



MONTANA FCCLA STRATEGIC PLAN

VISION

2022

**THE ULTIMATE
LEADERSHIP EXPERIENCE**

OUR MISSION:

To promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through: character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.





OUR PURPOSES

- 1** To promote personal development and preparation for adult life.
- 2** To strengthen the function of the family as a basic unit of society.
- 3** To encourage democracy through cooperative action in the home and community.
- 4** To encourage individual and group involvement in helping achieve global cooperation and harmony.
- 5** To promote greater understanding between youth and adults.
- 6** To provide opportunities for making decisions and for assuming responsibilities.
- 7** To prepare for the multiple roles of men and women in today's society.
- 8** To promote Family and Consumer Sciences and related occupations.



OUR CORE VALUES



LEADERSHIP

We provide a unique opportunity for young people to learn how to lead in their school and in their communities.



YOUTH DEVELOPMENT

We provide professional development training for staff and advisers who work with FCCLA youth members to learn and use strategies for positive youth development.



CHARACTER

Our members develop a sense of ethics, honesty, integrity, fair play, and determination.



DIVERSITY

We welcome and value all young people, of different national origins, color, religions, socioeconomic strata, and sexual orientation.



EXCELLENCE

Our members learn the value and means of pursuing their full potential in all areas of their lives.



TEAMWORK

Our members learn how to retain their individuality while working with others toward a common cause or outcome.



OUR 3-YEAR VISION

OUR VISION:

Montana FCCLA will be in a strong financial position with sufficient staff to support students, chapters and teachers (advisers) in Family and Consumer Sciences education. In partnership with government and business leaders, youth will be engaged as they work productively with others, pursue and prepare for their career interests, serve as leaders in their community, and develop foundational knowledge to build strong families.



FUNDING

In three years, we will have raised \$75,000 for FCCLA operations through a diversified funding plan.

KEY STRATEGIES:

- Develop and implement a system for annual board giving and a commitment to fundraising plan engagement.
- Develop and implement an operational fundraising plan that includes grants, a state-wide funding event, Alumni cultivation, a major gifts campaign, annual fund mailing, and event sponsorships.
- Craft budgets for each fundraising strategy and monitor results for effectiveness.
- Develop a system for capturing Alumni data to include in funding, membership, and promotional tactics.
- Review FCCLA website and update for fundraising support (a donate-now button).
- Develop a written donor thank-you system.



STUDENT MEMBERSHIP GROWTH & SUPPORT

In three years, we will have strengthened student leadership activities and increased our membership retention and growth to 1,000 student members statewide.

KEY STRATEGIES:

- Develop strategies and systems to use social media (Facebook, Snapchat, Instagram, and Twitter) more consistently and effectively to communicate with student members.
- Developed and implemented recruitment and retention programs for increased member-to-member promotions and support.
- Created a "speakers program" where SEC members go to area schools to promote and advocate for FCCLA membership.
- Invite Alumni to District Meetings and include them in recruiting initiatives.
- Support the students in reviewing SEC elections, positions and operations to maximize student engagement and learning experiences.



BOARD DEVELOPMENT

In three years, we will have an active and engaged board with systems in place to meet its fiduciary duty while also helping to implement fundraising activities state-wide.

KEY STRATEGIES:

- Review and update our by-laws.
- Create a Board Governance Calendar.
- Solidify expectations of board members.
- Create and implement a board recruitment process.
- Develop officer job descriptions and a succession and mentoring process.
- Enhance the board operating policy manual.
- Develop a board committee structure & job description (Finance, Executive and Governance/Board Development).
- Create task forces, as needed, to help implement programs, plans, and strategies.



STAFFING

In three years, we will have qualified, trained, and competitively compensated staff to administer programs and manage the organization.

KEY STRATEGIES:

- Create job description for Executive Director position.
- Hire an Executive Director.
- Develop an annual review and compensation process.
- Engage independent contractors as needed to fulfill the needs of the organization.



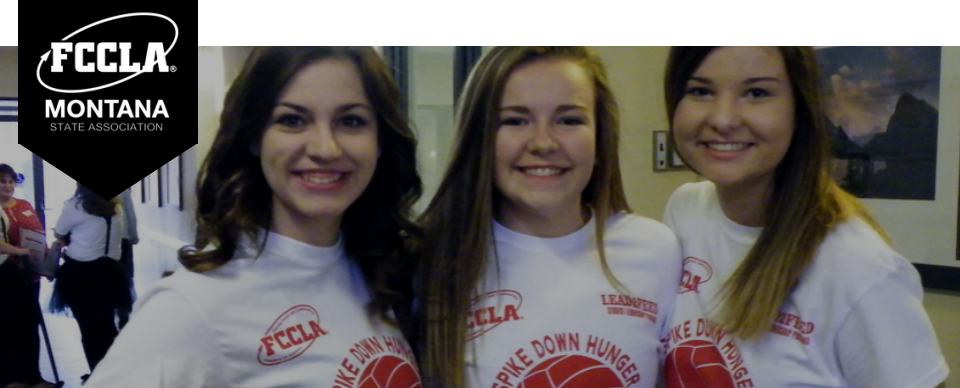
LEADERSHIP EVENTS

In three year, we will have provided a variety of leadership opportunities that include money for scholarships and an easy-to-access resource data base to make participation in competitive events easier for both advisors and students.

KEY STRATEGIES:

- Create a new member workshop.
- Integrate Skill Demonstration events into the Rally.
- Offer a variety of leadership and career development opportunities as alternative attendance options.
- Enhance peer-to-peer to training opportunities to support chapter members in developing competitive events.





TEACHER & ADVISER SUPPORT

In three years, in partnership with OPI and Montana State University, we will have created opportunities for Family and Consumer Sciences (FCS) teachers to mentor new teachers, share ideas, and support teacher development.

KEY STRATEGIES:

- Continue the mentor program to support teachers.
- Identify and explore solutions to barriers to teacher involvement in all aspects of FCCLA.
- Develop and support professional development opportunities for FCS teachers to gather, receive professional development and network.
- Enhance resources provided to chapter advisers to support their work including a Spotlight on Programs, curriculum integration lesson plans, and how to guides.
- Support and develop programming for the state-wide Say Yes to FCS teacher recruitment efforts.
- Explore the feasibility of creating and maintaining a resource portal.

CHAPTER & DISTRICT SUPPORT

In three years, we will have supported the creation of a more consistent and equitable district funding and resource distribution system as well as increase chapter efficiency through administrative and operational guidelines and templates.

KEY STRATEGIES:

- Develop standard operational (by-laws) template for all chapters and districts to provide consistency of operations.
- Research and develop training and information for local chapters and districts to support organizational management (fundraising and reporting models, leadership development, etc).
- Explore ways to equalize the distribution of chapter support to the State Executive Council.
- Continue to explore ways to enhance access to and decrease costs of leadership events including keeping registration fees as low as possible.



PARTNERSHIPS

In three years, we will have developed at least five strategic partnerships for funding and student support.

KEY STRATEGIES:

- Continue the College and Career Readiness Fair.
- Develop and deepen relationships with organizations that can directly support chapters (example: the Montana Department of Transportation).
- Identify, cultivate, and partner with business and/or industry to support student educational opportunities, internships, and job placement. (ex: Banks for Financial Fitness).
- Develop relationships with state-wide promotional partners such as newspapers, radio, magazines, web blogs and other promotional mediums to create state-wide awareness of FCCLA programming.



FINANCES

In three years, we will have implemented financial structures and oversight to strengthen our financial recordkeeping, budgeting and management reporting systems.

KEY STRATEGIES:

- Activate a Finance Committee.
- Develop strategies to be even more financially transparent.
- Craft financial management and investment policies.
- Create written systems for checks and balances within our financial management structure.
- Write bookkeeping and accounting procedures manual.

A SNAPSHOT OF OUR IMPACT:

950+ Members in 71 chapters.

17,000+ Service hours conducted in Montana Communities.

53,999 Montanans impacted by youth-led traffic safety programming in 2018.



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