



MONTANA FCCLA STRATEGIC PLAN

A young woman with long dark hair, wearing a red blazer over a white shirt, is giving two thumbs up. She is standing in front of a large window that looks out onto a busy outdoor area with people and trees. The word "VISION" is overlaid in large white letters on the left side of the image.

VISION

2029

**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 5-YEAR VISION

OUR VISION:

In five years, we see FCCLA Montana in a strong financial position with skilled staff to support students, chapters, advisors, and teachers in Family and Consumer Sciences education providing engaging, relevant and challenging career and leadership developmental activities for students, while fostering partnerships with business & industry, and influencing public policy to benefit all FCCLA members, chapters, and advisors.



FUNDING

In five years, we will be raising \$80,000 annually to enhance FCCLA operations through a diversified funding plan.

KEY STRATEGIES:

- Develop and implement a system for annual board giving and commitment to fundraising plan engagement.
- Maintain an operational fundraising plan that includes grants, a state-wide funding event, Alumni cultivation, a major gifts campaign, annual fund mailing, and event sponsorships.
- Opportunities for growth include alumni cultivation, state-wide funding event, major gifts campaigns, and legacy gifts.
- Monitor revenue gained through partnerships and grants to maximize use of funding.
- Maintain the current fundraising plan and donor thank-you system.



BOARD DEVELOPMENT

In five years, a diverse, active and engaged board will have updated systems in place to meet its organizational and fiduciary duties and implement fundraising activities state-wide.

KEY STRATEGIES:

- Review and update foundational documents, including bylaws, policy and procedures manual, committee charters, and officer job descriptions annually.
- Develop a comprehensive operations calendar to guide board, committee, and staff activities.
- Develop a digital board member orientation, to be reviewed annually.
- Create and implement a board recruiting process to ensure diversity in backgrounds, experiences, and talents of board members.



STAFFING

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

KEY STRATEGIES:

- Develop and update a comprehensive operational calendar to guide activities of board, committees, and staff
- Report progress toward completion of the operational plan quarterly to the Executive Committee.
- Develop a transitional plan for each of the employee positions
- Develop an annual compensation process contingent on performance and longevity.
- Continue to engage independent contractors as needed to fulfill the needs of the organization.
- Annually review and explore adjustments to the organization's staffing plan to best meet the needs of the organization



MEMBER ENGAGEMENT

In five years, we will have developed resources for chapter and district meetings, secured sponsorship to assist with funding for a fall leadership event, expanded participation options for the State Leadership Conference, developed virtual participation opportunities for members, and expanded student opportunities and experiences related to workforce development and certifications.

KEY STRATEGIES:

- Create resources, including a handbook and workshop, for new members.
- Standardize an agenda and resources for District Meetings annually
- Integrate Skill Demonstration events at the Fall Rally.
- Offer a variety of leadership and career development opportunities as alternative attendance options at SLC.
- Enhance peer-to-peer to training opportunities to support chapter members in developing competitive events.
- Develop virtual participation options for members; some possibilities include online/virtual contests, social media activities, and informal Zoom discussions/meetings.
- Explore strategies to encourage student opportunities for attainment of workforce certifications, training, dual enrollment credits, internships, pre-apprenticeships, and career explorations and job shadowing experiences



TEACHER & ADVISER SUPPORT

In five 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 offering a 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.
- Develop a program to engage and recruit pre-FCS teachers at the collegiate level

CHAPTER & DISTRICT SUPPORT

In five 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 resources.

KEY STRATEGIES:

- Develop standard operational (by-law - constitutions) agreement 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).
- Increase accessibility of resources by improving website design
- Utilize a marketing/PR consultant to assist in a redesign of the website
- Continue to explore ways to enhance access to and decrease costs of leadership events including keeping registration fees as low as possible.



PARTNERSHIPS

In five years, we will have expanded strategic partnerships for funding and student support.

KEY STRATEGIES:

- Continue the College and Career Readiness Fair/Conference Expo at the State Leadership Conference
- Continue to 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, scholarships, internships, and job placement.
- Collaborate with other Montana CTSOs and policymakers to develop a plan to promote CTSO funding at the state level in session years.



FINANCES

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

KEY STRATEGIES:

- Develop strategies to be 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:



1150+ Members in 71 chapters.

17,000+ Service hours conducted in Montana Communities.

95,947 Montanans impacted by youth-led traffic safety programming since 2018



STUDENT MEMBERSHIP GROWTH & SUPPORT

In five years, we will have strengthened student leadership activities and increased our membership retention and growth to 1500 student members statewide.

KEY STRATEGIES:

- Develop strategies and systems to use social media more consistently and effectively to communicate with student members.
- Engage a public relations professional to help us develop procedures to improve our use of social media
- Develop and implement recruitment and retention programs for increased member-to-member promotions and support.
- Create a resource library for chapters and districts, including workshop resources and videos developed by state officers
- Each year, the SEC will develop three workshops and three videos, adding to the resource library
- Implement an annual member survey to determine and address challenges to participation and member needs
- Develop policies to offer membership for virtual and home-school chapter participation across the state.
- Support the student in reviewing SEC elections, positions and operations for more effective and meaningful student engagement and learning experience.
- Maintain the Performance & Scholarship Rubric process
- Review and update the Officer Elections policy to create more consistent elections throughout the state
- Create Task Forces, as needed to help implement programs, plans, and strategies



ALUMNI INVOLVEMENT

In five years, we will have expanded strategies for alumni participation in volunteer engagement and gifting.

KEY STRATEGIES:

- Invite Alumni to District Meetings and include them in recruiting initiatives.
- Secure sponsorship to host an alumni event at SLC
- Engage alumni in volunteering, gifting, and supporting membership
- Develop a system for capturing Alumni data connect regarding contributions, volunteering, and promotions
- Seek alumni participation at SLC in areas including but not limited to event evaluators, workshop presenters, etc.