Family, Career and Community Leaders of America

2017-2018 ANNUAL REPORT

REAL WORLD SKILLS THROUGH FCS EDUCATION
FCCLA’s mission is to promote personal growth and leadership development through Family and Consumer Sciences education. Throughout this past year, FCCLA concentrated on building a new strategic plan that focuses on resources for advisers and expanding membership to create a strong, thriving, growing organization. Youth and advisers across the country were inspired to imagine new ways to build leaders in homes, careers, and families.

The 2017-2018 fiscal year proved to be an exciting one for FCCLA. New partnerships were built, youth were recognized for their career and technical leadership, FCCLA became more fiscally secure, and important decisions were made to improve the brand recognition of our organization. These efforts helped FCCLA better lead the next generation to build strong families, support our communities, and explore career opportunities.

We are very grateful for the leadership of our board of directors, the support of state and chapter advisers, the participation of all members, and the diligent work of our national staff. Together, we have led FCCLA toward financial security, a strong membership, and updated programs. And we’ve done it all through the power of our members.

As we look forward to a new year, FCCLA is excited for the work ahead. With the opportunities for continued growth, new resources for our advisers, and the focus on career exploration options for our members, FCCLA is set to soar to new heights and to continue to inspire others through leadership and service. Through the Family and Consumer Sciences education classroom and work of FCCLA, the possibilities of career exploration and preparation is unlimited for tomorrow’s family, career, and community leaders of America.
Family, Career and Community Leaders of America, Inc. (FCCLA) youth are engaged in career exploration and building employability skills in dynamic Family and Consumer Sciences courses across the country. This past year, FCCLA members have been inspired by FCCLA and inspired others in their communities. They have led the organization to create new partnerships and focus on career opportunities that strengthen the foundation of families and our country.
GOAL 1
To be valued as the solution to prepare today’s youth for college and career readiness

GOAL 2
To reach a membership of 175,000

GOAL 3
To engage members in real world programmatic opportunities that prepare them for their chosen career pathway

GOAL 4
To provide support and resources for the Family and Consumer Sciences classroom
HOW HAS FCCLA INSPIRED YOU?

"More often than not, I think it is very easy for teenagers to be convinced that we cannot make a difference. FCCLA has given me the tools to say otherwise. Be it in my home, school, or community, FCCLA has empowered me to make a difference. In running for chapter, state, and national offices, I have discovered so much potential that I did not realize that I had. Growing as a leader, and seeing others grow around me, has been truly inspiring."

ZACK LOVE
National Vice President of Development
CAREER EXPLORATION 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

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

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
FCCLA made a concentrated effort to illustrate the connection of FCCLA and Family and Consumer Sciences (FCS) to career pathways and hosted a focus group to assist us in this process. A survey of business and industry stakeholders found that FCCLA most directly supports career pathways in the hospitality and tourism, visual arts and design, education and training, and human services careers.

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.

**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
2017-2018
PARTNERSHIP HIGHLIGHTS

The Allstate Foundation
AT&T
Campaign for Tobacco-Free Kids
Chick-fil-A
Ford Driving Skills for Life
Goodheart-Willcox Publisher
Lead2Feed
Men’s Wearhouse
National Highway Traffic Safety Administration
Visa Practical Money Skills for Life
2017-2018 STAR Event Scholarships & Awards

- The Art Institutes
- Auguste Escoffier School of Culinary Arts
- Chief Architect
- Cottey College
- The Culinary Institute of America
- Fashion Institute of Design & Merchandising
- Johnson & Wales University
- Life University
- Men’s Wearhouse
- National Association of Parliamentarians
- Savannah College of Art and Design
- Sullivan University
HOW HAS FCCLA INSPIRED YOU?

“FCCLA has inspired me to step outside of my comfort zone and face the future with warm courage and high hope. I wouldn't be the person I am today without the inspiration FCCLA has instilled within me. I have grown as a leader because FCCLA has provided me with countless opportunities and inspired me to accomplish my goals!”

ALEXIS PEPPER
National Vice President of Community Service
SNAPSHOT OF

CONFERENCE ATTENDEES*

- 2017 CL WASHINGTON, D.C.
  - 259
- 2017 NCM OKLAHOMA CITY
  - 1,955
- 2017 NCM WASHINGTON, D.C.
  - 1,475
- 2018 NLC ATLANTA
  - OVER 7,500

*The number of attendees for each meeting includes students, advisers, state staff, exhibitors, and guests.

TOTAL PROGRAM AWARD APPLICATIONS SUBMITTED
- 870

NEARLY 16,000,000 COMMUNITY MEMBERS REACHED THROUGH STAR EVENTS

SOCIAL MEDIA
- FACEBOOK 13,317
- TWITTER 10,400
THE YEAR 2017-2018

FCCLA MEMBERSHIP

OVER
160,000
MEMBERS

CHAPTERS
5,323

CHAPTER ADVISERS
6,681

10,528
FCCLA 365 MOBILE
APP DOWNLOADS

*The number of downloads
does not include individual
Guide downloads for
National Cluster Meetings
or the National Leadership
Conference.

NEW THIS YEAR!

1,275
ADVISER
FACEBOOK
PAGE

PINTEREST
1,566

INSTAGRAM
6,766

YOUTUBE SUBSCRIBERS
1,233

LIFETIME VIEWS
308,705
MISSION STATEMENT

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.
THE NEW 2018-2019 THEME:

You can do anything you set your mind to do. Believe in Yourself as you lead others, develop new skills, explore career opportunities, build strong families, and give back to your communities. Make a difference. Be You.

CAPITOL LEADERSHIP
WASHINGTON, D.C.
October 8-10, 2018

BELIEVE IN YOURSELF
LOUISVILLE, KY
November 9-11, 2018

BELIEVE IN YOURSELF
PHOENIX, AZ
November 16-18, 2018

BELIEVE IN YOURSELF
ANAHEIM, CA
June 30-July 4, 2019