



# Promote and Publicize FCCLA!

## FCCLA STAR Events Information

(Students Taking Action with Recognition)

**Promote and Publicize FCCLA!** is an individual or team event that recognizes participants who develop an FCCLA promotion and publicity campaign to raise awareness and educate the school, parents, and members of the community about the importance of FCCLA and Family and Consumer Sciences education. Participants must prepare an oral presentation and portfolio. *Event is offered to members in the following categories: Junior (through grade 9), Senior (grades 10-12), Occupational (grades 10-12)*

### Project Connections

#### Top 5 Skills Students Report Learning Through Participation

- |                 |                 |
|-----------------|-----------------|
| Leadership      | Creativity      |
| Public Speaking | Self-Confidence |
| Teamwork        |                 |

#### Career Clusters



#### National Family and Consumer Sciences Standards

- |  |  |
|--|--|
| Reasoning for Action Comprehensive Standard  | 9.0 Food Science, Dietetics, and Nutrition |
| 1.0 Career, Community and Family Connections | 10.0 Hospitality, Tourism, and Recreation  |
| 2.0 Consumer and Family Resources            | 11.0 Housing and Interior Design           |
| 3.0 Consumer Services                        | 12.0 Human Development                     |
| 4.0 Education and Early Childhood            | 13.0 Interpersonal Communications          |
| 6.0 Family                                   | 14.0 Nutrition and Wellness                |
| 7.0 Family and Human Services                | 15.0 Parenting                             |
| 8.0 Food Production and Services             | 16.0 Textiles, Fashion, and Apparel        |

#### Common Career Technical Core/Career Ready Practices

- |   |  |
|---|--|
| 1.0 Act as a responsible and contributing citizen and employee.           | 8.0 Utilize critical thinking to make sense of problems and persevere in solving them. |
| 2.0 Apply appropriate academic and technical skills.                      | 9.0 Model integrity, ethical leadership and effective management.                      |
| 4.0 Communicate clearly, effectively, and with reason.                    | 11.0 Use technology to enhance productivity.   |
| 5.0 Consider the environmental, social and economic impacts of decisions. | 12.0 Work productively in teams while using cultural/global competence.                |
| 6.0 Demonstrate creativity and innovation.                                |  |

#### FCCLA Programs



Projects may qualify to compete at the annual National Leadership Conference.  
 Turn this page over to see examples of projects from across the nation and participation data.  
 For more information on state participation, contact your state adviser.



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### Examples of Promote and Publicize FCCLA! Projects:

*"The FCCLA's Public Relations committee distributed a survey to adults to find out how we publicize the work of our chapter. The FCCLA's Public Relations committee has used Twitter, articles in our local newspaper and our school newsletter about the Fall Leadership conference, the handwashing program for preschool and Kindergarteners, and FCCLA's distracted driving lessons. We also decorated a bulletin board for our board office to promote FCCLA, made FCCLA brochures and passed them out at a middle school home game." Kansas FCCLA Members*

*"During the course of our project, we went to different schools and volunteered at lunch to talk to other students about FCCLA. We presented information during classes to inform students about what we do in FCCLA. As a group we made a goal to get more people to join, and we are happy to say that we have accomplished our goal." Kentucky FCCLA Members*

*"My project is set up to recognize everything my chapter does in our school and community. My goal through this project is to make others aware of the importance of FCCLA and Family and Consumer Sciences education. My project includes events, activities, charities and so much more in the many ways our FCCLA chapter reaches out. This project portrays our many ways and ideas to make our school and community better." Missouri FCCLA Member*

*"For our project we held different events, fundraisers, and spread the word about FCCLA. Since this is only our second year of having FCCLA at our school, we are still mainly focusing on expanding. We have been working all year to get more people familiarized with FCCLA and what it stands for." North Carolina FCCLA Member*

### Promote and Publicize FCCLA! by the Numbers: 2017-2018

**Participants Nationwide:** 273 teams, 548 participants

**Categories:** Junior, Senior, Occupational

**Type of Event:** Leadership

**Nationwide Impact:** 704,249 people

89% of Promote and Publicize FCCLA! participants indicated this event is extremely or very useful to their future.  
32% of Promote and Publicize FCCLA! participants indicated they would pursue higher education related to the career chosen in their project.

**To learn more about FCCLA STAR Events, visit the national FCCLA website, [www.fcclainc.org](http://www.fcclainc.org), or email [starevents@fcclainc.org](mailto:starevents@fcclainc.org).**