts and performing arts. Over 500 distinguished full-time faculty members holding the highest degree of academic preparation in their fields teach a student body of nearly 17,000. Towson University continues to expand its degree programs at the undergraduate, graduate, and doctoral levels that are currently at 64, 35, and 4 respectively.

To apply, send a letter of interest stating fields of specialization, curriculum vitae, and names and contact information for three references by **January 15, 2005** to:

Dr. Karen Goldrich Eskow  
Director Family Studies Program  
Towson University  
8000 York Road  
Towson, MD 21252-0001  
Fax: 410-704-3612  
[keskow@towson.edu](mailto:keskow@towson.edu)

Towson University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply.

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profession of family life education, an explanation of where family life education fits within the levels of family involvement model (Doherty, 1999), a review of the ten substance areas of FLE, an overview of NCFR and the requirements for and benefits of the CFLE credential.

Facilitators modeled appropriate, interactive educational techniques throughout the workshop. For example, the introductory activity involved participants throwing a beach ball to one another and answering questions relating to FLE. The ten FLE substance areas were covered using a musical carousel activity in which participants worked in groups and brain stormed topics relevant to each of the areas.

Nancy Wicklund Gonzalez, Public Policy and CFLE Project Director from NCFR, was the guest speaker. She gave a brief overview of NCFR and spoke about the benefits of family education and the CFLE credential. She also moderated a panel of local CFLEs who discussed the importance of becoming certified. Panelist included Nicole Veltri, Audrey Vines, and Barbara Hebert.

A capacity crowd of forty nine participants from local non profit and state agencies attended the workshop. Continuing Education Units were made available to the participants through both the Office of Continuing Education at East Carolina University and from the CFLE program at NCFR.

Facilitators for the workshop were faculty in the Family and Community Services and Family and Consumer Science Education Programs. They included Sharon M. Ballard, Ph.D., CFLE, Elizabeth B. Carroll, J.D., CFLE, Kevin H. Gross, Ph.D., CFLE, Susan A. Reichelt, Ph.D. and Linda Robinson, Ph.D., CFLE.

In addition to educating members of the community, the workshop provided an excellent active learning opportunity for ECU students enrolled in a Family Life Education course. They played an integral role by registering participants, assisting presenters, and generally serving as guides and helpers thorough out the workshop.

Dr. Sharon Ballard, who coordinated the workshop, commented that, "The workshop was extremely successful and the evaluations were excellent. Many partici-



*The people in the photo are left to right – Elizabeth Carroll, Sharon Ballard, Susan Reichelt, Cynthia Johnson, Nancy Gonzalez, Kevin Gross, and Linda Robinson*

pants indicated that they would now be more likely to consider the CFLE credential when hiring employees, and seven participants indicated that they would like a 'help session' to fill out their own CFLE applications. We are hoping others will

want to replicate our model within their communities in an effort to raise awareness of family life education and the CFLE designation."

*Elizabeth B. Carroll, J.D., CFLE  
carrolle@mail.ecu.edu*

### **Eastern Illinois University FAMILY AND CONSUMER SCIENCES – FAMILY SERVICES – Tenure Track, Assistant Professor**

Responsibilities for this position include teaching undergraduate and graduate courses with emphases in family relations, child development, family life and sex education, and theories in human development. In addition, the person in this position will conduct research/scholarly activities and provide service to the University, community, and profession. An earned doctorate in Family Studies and/or Child Development or related Family and Consumer Sciences field preferred. Evidence must be shown of successful higher education teaching, scholarly activities, and professional service. ABD with emphasis in Family Studies and/or Child Development or related Family and Consumer Sciences field will be considered. Affiliations with professional organizations are desirable, such as the National Council on Family Relations or the American Association of Family and Consumer Sciences. Starting date is August 2005. Applicants should submit letter of application, curriculum vitae, and a list of three references with telephone, email, and mailing contacts to [cfkao@eiu.edu](mailto:cfkao@eiu.edu). Send transcripts and three letters of recommendation by mail to Dr. Kathleen O'Rourke, Screening Committee Chair, 600 Lincoln Avenue, Eastern Illinois University School of Family and Consumer Sciences, Charleston, IL 61920-3099. For more information, call 581-6350. Review of applicants will begin on January 10, 2005, and continue until position is filled. Visit [www.eiu.edu/~famsci](http://www.eiu.edu/~famsci) for more information. AA/EEO/ADA



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In the next table, we have summarized the participants' responses by year to the overall conference quality:

*Well-Being of Children, Families and Neighborhoods*, a paper written by James B. Hyman, PhD for Annie E Casey.

Ratings for conference overall					
<b>Y2000</b> 57 surveyed 7 responses	3 excellent	3 very good	1 good	0 fair	0 poor
<b>Y2001</b> 63 surveyed 10 responses	5 excellent	4 very good	1 good	0 fair	0 poor
<b>Y2002</b> 62 surveyed 15 responses	10 excellent	3 very good	1 good	1 fair	0 poor
<b>Y2003</b> 63 surveyed 11 responses	4 excellent	7 very good	0 good	0 fair	0 poor
<b>Y2004</b> 69 surveyed 6 responses	3 excellent	3 very good	0 good	0 fair	0 poor

We received many helpful comments from the survey. Here are a few: "Encourage academic institutions to bring students to this conference. The sooner students are exposed to this type of experience, the sooner they will be in tune with this discipline and position themselves to make a difference for families." Or "frequently, though, the presenters focused on statistics and problems that we know about already. It is not new news to us academics. I would like to see more emphasis placed on concrete strategies/programs/political steps/outcomes that might be helpful for positive change (connect primary, secondary, tertiary prevention to data). Stop talking about the problem and move forward."

Others commented on the Hill visits: "I appreciate all of the work that you go through to set up the hill visits. I would suggest that people only go to see their own representatives not those from other states." And others commented on the format: "I really enjoyed the education we received about the current policies or bills...In fact, it would be very helpful if the opening session could consist of a review of the major policies/issues that affect families and children (which then would be discussed at the conference)."

**Families: Inequities and Privilege.** In late April we convened a weekend study group "Think Tank," sponsored by The Annie E. Casey Foundation. The group was convened to react to *Men and Communities: African American Males and the*

ence, we built on our "think tank" and offered a panel discussion on "Families and Inequities." This effort was supported by the Annie E. Casey Foundation. Dr. Gary Cunningham, Director of Minneapolis' inner-city health clinic; Makungu Akinyela, Professor of African American Studies at Georgia State University; and Stephen Marks, Professor at the University of Maine served as panelists and discussed Black and White privilege, class differences, and how NCFR members can better serve populations of color.

**Vision 2004.** This spring, we completed the compilation of the 2003 annual conference. This work summarized some of the most recent writings of our membership on marriage. The trend towards strengthening the family and marriage is here to stay. While parts of the subject are difficult to define and the implications controversial, our organization will be looked-to for information on the latest scholarship and the field's best practices, especially given our new national lime-light we now have because of a winning grant proposal.

**Public Policy and Marriage: The Healthy Marriage Resource Center & Clearinghouse.** In mid-June, we submitted a grant to the Administration of Children and Families to develop and operate a Healthy Marriage Resource Center, a national repository and clearinghouse on healthy marriages. In September we learned that we have been awarded a five year \$4.5

million grant To underscore the importance of this award, Wade Horn, assistant secretary for Health and Human Services' Administration for Children and Families, traveled to the Twin Cities to announce the award. At a press conference held on the University of Minnesota's St. Paul campus, Dr. Horn spoke glowingly of our grant proposal, adding that our score was 100 out of a possible 100 scoring points. Dr. Horn awarded the grant by handing Michael Benjamin, NCFR's Executive Director, a huge poster-sized cardboard "check." The event was videotaped, and a tape is available for loan to anyone interested in viewing this news conference.

The web-based Healthy Marriage Resource Center will be a marriage initiative clearinghouse and a research hub for the latest findings on marriage. NCFR is partnering Brigham Young University, Norfolk State University, Syracuse University, Texas Tech University, the University of Minnesota, and Child Trends, a respected Washington DC non-profit, to create the center. It will be a resource to those researching marriage as well as practitioners, marriage educators, and community organizers who want to establish or support local healthy marriage initiatives in their area.

As a part of the research hub, we proposed a specialty subdivision area that would be a centralized repository of data for meta-analysis of marriage research. This has the potential to be groundbreaking for the connectivity of researchers, educators, and practitioners nationwide. The Healthy Marriage Resource Center grant may offer NCFR visibility in the public policy arena like never before.

**Substance Abuse Prevention.** With a grant from the Substance Abuse and Mental Health Services Administration (SAMHSA), we have begun to introduce a much-needed area of awareness into NCFR.

Approximately 10 percent of families are dealing with serious substance abuse issues. Moreover, substance abuse begets troublesome secondary problems from domestic violence to legal and financial problems. Beginning with the 2003 annual conference, three conference sessions were held on substance abuse issues. This November at the annual conference, we offered five sessions on substance abuse. In addition, we are

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working to develop a "Fact Sheet on Substance Abuse and Families." We also plan to create a substance abuse area on the NCFR website with helpful links to reputable research sites, practitioner resources, and treatment options.

**Public Policy Conference 2005.** Planning for the sixth annual Public Policy Conference is underway. With the release of the 9-11 Commission's report this past summer, and in the wake of Florida's fourth hurricane this fall, we chose our theme "Families and Security: Emergency Preparedness and Financial Security."

**Looking ahead.** We have established an Internet "Bulletin Board" for virtual meetings. We will be encouraging public policy committee members to use this mechanism to stay in touch.

**Public Policy Committee.** We thank the Public Policy Committee and its Chair Jean Bauer of the University of Minnesota. Other committee members are Thomas R. Chibucos, Member at Large; Leigh Ann Simmons Wescott, Member at Large; Debra L. Berke, Affiliate Council; Philip Gordon, Affiliate Council; Wynona Bryant-Williams, Ethic Minorities Section; Teresa W. Julian, Family and Health Section; Bonnie Braun, Family Policy Section; Sean Brotherson, Family Science Section & International Section; Karen Rosen, Family Therapy Section; William Rose, Education & Enrichment Section; Catherine Huddleston-Casas, Feminism & Family Section; Curtis A. Fox, Religion & Family Life Section; Stephen Marks, Research &

Theory Section; Martha Farrell Erickson, Board Representative; and Margaret Feldman, ex-officio.

### **International Year of the Family**

During the Annual Conference, we were especially excited about the activities that honored the 10th Anniversary of the International Year of the Family. Many thanks to Jacki Fitzpatrick of Texas Tech University, who chairs the NCFR 10th Anniversary IYF Committee, and to former NCFR Executive Director Mary Jo Czaplewski, who chairs the subcommittee.

The exciting news is that we will continue to recognize the International Year of the Family in 2005. Jacki Fitzpatrick has agreed to continue to chair this IYF 10 +1 committee. Planned activities were described in the September issue of the *NCFR Report*.

### **Product development**

**Certification.** We received only 20 applications for the spring 2004 review but made up for it with 41 applications submitted for the fall. We received 98 applications through the Abbreviated Application process. This compares with 92 at this same time last year. 1,124 of the CFLEs billed for the 2004 CFLE maintenance fee paid, leaving 140 who forfeited. This represents 11 percent, which is the same attrition rate as 2003. We hope to be able to offer online payment as an option for the 2005 fee. Currently, the first CFLE maintenance fee invoice is sent via the mail, but the three follow-up invoices are sent via email. This saved on

postage and printing. We hope to have on-line payment for the CFLE maintenance fee on the new NCFR website.

In 2005, we will once again look at developing an exam for the CFLE program. We have made progress in increasing awareness and the value of the designation, and it is increasingly clear that exams are the industry standard for certification programs. Mike Hamm, the consultant we worked with for the HumRRO survey is available to help us develop an RFP and evaluate bids. Once we decide on a vendor, the exam should be able to be developed within six to eight months. We need to investigate whether or not a job analysis is needed. This will cost approximately \$30,000 but will ensure that the exam accurately represents the current practice of family life education. Mr. Hamm noted that it is easy to find a company to put together a solid exam. Most problems and complaints come from the administration of the exam. If funds are available it is feasible that an exam could be available by the end of 2005, but we would have to start working on it very soon.

**Family Life Education Internship/Practicum Handbook.** The Internship/Practicum Handbook is now available and selling well. We are printing it in-house due to the small target market. We developed a postcard to promote the Handbook and the *Vision 2004* book. The card was mailed to a list of marriage and family faculty teaching courses in the sociology of marriage (from Market Data Retrieval). The postcard was included as an ad in the *Report*. Postcards are also included in all orders leaving the NCFR office. We will continue to sell the Handbook and consider possible revision/update in 2006.

### **Family Life Education Poster Contest.**

The new Family Life Education poster was available for distribution at the Annual Conference. We are very pleased with the final product, which was the combined effort of six students from Sanford University.

In 2005, we will give the posters away at the conference. In addition, we will mail free copies to all CFLEs after they pay the 2005 Maintenance fee and send free copies to all NCFR approved programs.

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## ON THE NET

Access NCFR's website at: [www.ncfr.org](http://www.ncfr.org)

To reach NCFR headquarters: [info@ncfr.org](mailto:info@ncfr.org)

To reach specific staff members:

**Michael L. Benjamin** [mbenjamin@ncfr.org](mailto:mbenjamin@ncfr.org)  
**John Pepper** [pepper@ncfr.org](mailto:pepper@ncfr.org)

**Lynda Bessey** [lbessey@ncfr.org](mailto:lbessey@ncfr.org)  
**Sasha Reese** [sasha@ncfr.org](mailto:sasha@ncfr.org)

**Dawn Cassidy** [dawn@ncfr.org](mailto:dawn@ncfr.org)  
**Jeanne Strand** [jeanne@ncfr.org](mailto:jeanne@ncfr.org)

**Nancy Gonzalez** [nancy@ncfr.org](mailto:nancy@ncfr.org)  
**Judy Schutz** [judy@ncfr.org](mailto:judy@ncfr.org)

**Pat Knutson-Grams** [pat@ncfr.org](mailto:pat@ncfr.org)  
**Cindy Winter** [cindy@ncfr.org](mailto:cindy@ncfr.org)

To reach NCFR President **Gay Kitson**: [kitson@uakron.edu](mailto:kitson@uakron.edu)

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The poster will be available for purchase to all others. Cost will be low (approximately \$4) just to cover postage costs. Overall the poster will be seen as a marketing piece.

**Department of Labor Standard Occupational Classification.** An application has been submitted to the Department of Labor, Bureau of Labor Statistics, requesting consideration of *family life education* as a Standard Occupational Classification (SOC). New classifications are scheduled for consideration in 2005 but no specific time line has been announced. If family life education is assigned an SOC it would allow the profession of family life education to be listed in the Occupational Outlook Handbook and result in the collection of data regarding job outlook, salaries, skills and abilities, educational requirements, etc.

**Family Life Education: Integrating Theory and Practice Textbook.** Although we did not budget for it, we have ordered a second printing of *Family Life Education: Integrating Theory and Practice* because we have almost sold out of the first printing of 1,250. In 2005, we will continue to market the book through ads in the *Report* and *Network* and possibly through a direct mail effort.

**Family Science: Professional Development and Career Opportunities.** This book, which describes career opportunities for those in the family field, is selling very well. Single copies are free. Additional copies cost between \$1 to .50 each depending on quantity. We may need to reprint soon! We have been giving away single copies at conferences and exhibits and selling the rest in quantity.

**Family Life Education Syllabus Collection.** Nancy Gonzalez has taken over responsibility for the FLE Syllabus Collection. We received a number of submissions but not enough to cover all 10 content areas. Nancy researched syllabi from NCFR-approved programs and has gathered enough to allow us to go forward. In 2005, a committee will begin reviewing the submissions for final approval. We hope to have the syllabi collection ready for distribution in June, if not sooner.

**Family Life Education CD.** The development FLE CD has been delayed due to numerous other projects. The majority of the content is solidified, but we need more specific direction on how to proceed.

One of the NCFR interns, Deborah Eckhoff, has connected us with some organizations that may be able to oversee production of the project for a nominal fee. We need a production company to help us make this project a reality. We should be able to have a finished product by June 2005. The CD will be used as a promotional piece that clarifies and promotes family life education, especially to employers.

**CFLE Network.** Response to the 16-page *Network* has been very positive. Several people have written to say that they enjoy the *Network* and find it useful. We have been able to include more substantive articles with the 16-page format. Response to the book reviews has continued to be very positive. In 2005, we will continue to include at least one substantive article per issue and increase advertising revenue.

**CFLE Academic Program Review.** The Academic Program Review continues to do well. Eight new programs were approved in 2004. We continue to receive approximately 100 applications each year through the Abbreviated Application process. Most of the schools scheduled for renewal have submitted applications and been approved.

The 100 applications received each year through the Abbreviated Application process is a small percentage of the potential market considering that there are 88 approved programs. Nancy Gonzalez will survey approved programs to see what NCFR can do to help the approved schools market the CFLE credential to their students and facilitate the application process.

Nancy will be exhibiting at the Association for Biblical Higher Education conference in Orlando in February of 2005. This market has potential for the Academic Program Review. Many bible colleges will not currently have the academic coursework needed for CFLE approval in place, but if they are open to modifying their programs, we can market the Academic Program Review process as a standard to aspire to.

**Marriage Education Specialists.** We created the NCFR Registry of Marriage Educators in response to the pending Healthy Marriages legislation. The development of the Healthy Marriage Resource

Center will provide a forum for identified CFLE Marriage Educators to promote themselves as experts in the field. Hopefully the HMRC website will include a section that identifies providers based on credentials.

**Graduate Student Project to Clarify Scope of Family Life Education.** Giselle Goetz has completed the FLE survey. Jeanne Strand is finishing up the logistics of the survey software. We hope to send the CD out to all current CFLEs by late October 2005. The results of the survey will provide demographic information on current CFLEs as well as information on their current job responsibilities, etc. This information will be used in the development of a report defining the scope of family life education.

We plan to do a more detailed survey, with the assistance of David Bredehoft and Mike Walcheski of Concordia University, in early 2005. They will oversee the development of the survey, use their software to administer and process the response, and provide a report summarizing the findings.

**Continuing Education Credits available through the NCFR journals.** NCFR established a collaborative relationship with Dan Rebek of CE 4 Therapists. Dan provided online continuing education credits for specific articles in *Family Relations*. Response has been good but limited, largely due to difficulties with online journal access through Blackwell. Articles have only been available for continuing education credit since January 2004.

Unfortunately, Dan has had difficulty keeping CE 4 Therapists afloat and notified NCFR that he may need to close the business. We were then contacted by a representative of the Alliance for Children and Families about working together to do some marketing for the CE 4 therapists (they publish the journal *Families in Society*). We may purchase some credits to give away as promotions to get people to try out the service. If CE 4 Therapists closes, we will no longer be able to provide our members with this option for earning continuing education credits. We feel, therefore, that this marketing effort is worth trying.

**Marketing of CFLE and NCFR through Exhibits at Conferences.** In 2004, we

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promoted NCFR and the CFLE program by exhibiting at the following conferences: University of North Texas Center for Parent Education Conference 2/04; Family Support America 5/04; Smart Marriages 7/04; National Extension Association of Family and Consumer Sciences (NEAFCS) 10/04. Lynda Bessey exhibited at a number of conferences as well.

Nancy Gonzalez represented NCFR at a full-day workshop developed by faculty at Eastern Carolina University. The workshop was targeted at employers of family-related agencies and business. The goal was to educate employers about the field of family life education and the CFLE credential. Approximately 45 employers attended the conference. The response was very positive. Approximately seven of the employers attending expressed interest in becoming certified themselves!

This workshop was the result of an NCFR grant presented to Eastern Carolina University to develop a workshop promoting family life education and the CFLE credential to employers. In return ECU will provide a lesson plan/template for the workshop that can be replicated. It is hoped that other colleges and universities will hold similar workshops throughout the country.

In April 2005, Dawn will be presenting a workshop on certification at the Oklahoma Council on Family Relations conference. We also plan to exhibit at the Smart Marriages conference in Dallas in June 2005 and possibly the NEAFCS conference in Philadelphia in September 2005.

**Online Ordering of NCFR Products.** Dawn worked with MemberClicks to develop an order form for NCFR and CFLE products that allows members to order products online. The page is now up and running and appears to be working well.

When developing the new website, we will expand on product descriptions. Currently those viewing the website are directed immediately to an order form that has only a brief description of each product. Ideally we will have a page with more detailed descriptions. Customers can then click on the order form when they are ready to order. The online order form has only been available for a few weeks but already has resulted in several thousand dollars of sales.

**Identify Online Continuing Education and Academic Opportunities.** Deborah Eckhoff, the St. Mary's student who is working as an NCFR intern will be responsible for this project. She has also been helping with the FLE CD project. Once Deborah has completed the FLE CD project she will begin to identify on-line continuing education and academic offerings related to the 10 family life content areas needed for certification. At this time, it is anticipated that this project will be completed by the end of 2005. The intention is to provide a site on the NCFR website where CFLEs and CFLE applicants can access a list of academic and continuing education opportunities organized around the ten CFLE family life content areas.

### Services/Marketing

#### 2004 Annual Conference

**Program Updates.** The number of proposals in 2004 was 508. This was down 6.5 percent from 2003 when we had 543 proposals, but still up from 2002 when we had only 428 proposals. In 2002 when the Section Chairs polled those who had submitted a proposal in 2001 but not 2002, they learned that some university researchers submit a proposal only every other year.

It appears that the every other year trend could account for some of the fluctuation. This year, based on attendance from the past 10 years and barring any unforeseen circumstance (another hurricane, for example), the attendance should be approximately the same or a bit lower than 2003. Throughout the years, conference attendance is in direct proportion to the number of proposals submitted.

The Section Chairs and reviewers reported that a good share of their proposals were outstanding, and much higher quality than in past years. In fact some sections had to reject proposals with a score of 3.5! We are also limited by meeting room space as well as time constraints with regard to how many proposals we can accept.

This year was the first that submissions were done online, and based on what other conferences reported with their first year online, ours went very well. Of course, there is a difference in technological skills among submitters, and we found ourselves walking some people

through the process. Jay Teachman reported that he had not gotten any irate phone calls from members who were unhappy. Many reviewers told me that they were nervous at the beginning, but when they got started they found the process easy.

There were many quality symposia this year. The Section Chairs have made a concerted effort to encourage symposia. This has resulted in a dramatic increase of symposia over the past three years.

**Conference Recruitment.** In addition to mailings to our members about the Annual Conference we also do targeted mailings to psychology, sociology, and social work faculty and practitioners. The mailing list was for Florida, North and South Carolina, Georgia, and Alabama. From our research, we have determined that about 35 percent of attendees come from within a 300-mile radius of the conference site – thus the targeting of those states.

**APA Approval.** As of February 2004, NCFR is now a fully approved sponsor for American Psychological Association (APA) for the next five years. When an organization initially applies and is approved, it is approved for two years. The application must then be resubmitted. This was the year NCFR had to re-apply, and we were granted the full five-year approval. In talking with other organizations that also approved providers of APA, we discovered that we are doing very well – APA never approves any organization without revealing what they consider weaknesses.

#### Membership Retention

Thus far, membership has been lower than previous years. We have received numerous e-mail messages from members stating that membership fees are too expensive, that their universities are carrying journals so membership is unnecessary, or that they are retiring and have to cut back.

**Retention Strategy.** When we noticed last year that the membership was beginning to drop, we took immediate action. For example, we printed lists of the December 2003 members who had not renewed and included the year they became members and their phone numbers. The list was divided among staff, and everyone called

## EXECUTIVE REVIEW *continued from page 21*

approximately 30 of these members. Our efforts were somewhat successful; 343 members were suspended at the end of December. That number has dropped to 290 whose membership has expired. However, these members are slowing renewing. In August for example, 10 renewed their memberships. Individuals whose memberships had expired as far back as March 2003 were still renewing this fall. Each time membership renewal forms are sent, a handful of lapsed members renew.

We have even had renewals from a few people whose memberships as far back as 1998! This shows that people still remember NCFR and are willing to renew, even after a long time has passed. Several lapsed members who registered for the conference are also renewing.

For the rest of 2004, we focused our energies on surveys to determine why members were not renewing. We have just completed a survey of the students who joined in 2003. We sent out 250 e-mail surveys and received 48 responses. The students were asked questions such as: What is your student status and major? How did you learn about NCFR? What were your top 3 reasons for joining? Do you read the journal articles and are those articles relevant to your studies? Have you attended or will you attend the annual conference? Do you plan to maintain membership after graduation?

About 81 percent of the respondents were graduate students. The top three reasons for joining NCFR were: 1) professional development, 2) journals, and 3) the annual conference. However, only 42 percent of respondents have attended an annual conference. Twenty-five percent planned to attend this year. Thirty-eight of the 48 respondents planned to maintain membership after graduation; 9 were not sure. Many students stated they would like more networking opportunities, professional development resources, and job postings. Several felt membership and conference fees were too high. One student felt that what NCFR offers was not relevant to family practitioners and was very discouraged. Overall, however, the students are satisfied with their memberships and the organization.

The next survey to be conducted will be aimed at the members who joined NCFR

six months ago. They will be asked whether they have visited the members-only section of the website and the online journals, whether they have attended the conference or submitted a proposal, whether they find *Zippy News* helpful, and whether they are generally satisfied with membership.

Most recently, we developed a quick four-question survey that was e-mailed to those whose membership expired in the last year (9/15/03 to 9/15/04). Over 1,000 surveys were sent out. Our intent is to ascertain why members did not renew, why they joined NCFR in the first place, and how long they were members. There will also be a comment section where former members can respond to the question, "What can NCFR do to get you back?"

We hope these efforts will allow members to communicate their opinions and give NCFR ideas about what needs to change, be improved, or started. Membership fees will be increasing in 2005 and members need to feel they are getting their money's worth.

**2005 Strategy.** Given that we plan to increase membership in 2005, we have realigned the staff to focus on member acquisition and retention. Sasha Reese, who in addition to membership issues also had responsibility for reception and phone intake, will be reassigned to membership full time and will coordinate marketing activities with Lynda Bessey. In addition, we will eliminate the Media Awards Competition to accommodate our focus on member acquisition and retention. Our intent is to have a comprehensive marketing and retention plan for membership.

**Membership Recruitment.** A direct mail piece was mailed to 20,800 addresses from Data Market Retrieval. Sociology – General, Sociology Theory and Methods, Social Change, Social Problems. In addition, a recruitment letter was mailed to the ASA family section. We are in the process of tracking new members in response to these efforts and will be tracking them over time to determine cost effectiveness of our efforts.

### **Membership services**

**Election Council.** The Election Council has completed the 2005 NCFR Ballot. It was very difficult this past year to recruit for positions of President-Elect and the

Annual Conference Program Chair. The Election Council had several conference calls over the summer to finalize the ballot, but got the job done and has a very impressive slate of candidates. At the Annual Conference, attendees received 2006 NCFR Membership Nomination Form in their registration packets. We hope this will create more interest in the nomination process and generate a larger pool of candidates for 2006 and future years.

**Fellowship Committee.** The number of nominations has been falling off since the inception of the NCFR Fellows Award. The Fellowship Committee recommended that we send special letters to past NCFR Fellows, Section Chairs, and Affiliate Council Leaders encouraging them to submit nominations. This brought in additional nominations. We will continue to ask for nominations from these specific groups in the future. The Fellowship Committee recommended that we send press releases to the Fellows' local newspapers and universities to publicize the award.

**Publication Committee.** The Publication Committee approved the publication of one product this year: *Teaching Family Policy: A Handbook of Course Syllabi Teaching Strategies and Resources* by Elaine Anderson, Denise Skinner and Bethany Letiecq. Proceeds after expenses will go to the Family Policy Section.

**NCFR Surveys.** A review of the NCFR Strategic Planning Objectives shows that surveying will be a key element in getting input from our members. Jeanne Strand is NCFR's dynamic surveyor and is getting plenty of business.

For the time being, we are focusing only on NCFR concerns. In addition to the survey sent to lapsed members, we recently sent a survey to family program administrators asking them to suggest criteria that might be used in identifying important programmatic and administrative elements in the Family Science programs.

**Media Awards Competition.** Lynda Bessey completed the Media Awards Competition process and sent certificate and plaques to award winners. In addition she completed the Media Awards article for the

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January 2005 *Family Relations* and sent it to Joyce Arditti, FR Editor.

### General marketing

**NCFR Expo Hall.** We completely updated and revamped the mailing list of prospects. The result was an active list of 500 prospects. We also rewrote the exhibitor prospect letter, phone calls, and sent an email to a list of prospects. With all the efforts put into securing exhibitors, we still only had 17 exhibitors including NCFR. But all is not bleak! We were able to obtain a 1200 piece donation from The Thymes that retails at \$8400.00.

In addition to our trade show, we exhibit at the following conferences:

- American Association of Family and Consumer Sciences
- Family Support America
- Smart Marriages
- American Sociological Association
- State Affiliated Council Conferences

**National Press Conference.** National Council on Family Relations (NCFR) and Blackwell Publishing held a special press breakfast with presentations by expert researchers on the subject of marriage. The session focused on the in-depth research on marriage published in a special November issue of the *Journal of Marriage and Family* - "The Symposium on Marriage and Its Future"- and the October issue of *Family Relations* and its focus on Marriage Education Curriculum and Programming.

Presiding at the press conference held at the National Press Club in Washington, DC was JMF editor Alexis Walker. Presenting were Andrew J. Cherlin, Ph.D., Griswold Professor of Public Policy and Professor of Sociology, Department of Sociology of Johns Hopkins University; and William Doherty, Ph.D., Former

President of NCFR and Professor, Department of Family Social Science of the University of Minnesota. Members of the press unable to attend listened to the talks by phone.

### Information technology (IT) update

**AMS Relational Database.** NCFR has purchased the Agora Association Database System that compliments the current financial software Microsoft Great Plains Dynamics. We now hope to be operational by January 1. The new system will allow:

- Real-time database population via the NCFR website.
- Instant email confirmations.
- Updates of biographical information in the member directory.
- Instant access to online journals.
- Access to NCFR membership directory.

**NCFR Website.** The templates and navigation pieces are completed. John Pepper and Jeanne Strand are currently working on populating the newly designed NCFR website. The new website will be easier to navigate and more streamlined. We hope to go live by January 1.

**Online Journals.** Member access through the website to both JMF and FR is now complete.

**Email Lists.** NCFR will now use an in-house Microsoft Exchange Server. This will replace all of the "CFAPress" listservs. The exchange server is in place at NCFR. Staff members are working on a launch date of January 1.

**Hardware.** NCFR has purchased three new servers: a sequel server, a Web server, and a data server. The new servers were needed to upgrade NCFR's internal data structure. In addition, several workstations have been upgraded to allow more stable functionality.

**Security.** NCFR has purchased two firewalls: one for our Web server and another for the internal data and sequel servers. In addition, NCFR currently has a state-of-the-art anti-virus system housed on all servers.

**Internet Service Provider.** NCFR acquired a new

Internet service provider (U.S. Internet). This provider houses our co-located Web server and provides more stable Internet connections.

### Financial status of NCFR

In reviewing the financials for fiscal year 2004 which ended May 31, 2004, you will notice that we had a net gain of 6.33 percent of revenue over expense or a surplus of \$100,416. Financially, this was another good year for NCFR.

### Fiscal year 2004 income statement summary:

#### FY'2004 Revenues-

- Total actual revenue for FY'2004 was \$1,587,536.
- Total budgeted revenue for FY'2004 was \$1,358,128.
- Actual total revenues were 14.5 percent above budget. Gains in NCFR's equity holdings of \$91,581 and journal commissions of \$647,913 are the two major factors contributing to the excess revenue. Other major revenue sources on target include membership dues and conference registrations.

#### FY'2004 Expenses-

- Total actual expenses for FY'2004 were \$1,487,120.
- Total budgeted expenses for FY'2004 were \$1,408,064.
- Actual total expenses were 5.3 percent above budget. Some of the line-item expenses that exceeded budget include: consulting fees for Halsey Rains & Associates, which the Board approved after the revised budget was submitted. Many of the expense line items were within anticipated budget.

#### FY'2004 Year to Date Net Fund Balance-

- The YTD net fund balance reflected a \$100,416 surplus. This represents a 6.33 percent net gain, which exceeds compliance to Executive Limitations, Article 9 that states, "E.D. shall not fail to generate revenues less than 95 percent of expenses per fiscal year."

For a complete report, please review the 2004 Audit Report. As always, I welcome your comments.

Michael L. Benjamin, M.P.H.  
Executive Director



CALIFORNIA STATE UNIVERSITY, CHICO, Child Development Program seeks applicants for one Assistant to Associate Professor tenure-track faculty position. To view the vacancy announcement, which includes minimal and preferred qualifications, position responsibilities, application process, and disability-related accommodations, please see our Web site at <http://www.csuchico.edu/chld>. EOE/AA/ADA. CSU, Chico employs only individuals lawfully authorized to work in the US.



# CALENDAR

## February 10-11, 2005

*Center for Parent Education 13th Annual Conference*, visit [www.unt.edu/cpe](http://www.unt.edu/cpe) for more information, or e-mail [parenting@unt.edu](mailto:parenting@unt.edu).

## February 16-18, 2005

*The American Association of Behavioral and Social Sciences, Eighth Annual Meeting*, The Imperial Palace Hotel and Casino, Las Vegas, NV. Visit the AABSS website for more information: [www.aabss.org](http://www.aabss.org)

## March 23-26, 2005

*The Future of Education: Government, Pedagogy, and Practice*, ACEI Annual International Conference and Exhibition, Washington, DC. Please visit [www.acei.org](http://www.acei.org) for additional information.

## March 31-April 3, 2005

*Mobilizing for Change*, 2005 Annual Meetings of the Midwest Sociological Society, Minneapolis, MN. For further information, visit [www.themss.org](http://www.themss.org)

## April 14-15, 2005

*NCFR 6th Annual Public Policy Conference*, jointly sponsored by AAFCS, Washington, DC. Contact NCFR for more information: 888-781-9331 or [www.ncfr.org](http://www.ncfr.org)

## June 20-24, 2005

*Ninth Annual Birth to Three Institute*, Early Head Start National Resource Center, Hilton Washington & Towers, Washington, DC. Call 202-638-1144 or visit [www.ehsnrc.org](http://www.ehsnrc.org) for further information.

## November 16-19, 2005

*NCFR 67th Annual Conference, The Multiple Meanings of Families*, Phoenix, AZ. Get updated information at [www.ncfr.org](http://www.ncfr.org), or call 888-781-9331.

### Upcoming Family Focus Topics

June 2005 - Multiple Meanings of Families

September 2005 - Aging

December 2005 - Family Strengths



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