



2019-2020 MEMBERSHIP REPORT

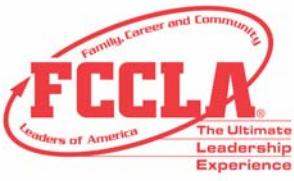
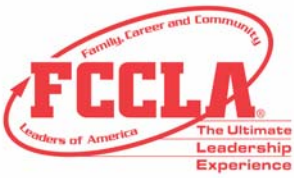


Table of Contents

Management Discussion and Analysis of 2020 Membership Results	Page 1
Chapter/Membership Total by State	Page 3
Chapter/Membership Type by State	Page 4
Membership Summary	Page 6
Regional Chapter/Membership Profiles – Central Region	Page 7
Regional Chapter/Membership Profiles – North Atlantic Region	Page 8
Regional Chapter/Membership Profiles – Pacific Region	Page 9
Regional Chapter/Membership Profiles – Southern Region	Page 10
State Ranking by Membership	Page 11



MANAGEMENT DISCUSSION AND ANALYSIS (MD&A) OF 2020 MEMBERSHIP RESULTS

BACKGROUND

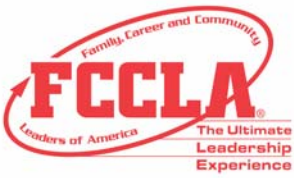
Family, Career and Community Leaders of America, Inc. (FCCLA) was founded in 1945 with the purpose to stimulate and promote the best interests of pupils of homemaking education, through programs involving matters of personal growth, family life, vocational preparation, and community involvement. FCCLA is governed by volunteer leadership that consists of volunteers elected by related organizations and groups, ex officio, youth members, and volunteers elected by the Board. The total number shall not exceed 19, and currently, there are 17 volunteers on the Board. Every three years, the Board, in conjunction with National Staff and the National Executive Council (NEC), will create a strategic plan to guide the Organization. The affiliation year-ended May 31, 2020 was part of year two of a three-year strategic plan, with a goal of growing membership to 175,000 members by the end of the membership period, May 31, 2021.

In July 2018, the Board approved a pilot program for 100% Middle Level Affiliation, for the affiliation year commencing August 1, 2018. The purpose of this pilot program is to introduce and engage students during middle school and encourage them to continue their journey with FCCLA throughout their high school career. Under this program, a chapter defined as Middle Level (a chapter whose membership is composed of ninth graders or lower), can affiliate their entire class for a flat chapter rate, rather than an individual membership rate. States can opt into this program and chapters within that state have the option to affiliate under this program or continue to affiliate under the regular individual rate.

In 1993, as part of the strategic plan, FCCLA undertook an initiative to increase membership in urban communities throughout the United States. This pilot program has changed over the past 27 years. Urban affiliation currently allows a local education agency (LEA) with a city within its jurisdiction with a core population of 100,000 or more, to enroll all of their students, who currently or previously enrolled in a Family and Consumer Sciences education class, for a flat rate.

2020 RESULTS

For the year ended May 31, 2020, FCCLA saw membership grow to 181,353 members in 5,234 chapters across 48 states, Virgin Islands, American Samoa, and Puerto Rico! This equates to a 26,863 membership increase over the past six years. The 2020 increase was led by a 10,713 member increase in a new urban affiliation district in Miami Dade County, the third largest school district in the United States.



For the fifth year in row, FCCLA saw an increase in both the count and percentage of male members, which reached 48,980 members, or 27% of our membership population. FCCLA attributes this increase to the recent implementation of our Career Pathways campaign, which helps students identify the various career opportunities under Family and Consumer Sciences (FCS). FCCLA will continue to promote Career Pathways and we anticipate this will help break down some of the preconceived misconceptions about FCS related career options.

For the affiliation year ending May 31, 2020, FCCLA saw an increase in diversity among our members, with Hispanic increasing by 3% to 20.5% of affiliated members, and Other increasing by 1.3% to 9.9% of affiliated members, as compared to 2019. African American, Asian, and Native American membership stayed consistent around 13.5%, 2.5%, and 1.5%, respectively, while Caucasian saw a decrease of 3.8% to 52.4%, as compared to 2019. The 3% Hispanic increase was attributed to Florida increasing their Hispanic membership population by 7,082 as compared to 2019. Overall, FCCLA feels that we are moving in the proper direction and staying true to our core values of creating an inclusive environment that welcomes and values all youth.

For the affiliation year ending May 31, 2020, FCCLA also saw an increase in membership retention of 2%. This retention increase was led by a 12% increase in membership retention from the 100% Pilot Middle Level program, which saw a total of 12,149 members reaffiliate in the current membership year. Additionally, FCCLA saw a 2% retention increase from the regular member affiliation, for a total of 42,680 members reaffiliating. Due to the addition of new urban districts, the urban retention percentage dropped by 40%; however, 3,192 members reaffiliated under this membership type, which makes up 45% of the prior year's urban affiliation count.

For the membership year beginning August 1, 2020, FCCLA will provide students with access to the FCCLA Portal to allow them to manage their own account and engage directly with National FCCLA. FCCLA feels that this will provide a more accurate picture of membership retention due to students maintaining their unique student ID throughout their FCCLA Journey.

CONCLUSION

FCCLA experienced a banner year in 2020. FCCLA managed to surpass 181,000 members despite several school closures across the US due to COVID-19. FCCLA cautiously approaches the 2020-2021 school year as the repercussions of COVID-19 will likely affect affiliation numbers. FCCLA is hopeful that we can continue to build on our 2020 results and looks forward to introducing more youth into the world of Family and Consumer Sciences.

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Chapter/Membership Total by State
Membership Period Ending May 31,

STATE	2020		2019		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Alabama	244	6,080	269	6,902	(822)	-12%
Alaska	4	53	4	82	(29)	-35%
American Samoa	1	17	-	-	17	-
Arizona	182	3,642	137	2,714	928	34%
Arkansas	270	7,285	291	7,452	(167)	-2%
Armed Forces Pacific	-	-	1	17	(17)	-
California	119	6,322	115	5,425	897	17%
Colorado	87	1,935	105	2,236	(301)	-13%
Connecticut	10	172	10	205	(33)	-16%
Delaware	18	230	19	261	(31)	-12%
Florida	92	10,859	81	2,142	8,717	407%
Georgia	297	30,176	291	26,731	3,445	13%
Hawaii	15	279	14	245	34	14%
Idaho	66	1,152	64	1,134	18	2%
Illinois	94	2,015	111	2,520	(505)	-20%
Indiana	83	3,195	93	2,686	509	19%
Iowa	80	2,004	81	2,865	(861)	-30%
Kansas	193	3,925	186	4,143	(218)	-5%
Kentucky	120	5,579	114	5,999	(420)	-7%
Louisiana	30	883	34	985	(102)	-10%
Maine	-	-	1	12	(12)	-
Maryland	1	39	2	43	(4)	-9%
Massachusetts	-	-	1	12	(12)	-
Michigan	23	558	26	630	(72)	-11%
Minnesota	64	4,291	68	4,231	60	1%
Mississippi	52	1,137	67	1,398	(261)	-19%
Missouri	300	8,840	320	9,814	(974)	-10%
Montana	67	1,077	67	1,028	49	5%
Nebraska	103	3,038	98	2,872	166	6%
Nevada	27	767	27	874	(107)	-12%
New Hampshire	5	57	9	119	(62)	-52%
New Jersey	50	2,624	60	3,369	(745)	-22%
New Mexico	26	624	31	767	(143)	-19%
New York	25	815	23	619	196	32%
North Carolina	116	3,382	121	3,812	(430)	-11%
North Dakota	70	1,432	73	1,534	(102)	-7%
Ohio	313	7,393	321	7,669	(276)	-4%
Oklahoma	375	10,389	378	10,121	268	3%
Oregon	9	157	8	178	(21)	-12%
Pennsylvania	65	1,308	70	1,368	(60)	-4%
Puerto Rico	111	3,623	119	3,964	(341)	-9%
Rhode Island	1	15	1	22	(7)	-32%
South Carolina	29	555	33	512	43	8%
South Dakota	65	1,719	63	1,791	(72)	-4%
Tennessee	118	3,214	135	3,307	(93)	-3%
Texas	582	23,062	613	24,639	(1,577)	-6%
Utah	129	3,075	124	2,909	166	6%
Vermont	1	16	2	18	(2)	-11%
Virgin Islands	1	13	1	12	1	8%
Virginia	218	7,535	220	8,067	(532)	-7%
Washington	137	2,394	142	2,559	(165)	-6%
West Virginia	8	148	10	221	(73)	-33%
Wisconsin	107	1,807	103	1,920	(113)	-6%
Wyoming	31	446	30	499	(53)	-11%
Totals	5,234	181,353	5,387	175,654	5,699	3%

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Chapter Membership Type by State
Membership Period Ending May 31, 2020

STATE	Regular		Pilot 100% Middle Level		Urban		Post Secondary	
	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members
Alabama	241	5,851	3	229	-	-	-	-
Alaska	4	53	-	-	-	-	-	-
American Samoa	1	17	-	-	-	-	-	-
Arizona	179	3,625	-	-	-	-	3	17
Arkansas	266	6,830	4	455	-	-	-	-
California	103	4,187	10	1,204	6	931	-	-
Colorado	86	1,904	1	31	-	-	-	-
Connecticut	10	172	-	-	-	-	-	-
Delaware	15	188	3	42	-	-	-	-
Florida	51	1,033	2	177	39	9,649	-	-
Georgia	253	8,341	22	16,182	22	5,653	-	-
Hawaii	15	279	-	-	-	-	-	-
Idaho	65	1,135	-	-	-	-	1	17
Illinois	94	2,015	-	-	-	-	-	-
Indiana	77	1,740	6	1,455	-	-	-	-
Iowa	77	1,488	3	516	-	-	-	-
Kansas	191	3,881	2	44	-	-	-	-
Kentucky	117	4,027	3	1,552	-	-	-	-
Louisiana	30	883	-	-	-	-	-	-
Maine	-	-	-	-	-	-	-	-
Maryland	1	39	-	-	-	-	-	-
Massachusetts	-	-	-	-	-	-	-	-
Michigan	23	558	-	-	-	-	-	-
Minnesota	57	1,166	7	3,125	-	-	-	-
Mississippi	51	1,101	1	36	-	-	-	-
Missouri	293	8,096	7	744	-	-	-	-
Montana	67	1,077	-	-	-	-	-	-
Nebraska	103	3,038	-	-	-	-	-	-
Nevada	27	767	-	-	-	-	-	-
New Hampshire	5	57	-	-	-	-	-	-
New Jersey	41	1,233	4	557	4	822	1	12
New Mexico	24	602	2	22	-	-	-	-
New York	23	482	2	333	-	-	-	-
North Carolina	111	2,458	5	924	-	-	-	-
North Dakota	70	1,432	-	-	-	-	-	-
Ohio	306	6,022	7	1,371	-	-	-	-
Oklahoma	354	9,776	9	558	-	-	12	55
Oregon	9	157	-	-	-	-	-	-
Pennsylvania	63	1,233	2	75	-	-	-	-
Puerto Rico	101	3,054	10	569	-	-	-	-
Rhode Island	1	15	-	-	-	-	-	-
South Carolina	29	555	-	-	-	-	-	-
South Dakota	65	1,719	-	-	-	-	-	-
Tennessee	118	3,214	-	-	-	-	-	-
Texas	556	21,271	10	1,090	16	701	-	-
Utah	128	3,050	-	-	-	-	1	25
Vermont	1	16	-	-	-	-	-	-
Virgin Islands	1	13	-	-	-	-	-	-
Virginia	199	4,966	19	2,569	-	-	-	-
Washington	136	2,167	1	227	-	-	-	-
West Virginia	7	133	1	15	-	-	-	-
Wisconsin	106	1,798	1	9	-	-	-	-
Wyoming	31	446	-	-	-	-	-	-
Totals	4,982	129,360	147	34,111	87	17,756	18	126

Regular Membership	4,982	129,360
Pilot 100% Middle Level Membership	147	34,111
Urban Membership	87	17,756
Postsecondary Membership	18	126
Grand Total Membership	5,234	181,353

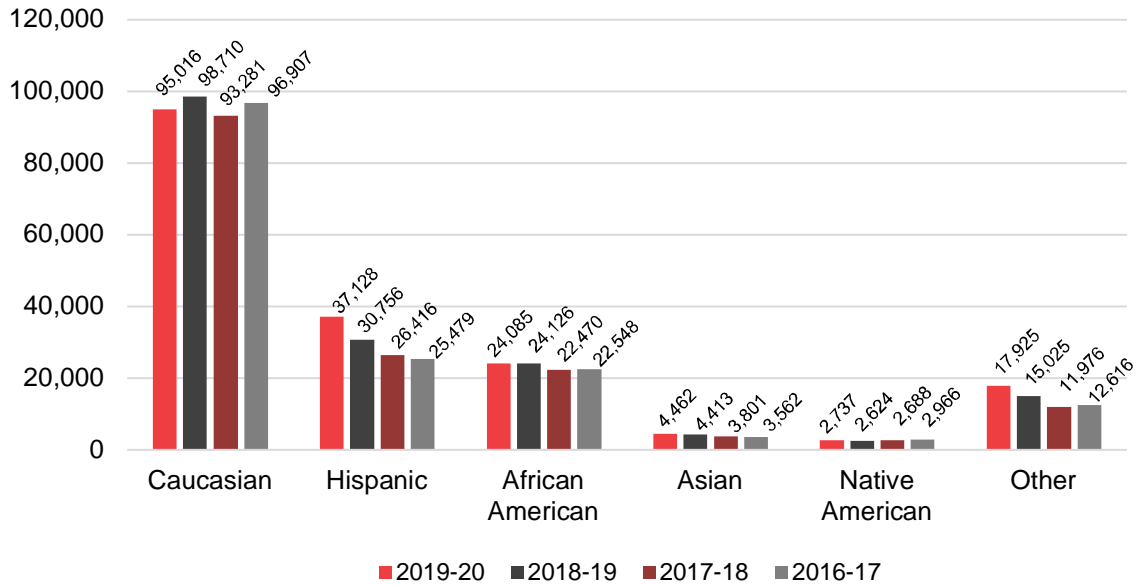
FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Chapter Membership Type by State
Membership Period Ending May 31, 2019

STATE	Regular		Pilot 100% Middle Level		Urban		Post Secondary	
	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members
Alabama	266	6,559	3	343	-	-	-	-
Alaska	4	82	-	-	-	-	-	-
Arizona	136	2,713	-	-	-	-	1	1
Arkansas	285	6,928	6	524	-	-	-	-
Armed Forces of the Pacific	1	17	-	-	-	-	-	-
California	105	4,468	10	957	-	-	-	-
Colorado	102	2,161	3	75	-	-	-	-
Connecticut	10	205	-	-	-	-	-	-
Delaware	16	212	3	49	-	-	-	-
Florida	78	1,827	3	315	-	-	-	-
Georgia	249	8,478	20	14,287	22	3,966	-	-
Hawaii	14	245	-	-	-	-	-	-
Idaho	62	1,104	-	-	-	-	2	30
Illinois	111	2,520	-	-	-	-	-	-
Indiana	85	1,902	8	784	-	-	-	-
Iowa	78	1,579	3	1,286	-	-	-	-
Kansas	183	3,801	2	330	-	-	1	12
Kentucky	112	4,098	2	1,901	-	-	-	-
Louisiana	34	985	-	-	-	-	-	-
Maine	1	12	-	-	-	-	-	-
Maryland	2	43	-	-	-	-	-	-
Massachusetts	1	12	-	-	-	-	-	-
Michigan	26	630	-	-	-	-	-	-
Minnesota	60	1,222	8	3,009	-	-	-	-
Mississippi	67	1,398	-	-	-	-	-	-
Missouri	315	9,065	5	749	-	-	-	-
Montana	67	1,028	-	-	-	-	-	-
Nebraska	98	2,872	-	-	-	-	-	-
Nevada	27	874	-	-	-	-	-	-
New Hampshire	9	119	-	-	-	-	-	-
New Jersey	49	1,355	5	517	5	1,496	1	1
New Mexico	29	647	2	120	-	-	-	-
New York	21	368	2	251	-	-	-	-
North Carolina	116	2,592	5	1,220	-	-	-	-
North Dakota	73	1,534	-	-	-	-	-	-
Ohio	314	6,372	7	1,297	-	-	-	-
Oklahoma	358	9,663	6	400	-	-	14	58
Oregon	8	178	-	-	-	-	-	-
Pennsylvania	69	1,322	1	46	-	-	-	-
Puerto Rico	108	3,144	11	820	-	-	-	-
Rhode Island	1	22	-	-	-	-	-	-
South Carolina	33	512	-	-	-	-	-	-
South Dakota	63	1,791	-	-	-	-	-	-
Tennessee	135	3,307	-	-	-	-	-	-
Texas	597	22,245	8	813	8	1,581	-	-
Utah	123	2,885	-	-	-	-	1	24
Vermont	2	18	-	-	-	-	-	-
Virgin Islands	1	12	-	-	-	-	-	-
Virginia	202	5,118	18	2,949	-	-	-	-
Washington	140	2,125	2	434	-	-	-	-
West Virginia	10	221	-	-	-	-	-	-
Wisconsin	102	1,909	1	11	-	-	-	-
Wyoming	30	499	-	-	-	-	-	-
Totals	5,188	134,998	144	33,487	35	7,043	20	126

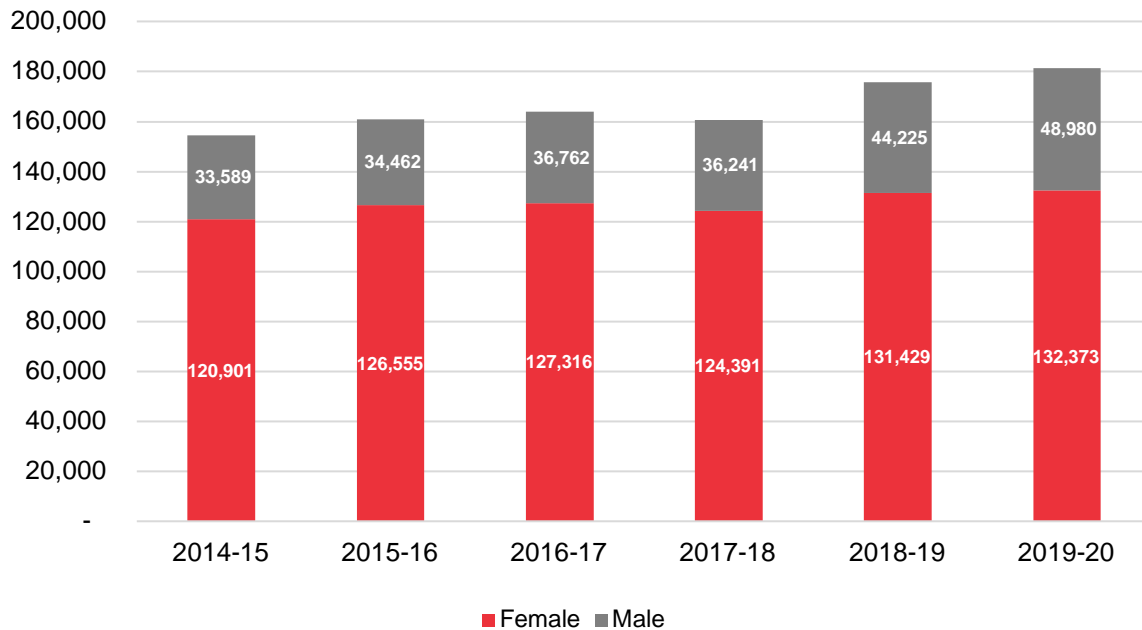
Regular Membership	5,188	134,998
Pilot 100% Middle Level Membership	144	33,487
Urban Membership	35	7,043
Postsecondary Membership	20	126
Grand Total Membership	5,387	175,654

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Membership Summary
Membership Period Ending May 31, 2020

Membership by Demograph



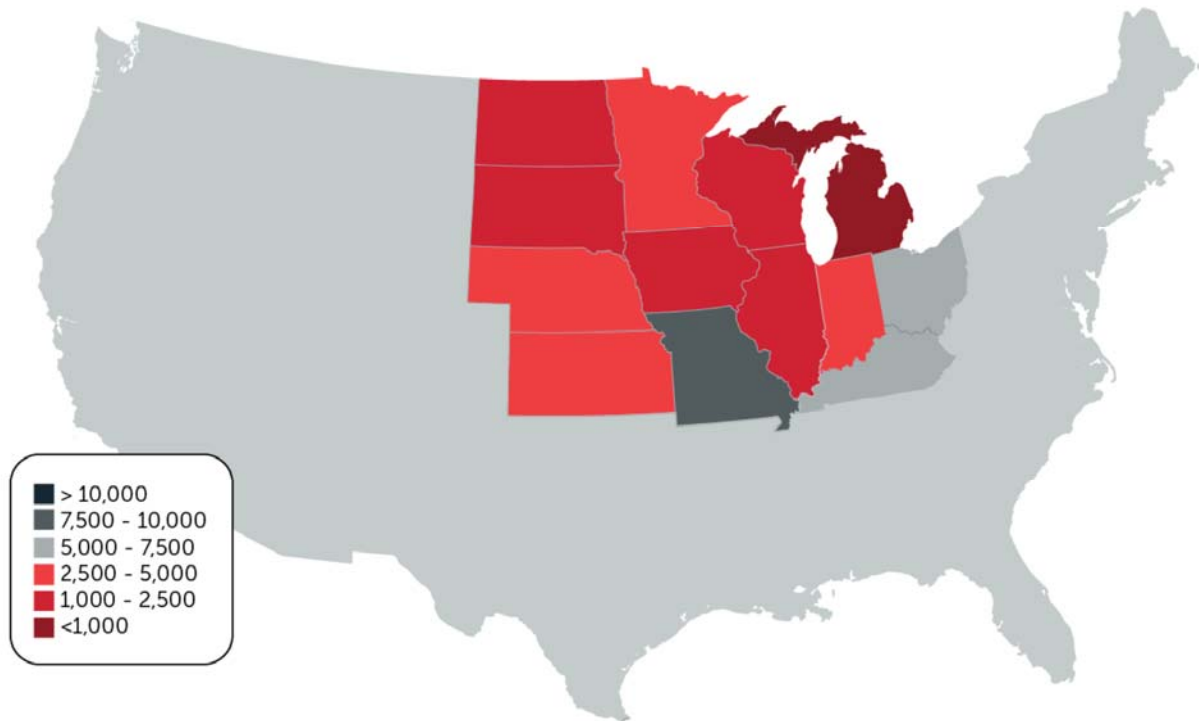
Gender Allocation by Year



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Regional Chapter/Membership Profiles
Membership Period Ending May 31,

Central Region

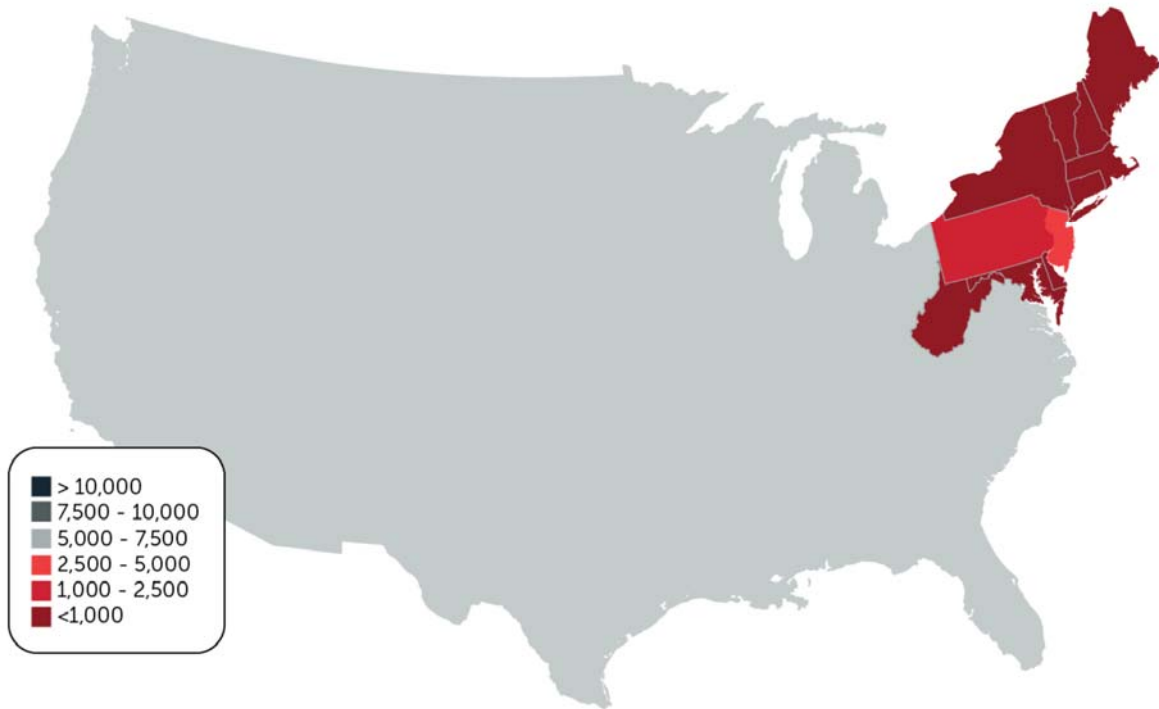
STATE	2020		2019		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Illinois	94	2,015	111	2,520	(505)	-20.04%
Indiana	83	3,195	93	2,686	509	18.95%
Iowa	80	2,004	81	2,865	(861)	-30.05%
Kansas	193	3,925	186	4,143	(218)	-5.26%
Kentucky	120	5,579	114	5,999	(420)	-7.00%
Michigan	23	558	26	630	(72)	-11.43%
Minnesota	64	4,291	68	4,231	60	1.42%
Missouri	300	8,840	320	9,814	(974)	-9.92%
Nebraska	103	3,038	98	2,872	166	5.78%
North Dakota	70	1,432	73	1,534	(102)	-6.65%
Ohio	313	7,393	321	7,669	(276)	-3.60%
South Dakota	65	1,719	63	1,791	(72)	-4.02%
Wisconsin	107	1,807	103	1,920	(113)	-5.89%
TOTALS	1,615	45,796	1,657	48,674	(2,878)	-5.91%



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Regional Chapter/Membership Profiles
Membership Period Ending May 31,

North Atlantic Region

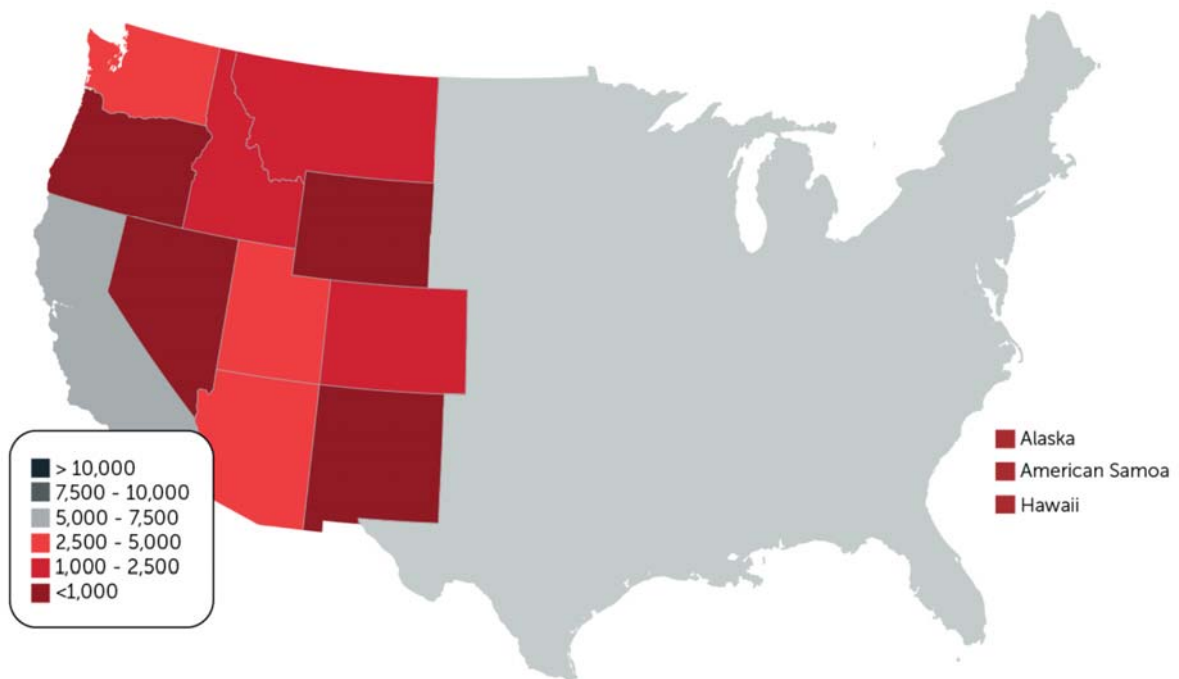
STATE	2020		2019		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Connecticut	10	172	10	205	(33)	-16.10%
Delaware	18	230	19	261	(31)	-11.88%
Maine	-	-	1	12	(12)	-
Maryland	1	39	2	43	(4)	-9.30%
Massachusetts	-	-	1	12	(12)	-100.00%
New Hampshire	5	57	9	119	(62)	-52.10%
New Jersey	50	2,624	60	3,369	(745)	-22.11%
New York	25	815	23	619	196	31.66%
Pennsylvania	65	1,308	70	1,368	(60)	-4.39%
Rhode Island	1	15	1	22	(7)	-31.82%
Vermont	1	16	2	18	(2)	-11.11%
West Virginia	8	148	10	221	(73)	-33.03%
TOTALS	184	5,424	208	6,269	(845)	-13.48%



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Regional Chapter/Membership Profiles
Membership Period Ending May 31,

Pacific Region

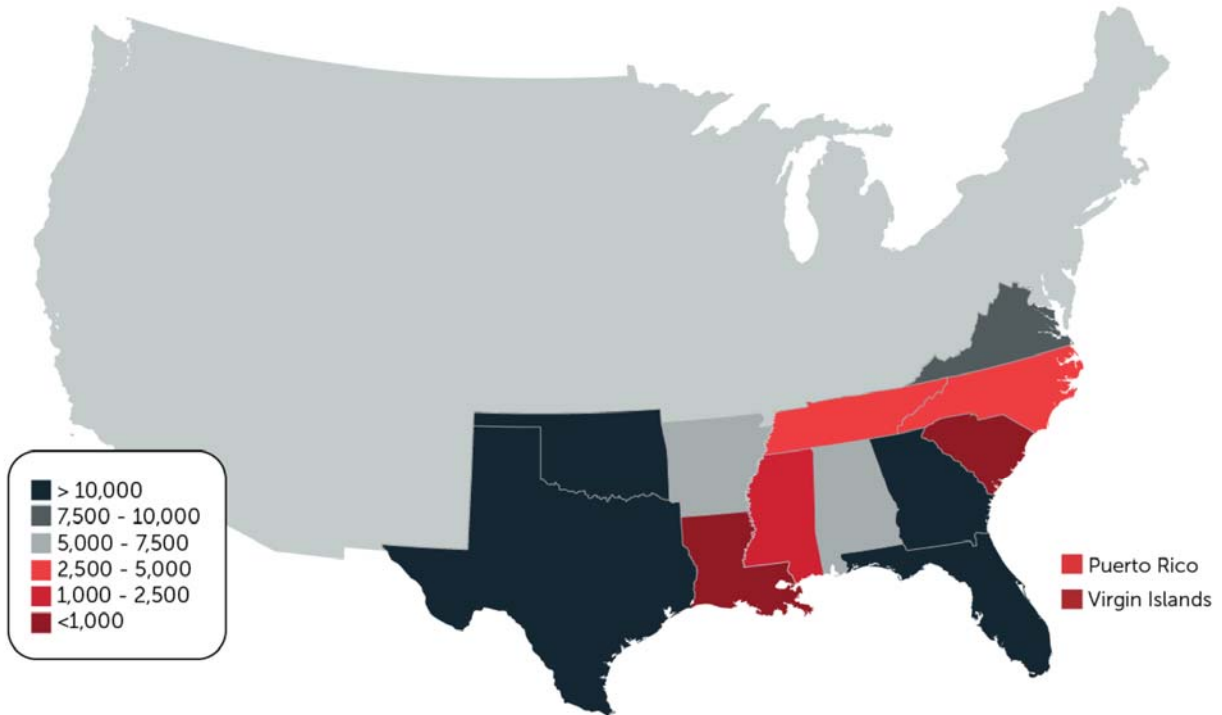
STATE	2020		2019		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Alaska	4	53	4	82	(29)	-35.37%
American Samoa	1	17	-	-	17	-
Arizona	182	3,642	137	2,714	928	34.19%
Armed Forces Pacific	-	-	1	17	(17)	-100%
California	119	6,322	115	5,425	897	16.53%
Colorado	87	1,935	105	2,236	(301)	-13.46%
Hawaii	15	279	14	245	34	13.88%
Idaho	66	1,152	64	1,134	18	1.59%
Montana	67	1,077	67	1,028	49	4.77%
Nevada	27	767	27	874	(107)	-12.24%
New Mexico	26	624	31	767	(143)	-18.64%
Oregon	9	157	8	178	(21)	-11.80%
Utah	129	3,075	124	2,909	166	5.71%
Washington	137	2,394	142	2,559	(165)	-6.45%
Wyoming	31	446	30	499	(53)	-10.62%
TOTALS	900	21,940	869	20,667	1,273	6.16%



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
Regional Chapter/Membership Profiles
Membership Period Ending May 31,

Southern Region

STATE	2020		2019		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Alabama	244	6,080	269	6,902	(822)	-11.91%
Arkansas	270	7,285	291	7,452	(167)	-2.24%
Florida	92	10,859	81	2,142	8,717	406.96%
Georgia	297	30,176	291	26,731	3,445	12.89%
Louisiana	30	883	34	985	(102)	-10.36%
Mississippi	52	1,137	67	1,398	(261)	-18.67%
North Carolina	116	3,382	121	3,812	(430)	-11.28%
Oklahoma	375	10,389	378	10,121	268	2.65%
Puerto Rico	111	3,623	119	3,964	(341)	-8.60%
South Carolina	29	555	33	512	43	8.40%
Tennessee	118	3,214	135	3,307	(93)	-2.81%
Texas	582	23,062	613	24,639	(1,577)	-6.40%
Virgin Islands	1	13	1	12	1	8.33%
Virginia	218	7,535	220	8,067	(532)	-6.59%
TOTALS	2,535	108,193	2,653	100,044	8,149	8.15%



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
State Ranking By Membership
Membership Period Ending May 31, 2020

RANK	# OF CHAPTERS	MEMBERS
Georgia	297	30,176
Texas	582	23,062
Florida	92	10,859
Oklahoma	375	10,389
Missouri	300	8,840
Virginia	218	7,535
Ohio	313	7,393
Arkansas	270	7,285
California	119	6,322
Alabama	244	6,080
Kentucky	120	5,579
Minnesota	64	4,291
Kansas	193	3,925
Arizona	182	3,642
Puerto Rico	111	3,623
North Carolina	116	3,382
Tennessee	118	3,214
Indiana	83	3,195
Utah	129	3,075
Nebraska	103	3,038
New Jersey	50	2,624
Washington	137	2,394
Illinois	94	2,015
Iowa	80	2,004
Colorado	87	1,935
Wisconsin	107	1,807
South Dakota	65	1,719
North Dakota	70	1,432
Pennsylvania	65	1,308
Idaho	66	1,152
Mississippi	52	1,137
Montana	67	1,077
Louisiana	30	883
New York	25	815
Nevada	27	767
New Mexico	26	624
Michigan	23	558
South Carolina	29	555
Wyoming	31	446
Hawaii	15	279
Delaware	18	230
Connecticut	10	172
Oregon	9	157
West Virginia	8	148
New Hampshire	5	57
Alaska	4	53
Maryland	1	39
American Samoa	1	17
Vermont	1	16
Rhode Island	1	15
Virgin Islands	1	13
TOTALS	5,234	181,353