

## Focus Group Work Plan for 2021

Name of Focus Group – Family Communication

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Chair/Co-chairs – Erin Sahlstein Parcell

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Chair/Co-chairs email – eparcell@uwm.edu

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1. Do you wish to have a time allocated for your focus group during at the next NCFR Annual Conference?  
 Yes  No
2. If Yes, please list or attach tentative agenda.

Identifying goals for the coming year.

Recognizing accomplishments from previous year.

Discussing potential focus group awards in future such as best paper, best journal article, and best student paper that focuses on communication as well as an award recognizing IDEA (Inclusion, diversity, equity, and access) contributions to the study of family communication.

3. Please list 2021 focus group goals/projects/aspirations.
  1. Develop pathways to create connections/relationships between FC focus group members
    - a. Coordinating an informal “Meet & Greet” during the 2021 convention
    - b. Providing Zoom sessions to address needs of members and to share ideas (e.g., graduate student mentorship, recruiting issues, teaching ideas, creating blogs) throughout the year
  2. Creating social media presence for the FC focus group (e.g., website, Facebook, Instagram, Twitter)
  3. FC leadership (the Chair) becoming more educated about other options for focus group actions and practices (e.g., setting up awards).
  4. Coordinate FC panel submission(s) for the 2021 convention.
  5. Promote awareness withing NCFR around the importance, diversity, and complexities of family *communication*.
  6. Recruit new NCFR members, in particular those from the communication discipline.
4. Please identify any opportunities, suggestions, or concerns regarding the role of this focus group in furthering NCFR’s inclusion and diversity initiatives.

I’d like to write a statement on behalf of the focus group (and get their input), but I’m not sure where to go with this at this point. I’m open to ideas about this. There are many folks within our membership who likely

have supported such initiatives in their departments, universities, and even in their teaching and research. I could inquire about this with the group. Thoughts?

5. Please list any areas where you would like assistance from NCFR staff.

**Do you have any guidance on starting a social media presence for our focus group?** Are there any rules around doing such a thing? Any support through NCFR to do so? For example, we'd like to create a website where information can be archived and made available (e.g., teaching resources).

**How can NCFR help support virtual attendance for those who can't physically attend?** For example, we have focus group members who are from the communication discipline, which typically holds the National Communication Association convention at about the same time as the NCFR convention.

**How might the Chair receive alerts about new members so they can welcome them to the focus group?** Is this an option?

6. Are there any other concerns or questions that have come from the 2020 focus group annual meeting?

No, thank you!

Attach your **2020 annual meeting minutes** to this form and return by **December 1, 2020** to the membership manager, Maddie Hansen – [maddiehansen@ncfr.org](mailto:maddiehansen@ncfr.org).