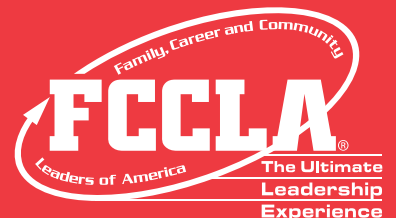


New Adviser Handbook



Family, Career and Community Leaders of America
1910 Association Drive, Reston, VA 20191 | 703-476-4900 | fcclainc.org



Family, Career and Community Leaders of America

FCCLA 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.

FCCLA Purposes

1. To provide opportunities for 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.

FCCLA Strategic Goals

1. To be valued as the solution to prepare today's youth for college- and career-readiness.
2. To reach a membership of 175,000.
3. To engage members in real world programmatic opportunities that prepare them for their chosen career pathway.
4. To provide support and resources for the Family and Consumer Sciences classroom.

** Find out more by reviewing our Strategic Plan on the Governance page of the FCCLA website.*

CAREER PATHWAYS THROUGH FCCLA



HUMAN SERVICES

Preparing individuals for employment in career pathways that relate to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer services.

Possible careers include:

- Child, family, or school social worker
- Director of childcare facility
- School counselor
- Sociologist
- Social services worker
- Personal or home care aide
- Leisure activities counselor
- Recreation worker
- Consumer credit counselor
- Personal financial advisor
- Consumer goods or services retailing representative or buyer
- Cosmetologist, hairdresser, or hairstylist

EDUCATION AND TRAINING

Planning, managing, and providing education and training services and related learning support services.

Possible careers include:

- Superintendent, principal, or administrator
- Teacher or instructor
- Preschool or kindergarten teacher
- Clinical, developmental, or social psychologist
- Social worker
- Counselor
- Teacher assistant
- Parent educator
- Child care worker
- Coach
- Recreation worker
- Sign language interpreter

HOSPITALITY AND TOURISM

The management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

Possible careers include:

- Restaurant, food service, lounge, casino, coffee shop, or catering owner, operator, or manager
- Hotel, motel, resort, or bed and breakfast owner, operator, or manager
- Tour company owner, operator, or manager
- Meeting and convention planner
- Interpreter or translator
- Tourism and travel services marketing manager

VISUAL ARTS AND DESIGN

Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Possible careers include:

- Stage designer
- Fashion/apparel designer or illustrator
- Interior designer
- Home furnishing coordinator
- Textile designer or chemist
- Costume designer

REAL WORLD SKILLS

Individuals require many skills to be college and career ready, including academic knowledge, technical expertise, and a set of general, cross-cutting abilities called "employability skills."

- **Applied Academic Skills:** Communications, Math, Science, Basic Literacy
- **Critical Thinking Skills:** Problem Solving, Organization & Planning
- **Resource Management:** Time, Money, Materials & Personnel
- **Information Use**
- **Communication Skills**
- **Interpersonal Skills:** Leadership, Teamwork & Negotiation
- **Personal Qualities**
- **Systems Thinking:** Teamwork & Project Management
- **Technology Use**



New Adviser Handbook

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What is FCCLA?



FCCLA: The Ultimate Leadership Experience is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences (FCS) education. FCCLA has over 175,000 members and more than 5,000 chapters from 48 state associations, Puerto Rico, and the Virgin Islands. The organization has involved more than ten million youth since its founding in 1945.

Family, Career and Community Leaders of America is unique among youth organizations because its programs support Family and Consumer Sciences education and career exploration. It is the only in-school career and technical student organization with the family as its central focus. Participation in National Programs and chapter activities helps members become strong leaders in their families, careers, and communities.



State Associations



Each state association serves as a resource for local chapters by providing leadership, assistance, and programming. The state association has an individual state adviser who can serve as a resource for deadlines and events in your state, chapter adviser professional development, and chapter outreach. National FCCLA establishes guidelines for membership, Competitive Events, National Programs and recognition, and nationally-sponsored conferences. Each state association may determine state deadlines, events, and recognition so it is best to contact your state adviser for questions. State adviser contact information is located in the "About" section of the FCCLA website. Local chapters join this state association in addition to national affiliation.

FCCLA: The Ultimate Leadership Experience

Chapters

FCCLA chapters are structured in a variety of ways to meet the needs of chapters across the country. Local chapters begin within Family and Consumer Sciences programs in middle and high schools with Family and Consumer Sciences teachers serving as advisers. Once students and advisers pay local, state, and national dues they are an affiliated chapter. Local chapters typically select a slate of officers and then create a program of work for the year. FCCLA is a student-led organization so the members and advisers work together to determine a structure and program that meets the needs of their own Family and Consumer Sciences program, FCCLA chapter, school, and community.

To affiliate your chapter and make your membership official, visit the FCCLA portal on the "Login" page on the FCCLA website. The fall deadline for national FCCLA affiliation is November 1 and the spring deadline is May 31.

Get Started!

1. **Contact your State Adviser** for information and materials needed to start a chapter. State adviser contact information is located in the "About" section of the FCCLA website.
2. **Meet with your Administration.** Schedule a meeting with your administration to discuss the purposes, mission, and benefits of FCCLA. Administrators may ask some of the following questions:
 - a. What steps need to be taken to establish a chapter?
 - b. How much time will be required?
 - c. What will be the extent of the projects?
 - d. What will be the involvement of people outside the school?
 - e. What are the costs?

You will want to find out the following from your administration:

- a. What school policies govern student activities?
 - b. What are his/her expectations for an adviser?
 - c. What travel requirements are established for student organizations?
 - d. How do you obtain funding?
 - e. How can you get FCCLA activities on your school calendar?
3. **Explore FCCLA's Website.** Check out the national website and your state association's website to get information about programs and conferences. Use the search tool to help you find information.
 4. **Find a Mentor.** Talk with teachers who currently have chapters. Visit an active chapter or try contacting your state adviser for mentor suggestions.
 5. **Affiliate.** Go to the FCCLA portal and register. If you are a new adviser in an existing chapter, make sure to update your information.



The FCCLA Adviser



Advantages of Being an Adviser



Practices of a Great Adviser



Balancing Your Life



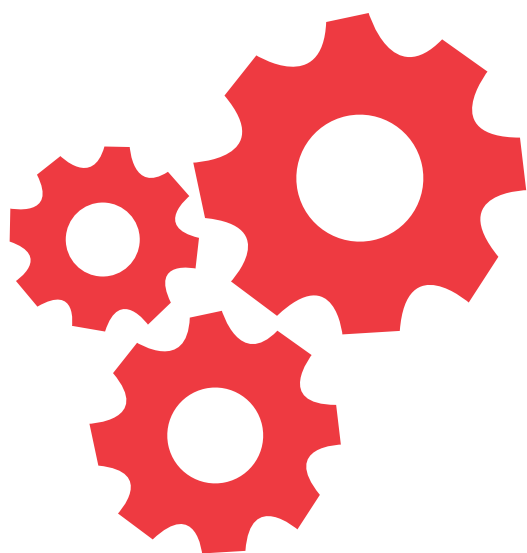
Resources



The FCCLA Adviser



An FCCLA adviser is a unique individual. Being an adviser is one of the most challenging and rewarding experiences you can have and being an effective adviser is the key factor to a successful chapter. The focus of this section is to provide you with the skills necessary to help you succeed.



Advantages of Being an Adviser



Being an FCCLA adviser offers many benefits including resources, professional development opportunities, leadership growth, and networking. These benefits are available to any adviser at any experience level.

1. The resources that FCCLA offers are invaluable to a Family and Consumer Sciences teacher. In terms of program ideas, lesson plans, and Competitive Events, FCCLA offers its advisers the opportunity to help students apply their classroom content to real world settings. In addition, these resources empower students to make real changes that benefit their personal growth, family relationships, career skills, and community lives.
2. You have the chance to participate in a variety of professional development opportunities throughout the year. Affiliated FCCLA advisers have the opportunity to connect with industry representatives at national conferences to discuss trends and gain knowledge about products and opportunities. In addition to professional development, advisers have the chance to use that development to help students and themselves pursue leadership opportunities.
3. FCCLA advisers are some of the greatest individuals you will ever meet. Being an adviser gives you an opportunity to connect with great individuals throughout the nation who can be professional resources and personal supports to you as you work to establish, build, and improve your chapter.



Best Practices of a Great Adviser



- **Follow procedures set by your district.** Ensuring that your students and organization operate within the procedures set forth by the district will result in chapter success and give you the opportunity to be seen as a role model for others.
- **Reach out.** The best experts in FCCLA are in your own state and can provide you with enhanced information, ideas, and support. When you feel like you have no idea what to do next, they have the experience to help guide you through your next steps.
- **Keep your FCCLA resources close.** Regardless of whether you are a binder builder, folder filer, or website wanderer, the best advisers keep their resources nearby or bookmarked, and use them often. Find a system that works for you and keep it updated and close at hand to help you make the most of your time.
- **Prioritize tasks.** To keep yourself from being overwhelmed be sure that you're focused on what you need to be doing at that time. Items such as a Program of Work, school calendar, and At-a-Glance schedules from National FCCLA can help you prioritize so you don't miss a deadline or an opportunity.

- **Advise.** Being an adviser is truly about advising, not micromanaging. You have to help students understand how their goals and desired outcome should drive every decision they make. Encourage your students to try new things, make positive changes, and realize their full potential.

- **Start Small.** You don't need to do everything your first year advising. Try beginning with one fundraiser, one community service project, or participation in one conference, and strive to build upon it each year. As you start to get more comfortable, you can continue to learn and try new things.

Words From the Wise

Your fellow FCCLA advisers are some of the greatest resources you will ever have. Consider the Q and A's from some of our FCCLA advisers, found in the "Words From the Wise" boxes throughout this handbook.



Balancing Your Life

Teachers don't have a whistle that blows to let us know it's time to go home. The bell at the end of the day just means that it's time to breathe and get caught up. Your end of the day doesn't come for a while. The same is true for the FCCLA adviser. The end of a project doesn't end with a whistle blow. There is often not a ceremonial beginning and end but lots of planning, evaluating, and revising before and after that together, create a cycle of continuous improvement. With this in mind, it is often a complex and learned skill for advisers to recognize when to breathe!

With the demands of life and work weighing on you, consider the following quick tips to help maximize your life:

- Keep a schedule
- Prioritize things
- Spend time doing the things you love, even if it's only for a few moments
- Be a positive example of balance for your students
- Protect certain times for the needs of yourself, your family, and your career
- Watch your sleeping and eating habits

Ultimately, you are responsible for finding and keeping a balance that works for you. Don't be afraid of admitting when something isn't working. Identify when your life should and could be enhanced and adjust it accordingly. When you are taken care of, your members and chapters are as well.

"Being an FCCLA adviser is one of the most challenging and rewarding experiences."

Resources

National FCCLA offers many resources for advisers at fcclainc.org or visit the "Resources" tab in the FCCLA portal for exclusive chapter adviser resources.

FCCLA Glossary

What You Need to Know



Adviser Academy

A five-track certificate program open to any adviser with fewer than five years experience. The Adviser Academy is comprised of four professional development tracks held during the FCCLA National Leadership Conference and one track completed at the state level each year.

Adviser Industry Intensive

An adviser-only professional development training to take a deep dive into a Career Pathway, as well as enhance chapter strategy to better prepare students for college and career success.

Affiliation

The process of submitting student and adviser names to create a chapter. Payment of state and national dues finalize the process.

Alumni & Associates (A&A)

Alumni & Associates is a network of adults who were previously part of FCCLA or those who support the mission and purposes of the organization.

Capitol Leadership (CL)

Youth from across the country join together in our nation's capital to participate in public policy advocate training designed to enhance leadership skills and help prepare participants to meet with elected government officials. These opportunities prepare youth to be stronger leaders on both the state and local levels. Capitol Leadership may not occur every year.

Career and Technical Education (CTE)

Instructional programs that offer academic and career oriented courses to help students prepare for success in education and future careers.

Career and Technical Student Organization (CTSO)

FCCLA is one of 11 CTSOs recognized by Congress and the United States Department of Education. These organizations integrate into Career and Technical Education (CTE) programs and courses.

Career Pathways

Real world skills through FCS education including programs and events that support development of skills in careers in Human Services, Hospitality and Tourism, Education and Training, and Visual Arts and Design.

Chapter

Group through which affiliated FCCLA members develop and carry out projects. The local chapter consists of a minimum one FCCLA adviser and individual FCCLA members.

Chapter Adviser

A Family and Consumer Sciences or related occupations educator who guides student involvement.

Chapter Adviser Summit (CAS)

An annual summit offering advisers professional development, as well as a preview of the location where the National Leadership Conference will be held.

Classroom Integration

FCCLA National Programs and Competitive Events support CTE students' development of knowledge and skills, enhancing the classroom experience. FCCLA is integrated into FCS and is intracurricular, exposing students to work-based learning, business and industry networks, and industry-recognized certifications.

Competitive Events

Competition opportunities where members showcase college- and career-ready knowledge, skills, and abilities, promote the FCCLA chapter as an integral part of the FCS Education program, and connect with peers and community.

FCCLA Glossary



Family, Career and Community Leaders of America (FCCLA)

FCCLA is a dynamic national career and technical student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences education.

Fast Facts

A biweekly newsletter sent to affiliated chapter advisers regarding important deadlines and updates.

Industry Immersion

Attendees will see extensive options for careers in various Career Pathways as well as engage in behind the scenes opportunities.

Leadership Academy

Leadership Academy empowers students with the leadership and life skills they need to thrive in the 21st Century. Leadership Academy is offered at the National Leadership Conference each year.

Leadership Training Team (LTT)

FCCLA alumni chosen by National Staff to develop trainings, lead workshops and breakout sessions, communicate with national network members and serve as an extension of national staff.

National Consultant Team (NCT)

FCCLA advisers with chapter management expertise are chosen by National Staff to develop trainings, lead workshops, and serve as an extension of National Staff.

National Fall Conference (NFC)

The National Fall Conference is the place to explore all that FCCLA has to offer, including keynote speakers, leadership workshops, special workshops for middle-level students, Competitive Events, and opportunities to demonstrate college- and career-readiness.

National Executive Council (NEC)

The NEC is made up of ten member-elected student leaders. The essential function of the National Executive Council is program development, program implementation, and public relations.

National Leadership Conference (NLC)

FCCLA's premier leadership event! Members from across the country gather together to hear expert speakers, attend leadership sessions, participate in Competitive Events, and gain skills to use in their homes, schools, and communities.

National Programs

National Programs offer an established framework for carrying out FCCLA projects related to a specific topic, including guidelines, support materials, and recognition, as well as lesson plans cross-walked to FCS National Standards.

Planning Process

A five-step management tool to help members select and carry out meaningful projects to fit school and community needs and concerns.

Program of Work

Each chapter outlines its program of work for the year ahead.

State Adviser

The individual responsible for administration of the FCCLA state association.

State Association

FCCLA organization at the state level.

Teen Times

FCCLA's official national magazine, *Teen Times*, is printed and mailed each school year in early fall and winter.



Chapter Management Strategies

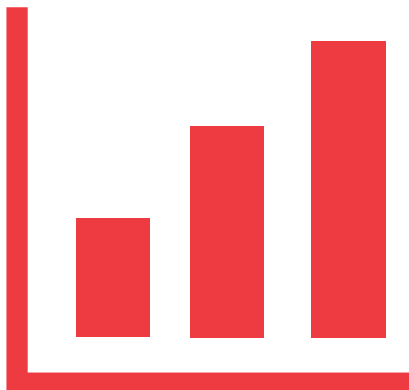


Components of
Chapter Management



Chapter Management Strategies

A good manager allows their employees to work within the guidelines of the company and then offers support if and when a situation arises. In the same way, a good plan of chapter management will allow your members the chance to work within the guidelines of the organization. This section will detail some of the components of chapter management as well as strategies for ensuring your chapter operates at its best.



Components of Chapter Management

Program of Work simply put is a calendar. Here are a few things to keep in mind as you plan this program of work:

- 1) **Involve your students in the planning.** This is their organization and they will contribute to the projects they deem important. It is vital to have them be a part of the planning.
- 2) **Keep it balanced.** You want to ensure that activities are not only varied but that they are truly held throughout the year without one month being packed with activities. You don't want yourself or your students to be overwhelmed.
- 3) **Make it public.** Post your program of work everywhere someone might see. This holds you and your students accountable to complete your plan.

Finances may not be the most fun topic to discuss but the money your chapter has and how it is managed can be key to your success. Set a budget with your officers and make sure they are aware of how much money is coming in as well as how that money is being spent. Being accountable with your chapter's funds allows your chapter the opportunity to set long-term financial goals and make even bigger plans.

Bylaws are important because they are often never needed until it's too late. By having relevant bylaws in place you ensure that your chapter knows how to operate and if an issue arises, you have a procedure in place to resolve that issue. You don't need to start from scratch. Contact your state adviser or other area advisers to see what they already have in place. You may only need to make minimal changes to their bylaws to make them work for your members. Be sure to take time to have your bylaws checked by your administrator and the state adviser to ensure you are setting forth a plan of operation that works within the confines of your school and state. View the National FCCLA bylaws on the "About" page of the FCCLA website.

Leaders impact a chapter's success. Whether they are called officers, executive board members, or committee chairs, these students are the best to pass on information, the first to get involved, and the most invested in the success of the group as a whole. Some things to consider in terms of your chapter leadership as you set up for the first time or evaluate for the fiftieth time:

- 1) What responsibilities need to be covered? Plan offices according to the jobs the chapter needs to be completed. On the flip side, make sure that officers have enough responsibility to make their time in leadership worthwhile and include an opportunity for leadership development.
- 2) What is the purpose of the limit on officers? No matter the office, there are some expectations or requirements that are put in place for different officer positions. Check to make sure that the limits for getting or keeping the office are truly beneficial to the organization and its goals.
- 3) What is the process for selecting officers? Whether they are chosen by application, interview, committee, or popular vote, there are many ways officers can be chosen. The best advice is to evaluate how the system works for your chapter often and make changes as necessary.

As members and stakeholders come to understand what your organization represents, the programs your chapter offers are a key to your growth and stability. Whether it's by surveying members or the community, completing national FCCLA programs or keeping a tradition, these programs are where the rubber meets the road. Good chapter management in terms of programs means that chapters are recognized for high quality programs that enhance families, careers, and communities year after year.





Recruit, Retain, and Recognize



The 3 Rs of Membership



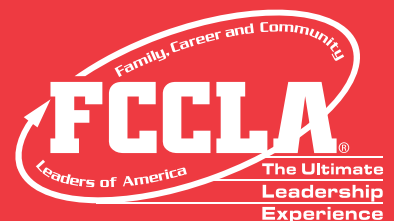
Affiliation



Members, Meet Your Adviser



Membership Campaigns



Recruit, Retain, and Recognize



FCCLA membership is available to students who have taken a course in Family and Consumer Sciences, as determined by the state department of education, through grade 12. Once the state and national dues are paid, the student will be an official affiliated member. Teachers can take part in FCCLA, too! Instructors certified to teach Family and Consumer Sciences education, as determined by the state department of education, can serve as the FCCLA chapter adviser.

The members that make up your FCCLA chapter are your greatest asset. It is important to point out that the number of members is not your greatest measuring tool. Success in membership is not defined by the growth in member numbers but the continual growth of the organization's members. The greatest group may have 12 members or as many as 1,200 members. The success of membership is based on how those members come together to meet the goals of the chapter.

Words From the Wise

"What is the most rewarding part about being an adviser?"

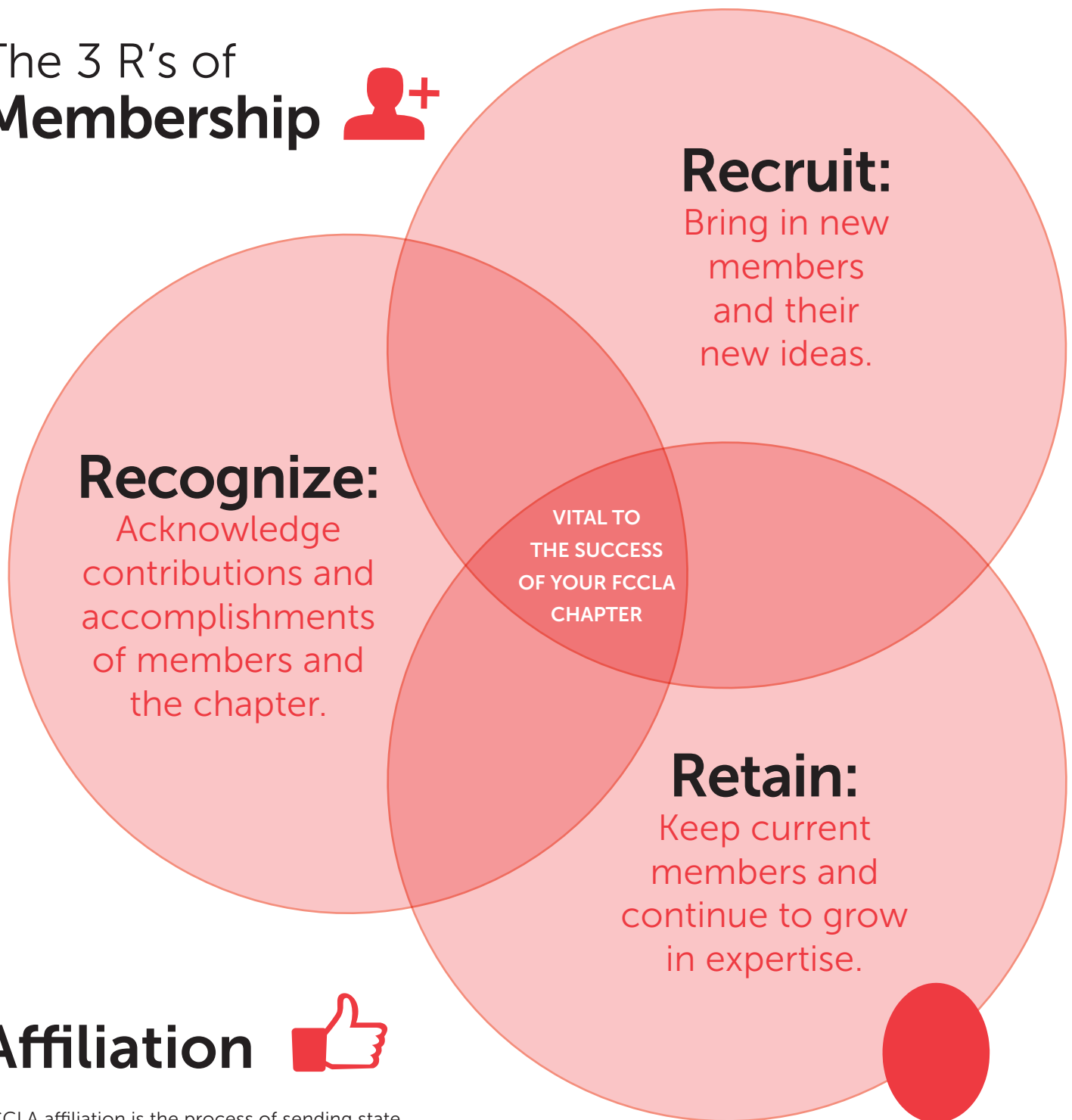
René Ketchum, NCT, Washington

"Seeing students when they first become members and the growth that takes place in their lives as they participate in FCCLA."

Joyce Potthoff, NECA, Nebraska

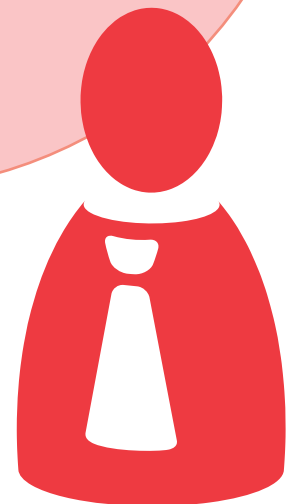
"The most rewarding part about being an adviser is seeing your students succeed. I have had the privilege of helping many of my students achieve great success in my chapter and it validates my reason for doing this job."

The 3 R's of Membership



Affiliation

FCCLA affiliation is the process of sending state and national dues and completing online chapter affiliation. National FCCLA dues are \$9 per member and \$9 per adviser. Each state also has a dues rate established and the amounts for state dues vary per state. For more information on FCCLA state and national dues and to affiliate your chapter, please visit the "Join" page on the national FCCLA website.



Members, Meet Your Adviser

Members, meet your adviser. Adviser, these are your members. The fourth “R” that we tend to forget is Relationships. The relationship that you form with your members and the relationship that your members form with each other can be a key indicator of the success of your chapter’s recruitment efforts. When members have a personal connection with those in the organization they are more motivated to exceed even their own expectations.

In addition, strong relationships are vital to help ensure that the aspects of Recruit, Retain, and Recognize in your chapter’s goals are met. As an adviser, it is important to get to know your members and work to build relationships with them. In addition, it is vital for you to work to provide opportunities for your members to build relationships with each other. These can truly be some of your best membership connection strategies.

“An FCCLA adviser is a unique individual.”

Membership Campaigns

National FCCLA offers membership campaigns that help to Recruit, Retain, and Recognize members. For more information, visit fcclainc.org.

Get Started!

1. **Introduce FCCLA to your students.**

Use a lesson plan to introduce FCCLA to all of your Family and Consumer Sciences classes. Discuss possible chapter activities and leadership opportunities. Introduce the National Program, Power of One, and utilize the program lesson plans and PowerPoint presentations. Consider inviting a state officer or a nearby chapter to deliver a presentation.

2. **Select the Chapter Officers.** Develop office positions and a selection process that identifies your student leaders and empowers them to provide leadership for your chapter throughout the year.

3. **Develop the Annual Program of Work.**

Work with your chapter officers to develop an annual program of work that includes objectives and specific goals, activities, a financial plan, and evaluation components.

4. **Develop Chapter Bylaws.** Set up a committee to write or update chapter bylaws, using national and state bylaws as guides.

5. **Attend a District/Regional or State Meeting.** If possible, attend a meeting to become familiar with FCCLA activities and opportunities in your state.

5. **Affiliate.** Go to the FCCLA portal and register. If you are a new adviser in an existing chapter, make sure to update your chapter information.



Lead the Way



Competitive Events



Elected Positions



FCCLA Leadership Academy



Scholarships



Conferences



Lead the Way

FCCLA offers many opportunities for students and advisers to develop leadership skills and take on roles to move the organization forward. Whether it involves Competitive Events, officer positions, or national conferences, FCCLA has something to offer everyone!



Involvement in FCCLA's **Competitive Events** offers members the opportunity to expand their leadership potential and develop skills for life necessary in families, communities, and workplaces. Members can demonstrate Family and Consumer Sciences skills, workplace readiness skills, essential skills, and interpersonal skills.



Elected Positions

Chapter Officers

Chapter officers organize and carry out events at the local level. Chapter officer roles are great starting points for chapter members interested in expanding their leadership. Chapter advisers usually set up a process and create an application for their members to get involved as a local chapter officer.

District/Region Officers

District and regional officers are roles that build upon skills learned as a chapter leader. These individuals usually help plan, organize, and carry out district or regional conferences. Consider using some of your state officer positions to get started in your chapter. Contact your district/regional adviser or state adviser to learn more about how district and regional officers are elected in your state.

State Officers

State officers represent and serve the members of their entire state delegation and connect with National FCCLA through networks. These individuals have built up their leadership skills through previous experience. They also continue to increase their leadership potential by serving as role models to other members, advocating for FCCLA and Family and Consumer Sciences education, and planning state level conferences. Contact your state adviser for more information on how state officers are elected in your state.



National Executive Council

Ten FCCLA members serve as national officers on the National Executive Council each year. These leaders develop a program of work, communicate with and inspire FCCLA members of all leadership levels, promote and advocate for the national organization of FCCLA, and create and implement new ideas for development.

Scholarships

National FCCLA offers scholarships to student members who plan to further their education after high school. To learn more about these amazing opportunities and to apply, visit the "Youth Scholarships" page on the National FCCLA website.

Available Youth Scholarships:

- FCCLA Memorial Scholarship
- Hospitality Scholarships
- National Technical Honor Society Scholarships
- Taking Down Tobacco Trainer of the Year Scholarship

FranklinCovey FCCLA Leadership Academy

FranklinCovey Leadership Academy empowers students with the leadership and life skills they need to thrive in the 21st century and give members the opportunity to be recognized for their personal growth efforts. Each academy has a unique focus and will help students develop these leadership skills and self-confidence with peers in their grade level. Using the *7 Habits of Highly Effective Teens Success Guide* (middle level) and FranklinCovey Leader in Me materials (high school), FCCLA members will experience in-depth training at the National Leadership Conference as part of their Ultimate Leadership Experience. Participants will receive a guide book, which will be used as a resource for Leadership Academy and their own personal growth. Fees apply for this training.





Conferences



Adviser Industry Intensive

An adviser-only professional development training to take a deep dive into a Career Pathway, as well as enhance chapter strategy to better prepare students for college and career success.

Capitol Leadership

Capitol Leadership is a national-level conference that occurs in Washington, D.C. All members and advisers of different experience levels are welcome to attend. During Capitol Leadership, members and advisers have the opportunity to advocate for Family and Consumer Sciences and Career and Technical Education on Capitol Hill by meeting with their state's senators and congressmen. Capitol Leadership may not occur every year.

Chapter Adviser Summit

The FCCLA Chapter Adviser Summit is held annually in the winter in the same city as the National Leadership Conference. This is an opportunity for advisers to gain valuable professional development as well as a chance to explore the location of NLC.

Industry Immersion

Industry Immersion is an opportunity for attendees to see extensive options for careers in various career pathways as well as engage in behind the scenes opportunities. Dates for Industry Immersion vary from year to year.

National Fall Conference

The National Fall Conference is the place to explore all that FCCLA has to offer, including keynote speakers, leadership workshops, special workshops for middle-level students, Competitive Events, and opportunities to demonstrate college- and career-readiness.

National Leadership Conference

The FCCLA National Leadership Conference takes place every June/July. Members participate in Competitive Events, presenting and attending sessions, and networking with friends and colleagues from across the country.

State Leadership Conference

Each state holds a statewide conference for members and advisers to attend. At each state conference, members can participate in Competitive Events, attend sessions, and network with other youth leaders!



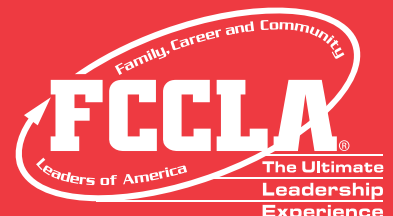
Competitive Events

 Types of Competitive Events

 Classroom Integration

 Tips for Competitive Events

 Advantages of Competing



Competitive Events



Competitive Events offered by FCCLA give you and your students the chance to strengthen your skills, showcase accomplishments, and make positive changes in your families, careers, and communities.

FCCLA Competitive Events have multiple categories, styles, and guidelines to meet the needs of diverse members and chapters.



Types of Competitive Events

FCCLA/LifeSmarts Knowledge Bowl is a Competitive Event where teams of five members can showcase their knowledge in Personal Finance; Consumer Rights and Responsibilities (to include Family, Career & Community Studies); Technology (to include Fashion & Housing Design); Health & Safety (to include Food Science and Nutrition plus Early Childhood and Human Development); Environment (to include Hospitality, Tourism & Recreation); and FCCLA Knowledge.

Competitions are held in three different levels beginning at the National Fall Conference and ending at the National Leadership Conference. This event is a joint effort between FCCLA and the National Consumers League, combining the best of FCCLA and LifeSmarts content and competition. For more information on LifeSmarts, visit lifesmarts.org.

FCCLA/Knowledge Matters Virtual Business Challenge is a personal finance contest that encourages FCCLA members to test their skills in personal finance, using a competition version of the Knowledge Matters VBC classroom software. For more information visit knowledgematters.com.

Skill Demonstration Events give students the chance to demonstrate college- and career-ready skills in Family and Consumer Sciences and related occupations. These events take place at the National Fall Conference.

STAR Events (Students Taking Action with Recognition) recognize members for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. The four types of STAR Events include Foundational Events, Leadership Events, Career Focused Events, and Online Events.



Classroom Integration

The learning opportunities offered by high quality Competitive Events are unparalleled. They connect directly into classroom curriculum, providing the chance to integrate them through classroom instruction and assessment. Competitive Events provide a rubric that can be given to students to guide their project as well as serve as the assessment of the project. If there are components that you feel do not align as well for a classroom assessment, feel free to mark out those components on the rubric. Make these projects work for you!

A complete list of each STAR Event and Skill Demonstration Event along with its crosswalk to National Standards and Initiatives can be found in the “Resources” tab of the FCCLA portal. This document can provide you a starting place as well as a reference to what may be taught through each event.



Tips for Competitive Events

The FCCLA Planning Process is the starting point to Competitive Events. It guides students through any situation and provides a framework to complete projects. Thorough attention should be paid to the process to ensure all details are covered and to receive maximum points within the Competitive Event.

Use these tips to help you and your chapter:

- Start early.
- Check with your state adviser for any state rules and regulations for competitive events.
- Review the FCCLA Planning Process, event guidelines and rubrics with each competitor.
- Review policies, eligibility and general rules for all levels of competition, and the Competitive Events Glossary.
- Hold a kick-off event to talk about the opportunities of Competitive Events and your expectations as members move forward.
- Have a central location for all things Competitive Events such as a file cabinet drawer or cabinet where items that are often needed are centrally located.
- Encourage students to give presentations to groups outside the classroom to allow others to critique them.
- Highlight students' achievements and awards when they are completed.

Advantages of Competing



Competitive Events provide great advantages to students:

- Competitive Events provide creative opportunities for all members to get involved. With all of the events that are available there is truly something that can appeal to everyone.
- The competitive drive that many youth have can be satisfied by FCCLA's Competitive Events.
- Events provide the opportunity to explore career paths and strengthen college- and career-ready skills.
- Students always want to achieve more which provides a great retention tool for members.
- Encourage members to improve year-to-year and watch their growth continue.

Advantages for advisers with students in

Competitive Events:

There are many recognition opportunities for students and chapters involved in Competitive Events. Events offer scholarships from partnering organizations and post-secondary institutions, and opportunities to involve partnering organizations, community groups, parents, and staff in projects that promote the importance of Family and Consumer Sciences education.

"FCCLA advisers are some of the greatest individuals you will ever meet."

These recognition opportunities can further promote your members and chapter to stakeholders through positive public relations.

Finally, there are few experiences more rewarding than watching a student work hard toward a goal and succeed. Competitive Events are a chance for advisers to positively connect to their students by guiding their efforts. Advisers can enhance their classroom instruction when implementing Competitive Events into the classroom.

Words From the Wise

"What is the most challenging obstacle you've had to overcome as an adviser and how did you overcome it?"

Tonya Parsons, NECA, Texas

"The most challenging thing for me was getting started with my program. I didn't know exactly where to start but knew that FCCLA was something I wanted my students to be a part of. Thankfully, I realized that resources are everywhere. I started small only taking a few STAR Event teams to competition so I could learn as much as possible. Then, I started volunteering which also helped me grow and learn as an adviser. I always tell new advisers to just get started. Figure out what program or project fits your school and students and dive in."

Laura Butcher, NECA, Virginia

"Letting students take charge! I think as adults, we automatically take charge of events or projects. However, FCCLA is a student-led organization. I still battle with myself over what I should do versus what students are capable of doing on their own. It's a change in mindset that not every detail must be perfect, but that the learning process is the most important detail of anything involving our students. Creating a game plan with students is helpful so they know what to do and feel comfortable taking charge themselves."



National Program Success



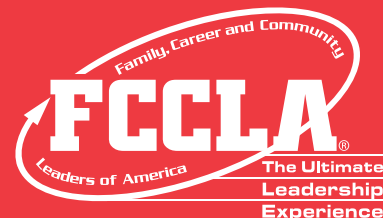
Awards



Adviser Resources



National Programs



National Program Success



Student-led projects, programs, and activities are the heart of FCCLA as an organization. Chapter members have the opportunity to plan, carry out, and evaluate projects aimed at addressing important personal, work, and societal issues. FCCLA's National Programs provide an established framework for carrying out projects in topics related to Family and Consumer Sciences coursework and curriculum. These National Programs provide guidelines, supporting materials, and recognition for chapters and members and are an essential component of integrating FCCLA in the classroom.

FCCLA's National Programs are based on a peer-to-peer education model with youth teaching other youth through knowledge gained in the Family and Consumer Sciences classroom and within the FCCLA National Programs. The projects and activities can be completed by an individual FCCLA member, a group of members, or the entire chapter.

FCCLA's National Programs provide building blocks for projects and are a great first step for chapter members to get involved with FCCLA. As a new adviser, start small and choose one or two National Programs that your students are excited about to help direct the focus of chapter activities, events, and projects for the school year. FCCLA has eight National Programs to help guide students in their interests while addressing community concerns and developing as leaders in their families, careers, and communities.





Adviser Resources



- FCCLA offers a variety of resources to help you implement National Programs in your classroom. As a new adviser, it will be beneficial for you to visit the “Adviser” pages on the national website as well as the Resources tab in the FCCLA portal. These pages provide free program resources and are written by your fellow chapter advisers and the National Consultant Team (NCT).
- FCCLA also offers National Program guides for select programs, which include dozens of lesson plans, activities, and project ideas that crosswalk with FCS national standards. Find these on the FCCLA E-Store or the E-Store tab on the FCCLA portal.
- You can also visit the “National Program” page on the FCCLA website for an additional list of resources and partner organizations.
- Additionally, we recommend joining the Adviser Facebook page, titled “Family, Career and Community Leaders of America (FCCLA) Advisers.” This group allows FCCLA advisers a place to connect, network, ask questions, and receive information regarding upcoming events and opportunities related to FCCLA and Family and Consumer Sciences.
- Adviser webinars are available monthly to provide additional professional development. Recorded webinars can be found in the Adviser Professional Development section of the portal.

Awards



Each National Program has an award application that can be completed and submitted online by March 1. Once your chapter has affiliated, you will be eligible to submit awards in numerous categories and be eligible for recognition. Winners of FCCLA National Program Awards receive a cash award* and special recognition at the National Leadership Conference, online, and in *Teen Times* magazine. In addition, several partner-sponsored projects have state and national level cash prizes and awards.

** Power of One not eligible for cash award.*

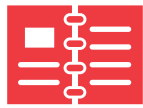
Words From the Wise

“What is the best piece of advice you could give to a new adviser?”

Cindy Brace, NECA, South Dakota

“Start small and don’t think you have to do everything. Get comfortable with one part and then expand your experiences. Also, don’t be afraid to ask other advisers and people in your school and community for help. Everyone wants you to succeed.”

National Programs



Career Connection

The FCCLA Career Connection national peer education program helps members discover their career path in four units: My Skills, My Life, My Career, and My Path.



Families Acting for Community Traffic Safety (FACTS)

FACTS is a national peer education program where members create projects that strive to save lives through personal, vehicle, and road safety.



Families First

Families First is a national peer education program through which youth gain a better understanding of how families work and learn skills to become strong family members.



Financial Fitness

Financial Fitness is a national peer education program involving youth teaching one another how to earn, spend, save, and protect money wisely.



Community Service

Community Service features three units that help guide young people to learn about themselves so they can learn, lead, and serve others.



Power of One

Power of One helps students find and use their personal power. Members set their own goals, work to achieve them, and enjoy the results.



Stand Up

FCCLA's Stand Up program guides members to improve the quality of life in their communities through assessment, education, and advocacy, using their voice to create change.



Student Body

The FCCLA Student Body national peer education program helps young people discover the *Healthy You*, the *Fit You*, the *Real You*, and the *Resilient You*.



Get Started!

1. Review FCCLA Programs.

From conferences to Competitive Events to scholarships opportunities and more, explore all of the FCCLA programs available to you.

2. Choose your Programs.

After learning more about FCCLA, select the program(s) that fit best with your course(s). Determine how you will use them in your classroom.

3. Engage Members.

Involve your members in FCCLA chapter activities and promote them to all of your students, teachers, administrators, and community. An active chapter recruits members for itself because they are visible and excited.

4. Ask for help!

Don't be afraid to ask for help. Assistance is just a phone call or email away. Contact your state adviser for tips and tricks to help your chapter succeed.

5. Affiliate.

Go to the FCCLA portal and register. If you are a new adviser in an existing chapter, make sure to update your information.





Community Service



The FCCLA Community Service national peer education program guides students to develop, plan, carry out, and evaluate projects to improve the quality of life in their communities. Through their projects, members experience character development and improve their critical and creative thinking, interpersonal communication, practical knowledge, and career preparation.

- Adopt a grandparent by contacting the local nursing home in your area and have students visit with residents as part of the Families First National Program.
- Organize a Student Body campaign with the local elementary school teaching students about healthy snacks and utilizing a fun exercise program.
- Coordinate a school wide recycling effort collecting paper and plastic products and delivering to a local recycling facility.
- Utilize the Stand Up National Program to launch a campaign to educate students about the dangers of cyber bullying and educate participants regarding internet safety.
- Host a family fitness night complete with healthy meal options, and fitness activities such as jump rope, hula hoops, or an aerobic exercise as part of the Student Body National Program.
- Coordinate a project as part of the Families Acting for Community Traffic Safety National Program to educate students about the dangers of texting while driving and the realities of dangerous teen driving.
- Host a "baby shower" where members of the community are invited to donate items for infants at a local domestic violence shelter or organization that helps in-need mothers.

- Volunteer to read books to students at local elementary school highlighting career education and the Career Connection National Program.
- Present mini workshops to middle and high school students on personal finance topics such as checking and savings accounts, credit, and debt, as part of the Financial Fitness National Program.

Words From the Wise

"What is the most successful fundraiser your chapter has done?"

Joline Dunbar, NCT, South Dakota

"One fundraiser that is consistently strong is an Annual Holiday Tour of Homes. The officers find four to six homes that people are willing to put on the tour. Once that is accomplished the rest is easy. Homeowners decorate for the holidays and people LOVE to see the homes! It is a very fun event to do and really gets the community involved. You could add 'contests' for the community members to really make it fun or try a scavenger hunt with holiday themes and let the students come up with great ideas."

Fundraisers



- Raffle donated items from local community businesses at sporting events.
- Hold a themed dance at your school to benefit a charity.
- Organize a 5K for the local community and charge an entry fee for participants.
- Host a yard sale. Collect donated items from the local community as well as local members to sell at the event.
- Sell raffle tickets for a holiday or special occasion themed basket. Ask local business or area banks to sponsor the basket in exchange for advertising. Chapter members can bring the items for the baskets.
- Host a dodge ball tournament or golf tournament charging each team an entry fee and sell concessions at the events.
- Coordinate an "I have a CRUSH on you" fundraiser. For a dollar a student can send an Orange Crush soda to another student. Fanta soda can also be used with an "I think you are FANTastic" message.

Publicity



- Send out press releases to your local paper and your school website after every FCCLA event that your chapter participates in and remember to include pictures.
- Start your own social media accounts to share your chapter's activities. This can include a Facebook, Twitter, Instagram, or anything else your chapter is willing to try.
- Have students present to the school board whenever possible. Your school board and administration will see all of the amazing things that your chapter does and the positive impact FCCLA has on your students.
- Keep a stock of FCCLA polos that members can check out for chapter events or trips as a way to brand the image of FCCLA in your community.
- Involve the community in daily FCCLA Week activities to promote the organization.
- Follow the *FCCLA Branding and Promotion Guide* to make sure you are using the logo correctly on all social media, flyers, and promotional materials. The *FCCLA Branding and Promotion Guide* can be found on the FCCLA website and includes samples and guides for interacting with local media.
- Remember to share your success with FCCLA to expand your reach.

National Outreach Project

The National Outreach Project is a national community service activity that gives FCCLA state delegations and members the opportunity to make a united impact concerning a need in their community. Our current national outreach partner is Lead4Change. The Lead4Change Student Leadership Program is the nations leading and fastest growing free leadership program. Started in 2012 as "Lead2Feed," Lead4Change has involved 1.5 million students and more than 7,500 educators in the program to date. Combining leadership and service brings measurable results to your chapter, school and community. Teachers and chapter advisers can register for FREE on Lead4Change.org to gain access to lessons, resources and more. Make your community service more successful with this proven framework for choosing, building and implementing a service project. In the process your students will be fully equipped to #NowGoLead. Hundreds of FCCLA Chapters have participated and earned the chance to receive grants for their chosen charity. We can't wait to see what your students will do! Join today at Lead4Change.org/join.

LEAD4CHANGE
STUDENT LEADERSHIP PROGRAM



Handouts



Advantages for Administrators



FCCLA Program of Work



Integrating National Programs



Membership Calendar



FCCLA Planning Process



Membership Campaign





Advantages for Administrators

Family, Career and Community Leaders of America (FCCLA) is a national nonprofit student organization that helps youth develop leadership and workplace skills to prepare for both college and careers through peer-to-peer education, community engagement, and the application of skills learned in the Family and Consumer Sciences (FCS) classroom.

Affiliation Deadline: November 1

Advantages for affiliated FCCLA students:

- Develop real world skills that prepare students to be college- and career-ready.
- Explore various Career Pathways within Family and Consumer Sciences.
- Participate in various Competitive Events in Human Services, Hospitality and Tourism, Education and Training, and Visual Arts and Design such as Fashion Design, Early Childhood Education, Nutrition and Wellness, Culinary Arts and more.
- FCCLA members are eligible to apply for one of our many scholarships. FCCLA awards over \$2,000,000 worth of scholarships a year.
- Develop leadership skills.

Advantages for affiliated FCCLA advisers:

- FCCLA offers invaluable resources to a Family and Consumer Sciences teacher. In terms of program ideas, lesson plans, and Competitive Events, FCCLA offers its teachers the opportunity to help students apply their classroom content to real-life settings.
- Advisers have a chance to participate in a variety of professional development opportunities focused on FCS and FCCLA throughout the year.
- Affiliated FCCLA advisers have a chance to connect with industry representatives at national conferences to discuss trends and gain knowledge about products and opportunities.
- FCCLA advisers empower our future leaders and promote personal growth and leadership development through FCS education.

FCCLA National Programs and Competitive Events support CTE students' development of knowledge and skills, enhancing the classroom experience and Career Pathway initiatives. FCCLA is integrated into FCS and is intracurricular, exposing students to work-based learning, business and industry networks, and industry recognized certifications. FCCLA members explore career opportunities and build their real world skills by developing projects, engaging and participating in events, and competing regionally and nationally for scholarships and awards.

Your support of FCCLA is a key element of its success. By extending this opportunity to students, you help them build leadership for families, careers, and communities.



FCCLA Program of Work



Goals for our chapter are:

(Include goals for student growth and local chapter, district/region, state, and national participation. Include fundraising projects and how the money will be used. Identify intracurricular activities.)

Plans for achieving chapter goals:

(Include details on who will be responsible, timeline to follow, etc.)

Evaluation:

(Include details on how accomplishments will be measured.)

Adviser's Signature

Date

President's Signature

Date



FCCLA Program of Work

August	September
October	November
December	January



FCCLA Program of Work



February	March
April	May
June	July

Integrating National Programs

Submitted by Allison Kreifels, Former State Adviser, Nebraska

As teachers are sometimes overwhelmed with the depth and breadth of knowledge that they are expected to teach, you may wonder how in the world you can integrate an FCCLA program into your curriculum. Here are some tips to help you get started:

Have a Game Plan

- Look at your curriculum at the beginning of the year and plot what state and National Programs you could implement.
- Don't be afraid to give up a favorite to try something new.
- Talk to your officer team as you plan your Program of Work and see what those students can come up with in advance.

Make Your Team Work

- In the end, it is still their project!
- Show them the application for recognition and use that as part of, or even all, of your grading method.
- Evaluate students based on their in-class work and their completed National Program. STAR Events also have their own scoring rubrics that could be used.

Leave Freedom of Choice with the Students




- Let them choose specific units or specific subject areas within each project to give them more "artistic freedom" for their final outcome.
- Example: If students want to open their first bank accounts, the "Saving" unit of the Financial Fitness program will interest them more than the "Earning" unit.
- Vary the projects for individual and group work.

On the next two pages you can find a variety of project ideas that can be easily implemented into your curriculum. These projects are a great way to introduce students to FCCLA and the many programs and opportunities it offers. Please remember that this is not a conclusive list. Your list is as long as your students' creativity!

Integrating National Programs







Submitted by Allison Kreifels, Former State Adviser, Nebraska

Program	Competitive Event Examples	Possible Class to Implement Into	National FCS Standards	Class Project
 My Skills, My Life, My Career, My Path	Career Investigation, Professional Presentation, and National Programs in Action, Say Yes to FCS Education, Teach and Train	<ul style="list-style-type: none"> Career Development Entrepreneurship Career, Community, and Family Connections Family and Community Resources 	1.1.2, 1.1.3, 1.2.1	<ul style="list-style-type: none"> Conduct interest surveys for students and create a list of jobs that best fit their values and skills. Include information about job outlook, income, and education required for each job. Organize a mock interview day at school. Students can participate in mock interviews before they start looking for summer jobs. Create newsletters for individuals looking for jobs. Include information about balancing family and work life, setting personal career goals, where to find career opportunities, and making yourself a marketable employee. Set up interview and/or job shadow opportunities for students. For classroom ideas and resources visit fcclainc.org/engage/national-programs
 Save lives through personal, vehicle, and road safety.	Chapter Service Project, Digital Stories for Change, Focus on Children, Public Policy Advocate, Professional Presentation, and National Programs in Action	<ul style="list-style-type: none"> Personal Health Child Development Family and Community Services 	1.1.1, 1.1.3, 1.2.1	<ul style="list-style-type: none"> Create a public awareness campaign about the effects of alcohol and drugs on the body, and, in turn, on a person's decision making and reaction time. Work with local law enforcement to organize a car seat safety check. Use the opportunity to pass on information to parents about the changing safety needs of growing children. Create a PSA aimed at teens to promote safe driving Conduct a Teen Road Safety Assessment (RSA) For classroom ideas and resources visit fcclainc.org/engage/national-programs
 Earn, spend, save, and protect money wisely.	Career Investigation, Chapter Service Project, Culinary Math Management, Digital Stories for Change, Entrepreneurship, Event Management, Focus on Children, Hospitality, Tourism and Recreation, Public Policy Advocate, Professional Presentation, , and National Programs in Action	Family & Consumer Sciences Resource Management	2.1.1, 2.1.5, 2.5.1, 2.5.4, 2.6.2	<ul style="list-style-type: none"> Students research the costs and benefits of the services of financial institutions. Information is given to graduating seniors as they prepare for lives of their own and the transition to more independent finances. For classroom ideas and resources visit fcclainc.org/engage/national-programs

Integrating National Programs



Submitted by Allison Kreifels, Former State Adviser, Nebraska

Program	Competitive Event Examples	Possible Class to Implement Into	National FCS Standards	Class Project
 Learn, lead, and serve in your community.	Chapter Service Project, Digital Stories for Change, Focus on Children, Professional Presentation, National Programs in Action, and Sustainability Challenge	Any	(Dependent upon unit and class)	Service learning can be a valuable opportunity for your students. The important thing is to provide reflection and authentic learning for your students. Some examples might include: <ul style="list-style-type: none"> Habitat for Humanity (Housing) Canned Food Drive (Career/Family Leadership) Baby Book Drive (Child Development) Blanket Collection (Clothing Construction) Assisting with Parents-as-Teachers (Child Development) Lead4Change For classroom ideas and resources visit fcclainc.org/engage/national-programs
 Find and use your personal power.	This can be used in every STAR Event	Career and Family Leadership, Consumer Services	(Dependent upon unit and class)	The key is to remember that these are truly projects that students chose to complete. The project range will be large, depending on the needs the student identifies. Start with the Planning Process for an easy way to help students identify what area in which to begin. The five units are: <ul style="list-style-type: none"> Take the Lead A Better You Speak out for FCCLA Working on Working Family Ties For classroom ideas and resources visit fcclainc.org/engage/national-programs
 Assess, Educate, Advocate	Chapter Service Project, Digital Stories for Change, Sustainability Challenge, Professional Presentation, Public Policy Advocate, National Programs in Action	Any	(Dependent upon unit, class and topic)	Understanding how to advocate becomes easier when students find causes that will benefit their community. Write the words community challenge on the front board. Ask students to share what they think the words mean and how they have heard those words used. What is a community challenge? Why is it important to pay attention to community challenges? What can we do about community challenges? <ul style="list-style-type: none"> For classroom ideas and resources visit fcclainc.org/engage/national-programs
 The Healthy You, The Fit You, The Real You, and The Resilient You.	Chapter Service Project, Digital Stories for Change, Focus on Children, Food Innovations, Professional Presentation, Public Policy Advocate, National Programs in Action, Nutrition and Wellness, Sports Nutrition, and Sustainability Challenge.	Nutrition and Wellness, Food Sciences, Dietetics, and Nutrition	9.3.6, 14.2.2	Plan a "Spike Out Cancer" volleyball tournament or "Dodging Diabetes" dodgeball tournament to encourage physical activity and to bring awareness of the need to make positive nutrition and wellness decisions. <ul style="list-style-type: none"> For classroom ideas and resources visit fcclainc.org/engage/national-programs

Membership Calendar



Membership strength results from recruiting, retaining, and recognizing members all year long. It is important to have some events for all chapter members every month! Try the following ideas (or create your own) to include membership activities throughout the school year!

August

- Form membership committee.
- Committee and chapter leaders meet to plan membership efforts for year.
- Set membership goal.
- Committee prepares membership recruitment campaign.
- Affiliate current members.
- Chapter prepares fundraising plans for the upcoming National Fall Conference.

September

- Conduct a membership recruitment campaign to sign up returning and new members.
- Chapter leaders speak in Family and Consumer Sciences classes.
- Hold first meeting(s) to build the chapter and consider the year's program of work.
- Affiliate online in the FCCLA portal.
- Download the new *Competitive Events Guide* and help students choose events and start projects.
- Check the FCCLA website for the latest national program information, recognition opportunities, and deadlines.

October

- Sponsor a special event, celebration, or trip for paid members.
- Conduct a hands-on chapter project created and carried out by a majority of members.
- Extend personal invitations to students who have not yet joined the chapter.
- Attend a district/region or state leadership event.

November

- Attend the National Fall Conference.
- Chapter leaders speak in a Family and Consumer Sciences class.
- Submit additional member names and dues payments.
- Continue to involve members in projects that build the chapter's image in the school and community.

December

- Celebrate the chapter team with service projects and a social event. Invite potential members to attend and join the chapter.
- Set up a gift exchange activity for Family and Consumer Sciences students who have not yet joined the chapter. Present small gifts throughout the month. Just before holiday break, reveal that gifts are from FCCLA chapter, which offers many more "gifts" and rewards all year long.
- Celebrate FCCLA at the Table on FCS Day, December 3.

January

- Conduct a New Year's membership campaign to sign up new members.
- Chapter leaders present to a second semester Family and Consumer Sciences class.
- Start the year right with an exciting chapter meeting and more hands-on chapter projects created and carried out by a majority of members.
- Check the FCCLA website for the latest national program information, recognition opportunities, available scholarships and deadlines.
- Attend the Chapter Adviser Summit.



Membership strength results from recruiting, retaining, and recognizing members all year long. It is important to have some events for all chapter members every month! Try the following ideas (or create your own) to include membership activities throughout the school year!

February

- Submit additional member names and dues payment.
- Encourage people to join the chapter during National FCCLA Week and CTE Month.
- Continue to involve members in projects that build the chapter's image in the school and community.
- Check the FCCLA website for deadlines and prepare award applications for recognition in FCCLA National Programs.
- Celebrate FCS Educator Day on the Wednesday of FCCLA Week!

March

- Chapter leaders speak in Family and Consumer Sciences class.
- Chapter leaders speak to younger students who are preparing to sign up for next year's classes.
- Conduct a hands-on chapter project created and carried out by a majority of members.
- Submit FCCLA National Program award applications electronically for recognition by March 1.
- Submit additional member names and dues payments.
- Apply for various scholarships by March 1; check the FCCLA website for current information.
- Chapter prepares fundraising plans for the National Leadership Conference.

April

- Continue to involve members in projects that build the chapter's image in the school and community.
- Participate in your State Leadership Conference (March–May).
- Submit application for membership campaign awards by April 1.

May






- Host a chapter recognition event and invite parents, administrators, supporters, and potential members.
- Evaluate the year's accomplishments and record suggestions for future chapter success.
- Make plans to carry the chapter through the summer and into next year.
- Submit final member names and dues payments no later than May 31.
- Make sure dues for all members trying to reach national STAR Events are sent no later than May 1.

June-July

- Celebrate with other leaders at the National Leadership Conference.
- Chapter leaders attending NLC pursue leadership training by enrolling in the FranklinCovey FCCLA Leadership Academy and start planning for next year.
- Participate in local events to publicize and promote FCCLA!

FCCLA Planning Process



	Identify Concerns
	
	Set a Goal
	
	Form a Plan
 <ul style="list-style-type: none"> • who • what • where • when • why • how 	
	Act
	
	Follow Up
 <p>What could have gone better? What did you learn?</p>	



Membership Campaign



Our goals for this year's membership drive are:

(e.g., 90% retention rate, X number of new members, % rate of new members, etc.)

Target groups we will recruit:

(e.g., former members, students in FCS classes, students who have taken FCS classes but aren't members, etc.)

Five key messages we want potential members to know about our chapter?

1. _____
2. _____
3. _____
4. _____
5. _____

Methods we will use to reach potential members:

Incentives we will offer:

- To new members _____

- To current members for recruiting new members _____

Ways we will involve new members right away:



FCCLA Membership Campaign



To find out more about FCCLA contact:

Adviser Name: _____

Room Number: _____

or visit fcclainc.org!





Family, Career and Community Leaders of America

1910 Association Drive
Reston, VA 20191

703-476-4900

fcclainc.org

