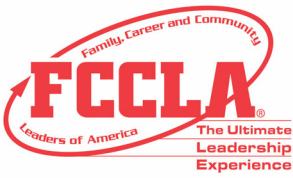




2020-2021 MEMBERSHIP REPORT

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MANAGEMENT DISCUSSION AND ANALYSIS (MD&A) OF 2021 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 of Directors. In conjunction with National Staff and the National Executive Council (NEC), a strategic plan is created to guide the organization. The affiliation year-ended May 31, 2021 was part of year three 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.

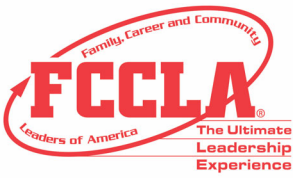
In response to the COVID-19 pandemic, FCCLA was faced with various challenges on how to maximize membership engagement while facing lack of support from school districts on participating in additional academic programs, and unprecedented employment resulting in members not having additional funds to participate in FCCLA. In response to these challenges, in September 2020, the Board approved two temporary relief packages; Up to 20 Leadership Development Package and the FCS Unlimited Development Package. These packages provided membership with the ability to pay a discounted flat fee for the first 20 members, before paying the standard affiliation fee for each member over 20, or allowed them to pay one flat fee for their entire chapter. States were able to opt into one, both, or none of these temporary packages.

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 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 (FCS) education class, for a flat rate.

2021 RESULTS

For the year ended May 31, 2021, FCCLA saw membership decrease to 155,098 members in 4,253 chapters across 47 states, American Samoa, and Puerto Rico. FCCLA saw success in our two temporary relief packages, with 864 chapters enrolling in one of the two packages, attributing to 47,950 members. For chapters enrolling in the FCS Unlimited Development Package, FCCLA saw the average chapter size increase from 53 and 56 members, in FY19 and FY20, respectively,



saw the average chapter size increase from 53 and 56 members, in FY19 and FY20, respectively, to 126 members in FY21. For the Up to 20 Leadership Package, FCCLA saw the average chapter size decrease from 29 and 28 members in FY19 and FY20, respectively, to 21 members in FY21.

For the sixth year in row, FCCLA saw a percentage increase in our male population, reaching 29.61%. Additionally, in FY21, FCCLA began tracking non-binary members, which represents 0.35% of our membership. FCCLA attributes the increase in male population to the recent implementation of our Career Pathways campaign, which helps students identify the various career opportunities under 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, 2021, FCCLA continued to see an increase in diversity among our membership. For the first time since FCCLA started to track demographics, Caucasian membership dropped below 50%, with Hispanic increasing to 23.5%, followed by African American (13.08%), Other (9.81%), Asian (2.34%), Native American (1.56%) and Pacific Islander (.17%). Of the 26,254 decrease in membership for FY21, 18,184 were Caucasian, followed by 3,799 African American, 2,704 Other, 834 Asian, and 314 Native American. FY 21 was the first year that FCCLA began tracking Pacific Islanders, which accounts for 260 members. 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, 2021, FCCLA also saw an increase in membership retention of 7%, or an increase of 2,743 members. This retention increase was led by a 25% increase in membership retention from the Urban Level program, which saw a total of 10,567 members reaffiliate in the current membership year. This increase was led by a 61%-, or 5,952-member retention, from the Miami-Dade County Urban district. Additionally, FCCLA saw a 17% retention increase from the 100% Middle Level Program member affiliation, for a total of 60,764 members reaffiliating in FY21 (39% of FY21 membership).

CONCLUSION

FCCLA experienced an unprecedented year in 2021 due to the pandemic, and given all of the hurdles, was still able to exceed our 2014 affiliation numbers. Due to the success of the two temporary relief packages, FCCLA will again offer two relief packages in FY22, with a similar structure to those offered in FY21. With the lingering effect of the pandemic, FCCLA does not envision surpassing our FY20 numbers, but does anticipate an increase in both members and chapters and 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	2021		2020		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Alabama	268	6,301	244	6,080	221	4%
Alaska	2	47	4	53	(6)	-11%
American Samoa	1	10	1	17	(7)	-41%
Arizona	161	3,330	182	3,642	(312)	-9%
Arkansas	252	5,259	270	7,285	(2,026)	-28%
California	113	11,333	119	6,322	5,011	79%
Colorado	72	1,193	87	1,935	(742)	-38%
Connecticut	6	104	10	172	(68)	-40%
Delaware	14	297	18	230	67	29%
Florida	78	17,923	92	10,859	7,064	65%
Georgia	246	22,658	297	30,176	(7,518)	-25%
Hawaii	10	123	15	279	(156)	-56%
Idaho	51	769	66	1,152	(383)	-33%
Illinois	47	878	94	2,015	(1,137)	-56%
Indiana	61	2,452	83	3,195	(743)	-23%
Iowa	58	1,511	80	2,004	(493)	-25%
Kansas	168	3,046	193	3,925	(879)	-22%
Kentucky	92	5,668	120	5,579	89	2%
Louisiana	12	219	30	883	(664)	-75%
Maine	-	-	-	-	-	-
Maryland	-	-	1	39	(39)	-100%
Massachusetts	-	-	-	-	-	-
Michigan	16	337	23	558	(221)	-40%
Minnesota	46	1,449	64	4,291	(2,842)	-66%
Mississippi	40	696	52	1,137	(441)	-39%
Missouri	241	5,136	300	8,840	(3,704)	-42%
Montana	60	865	67	1,077	(212)	-20%
Nebraska	99	2,654	103	3,038	(384)	-13%
Nevada	19	704	27	767	(63)	-8%
New Hampshire	5	38	5	57	(19)	-33%
New Jersey	41	2,560	50	2,624	(64)	-2%
New Mexico	23	1,868	26	624	1,244	199%
New York	16	563	25	815	(252)	-31%
North Carolina	73	3,822	116	3,382	440	13%
North Dakota	64	1,186	70	1,432	(246)	-17%
Ohio	283	8,258	313	7,393	865	12%
Oklahoma	360	8,062	375	10,389	(2,327)	-22%
Oregon	7	136	9	157	(21)	-13%
Pennsylvania	41	694	65	1,308	(614)	-47%
Puerto Rico	25	710	111	3,623	(2,913)	-80%
Rhode Island	1	6	1	15	(9)	-60%
South Carolina	15	200	29	555	(355)	-64%
South Dakota	62	1,385	65	1,719	(334)	-19%
Tennessee	80	1,817	118	3,214	(1,397)	-43%
Texas	421	15,846	582	23,062	(7,216)	-31%
Utah	122	2,050	129	3,075	(1,025)	-33%
Vermont	1	16	1	16	-	0%
Virgin Islands	-	-	1	13	(13)	-100%
Virginia	165	6,643	218	7,535	(892)	-12%
Washington	109	2,828	137	2,394	434	18%
West Virginia	5	49	8	148	(99)	-67%
Wisconsin	74	1,051	107	1,807	(756)	-42%
Wyoming	27	348	31	446	(98)	-22%
Totals	4,253	155,098	5,234	181,353	(26,255)	-14%

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.

Chapter Membership Type by State
Membership Period Ending May 31, 2021

STATE	Regular		Regular Up to 20		Unlimited		Pilot 100% Middle Level		Urban		Post Secondary	
	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members
Alabama	220	3,839	30	687	14	1,623	4	152	-	-	-	-
Alaska	1	13	-	-	1	34	-	-	-	-	-	-
American Samoa	1	10	-	-	-	-	-	-	-	-	-	-
Arizona	160	3,313	-	-	-	-	-	-	-	-	1	17
Arkansas	168	2,521	63	1,275	13	1,027	8	436	-	-	-	-
California	47	834	8	155	44	8,571	8	906	6	867	-	-
Colorado	71	1,165	-	-	-	-	1	28	-	-	-	-
Connecticut	6	104	-	-	-	-	-	151	-	-	-	-
Delaware	9	86	2	18	1	42	2	-	-	-	-	-
Florida	37	583	-	-	-	-	2	123	39	17,217	-	-
Georgia	148	3,124	45	889	20	2,946	14	11,146	19	4,553	-	-
Hawaii	10	123	-	-	-	-	-	-	-	-	-	-
Idaho	38	561	10	168	-	-	-	-	-	-	3	40
Illinois	47	878	-	-	-	-	-	-	-	-	-	-
Indiana	25	301	20	385	12	1,147	4	619	-	-	-	-
Iowa	40	773	11	160	4	146	3	432	-	-	-	-
Kansas	145	2,420	17	334	3	195	3	97	-	-	-	-
Kentucky	44	713	22	424	24	3,051	2	1,480	-	-	-	-
Louisiana	12	219	-	-	-	-	-	-	-	-	-	-
Maine	-	-	-	-	-	-	-	-	-	-	-	-
Maryland	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	-	-	-	-	-	-	-	-	-	-	-	-
Michigan	11	237	4	69	1	31	-	-	-	-	-	-
Minnesota	38	588	4	81	-	-	4	780	-	-	-	-
Mississippi	25	399	12	201	-	-	3	96	-	-	-	-
Missouri	195	3,413	30	646	12	859	4	218	-	-	-	-
Montana	60	865	-	-	-	-	-	-	-	-	-	-
Nebraska	67	1,383	19	475	13	796	-	-	-	-	-	-
Nevada	12	145	2	23	5	536	-	-	-	-	-	-
New Hampshire	5	38	-	-	-	-	-	-	-	-	-	-
New Jersey	21	499	8	145	5	438	3	360	4	1,118	-	-
New Mexico	10	182	1	17	10	1,631	2	38	-	-	-	-
New York	15	257	-	-	-	-	1	306	-	-	-	-
North Carolina	22	379	22	342	23	2,351	6	750	-	-	-	-
North Dakota	55	898	7	131	2	157	-	-	-	-	-	-
Ohio	228	3,608	28	518	20	3,132	7	1,000	-	-	-	-
Oklahoma	297	5,487	23	523	21	1,630	7	332	-	-	12	90
Oregon	3	45	4	91	-	-	-	-	-	-	-	-
Pennsylvania	32	508	7	134	1	32	1	20	-	-	-	-
Puerto Rico	17	338	5	139	3	233	-	-	-	-	-	-
Rhode Island	1	6	-	-	-	-	-	-	-	-	-	-
South Carolina	15	200	-	-	-	-	-	-	-	-	-	-
South Dakota	59	1,298	3	87	-	-	-	-	-	-	-	-
Tennessee	55	913	18	343	7	561	-	-	-	-	-	-
Texas	335	10,936	74	2,179	-	-	6	1,639	6	1,092	-	-
Utah	92	1,301	30	749	-	-	-	-	-	-	-	-
Vermont	1	16	-	-	-	-	-	-	-	-	-	-
Virgin Islands	-	-	-	-	-	-	-	-	-	-	-	-
Virginia	101	1,350	29	407	19	3,279	16	1,607	-	-	-	-
Washington	85	935	16	248	7	1,383	1	262	-	-	-	-
West Virginia	3	19	2	30	-	-	-	-	-	-	-	-
Wisconsin	74	1,051	-	-	-	-	-	-	-	-	-	-
Wyoming	24	302	3	46	-	-	-	-	-	-	-	-
Totals	3,187	59,176	579	12,119	285	35,831	112	22,978	74	24,847	16	147
Regular Membership	4,051	107,126										
Pilot 100% Middle Level Membership	112	22,978										
Urban Membership	74	24,847										
Postsecondary Membership	16	147										
Grand Total Membership	4,253	155,098										

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

<u>STATE</u>	<u>Regular</u>		<u>Pilot 100% Middle Level</u>		<u>Urban</u>		<u>Post Secondary</u>	
	<u>Chapters</u>	<u>Members</u>	<u>Chapters</u>	<u>Members</u>	<u>Chapters</u>	<u>Members</u>	<u>Chapters</u>	<u>Members</u>
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

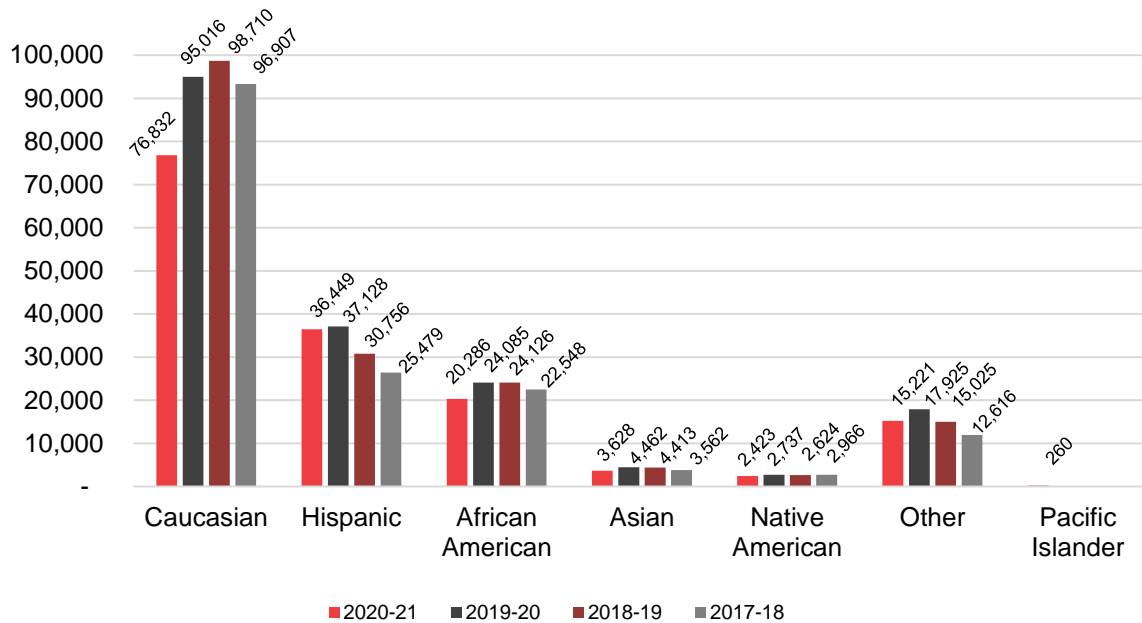
Regular Membership	4,982	129,360
Pilot 100% Middle Level Membership	147	34,111
Urban Membership	87	17,756
Postsecondary Membership	18	126
Grand Total Membership	5,234	181,353

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.

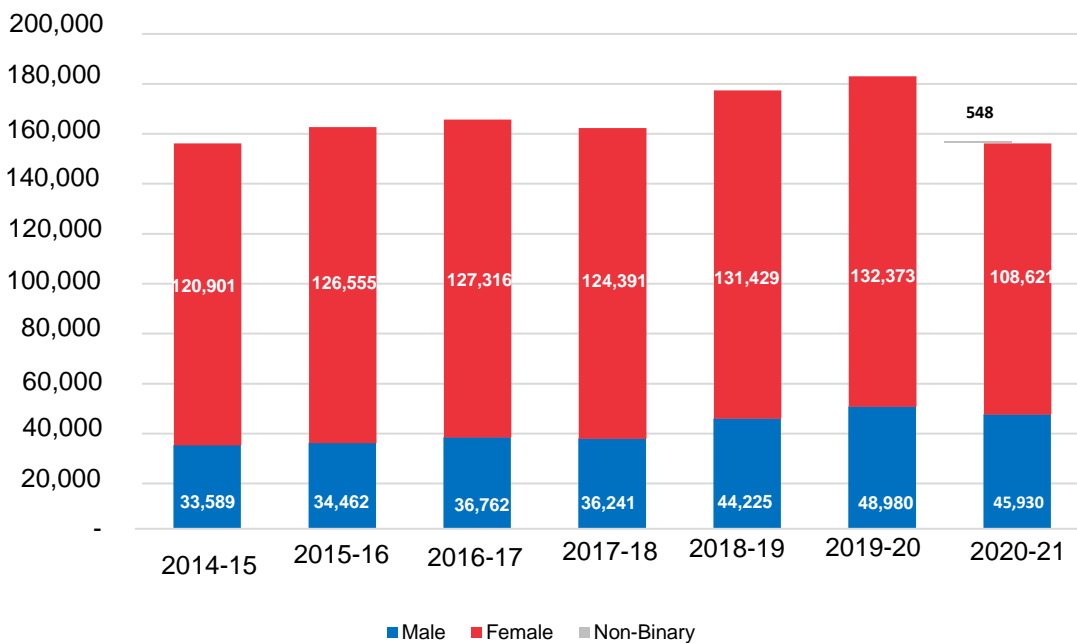
Membership Summary

Membership Period Ending May 31, 2021

Membership by Demograph



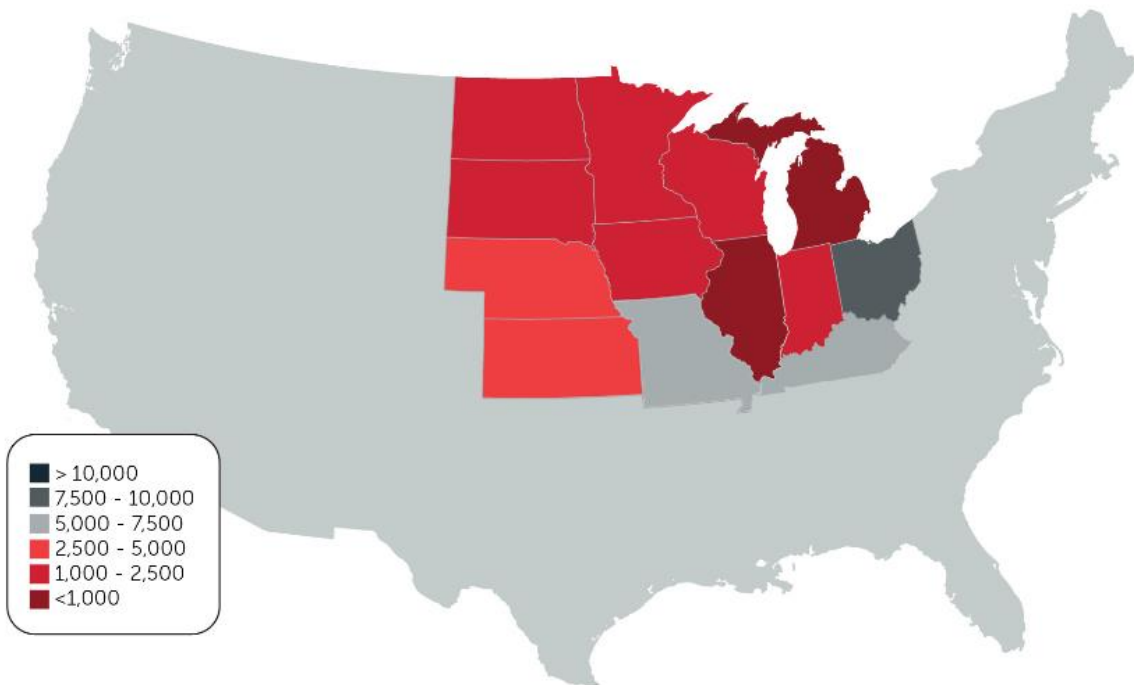
Gender Allocation by Year



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

Central Region

STATE	2021		2020		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Illinois	47	878	94	2,015	(1,137)	-56.43%
Indiana	61	2,452	83	3,195	(743)	-23.26%
Iowa	58	1,511	80	2,004	(493)	-24.60%
Kansas	168	3,046	193	3,925	(879)	-22.39%
Kentucky	92	5,668	120	5,579	89	1.60%
Michigan	16	337	23	558	(221)	-39.61%
Minnesota	46	1,449	64	4,291	(2,842)	-66.23%
Missouri	241	5,136	300	8,840	(3,704)	-41.90%
Nebraska	99	2,654	103	3,038	(384)	-12.64%
North Dakota	64	1,186	70	1,432	(246)	-17.18%
Ohio	283	8,258	313	7,393	865	11.70%
South Dakota	62	1,385	65	1,719	(334)	-19.43%
Wisconsin	74	1,051	107	1,807	(756)	-41.84%
TOTALS	1,311	35,011	1,615	45,796	(10,785)	-23.55%



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

North Atlantic Region

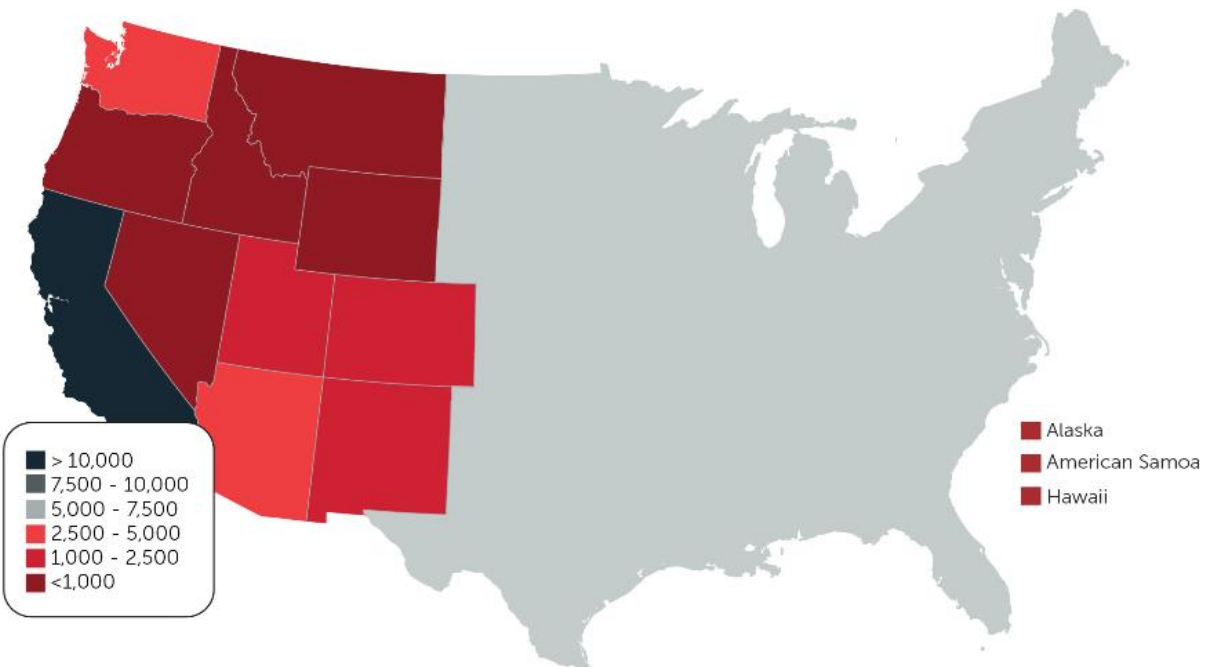
STATE	2021		2020		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Connecticut	6	104	10	172	(68)	-39.53%
Delaware	14	297	18	230	67	29.13%
Maine	-	-	-	-	-	-
Maryland	-	-	1	39	(39)	-
Massachusetts	-	-	-	-	-	-
New Hampshire	5	38	5	57	(19)	-33.33%
New Jersey	41	2,560	50	2,624	(64)	-2.44%
New York	16	563	25	815	(252)	-30.92%
Pennsylvania	41	694	65	1,308	(614)	-46.94%
Rhode Island	1	6	1	15	(9)	-60.00%
Vermont	1	16	1	16	-	0.00%
West Virginia	5	49	8	148	(99)	-66.89%
TOTALS	130	4,327	184	5,424	(1,097)	-20.22%



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

Pacific Region

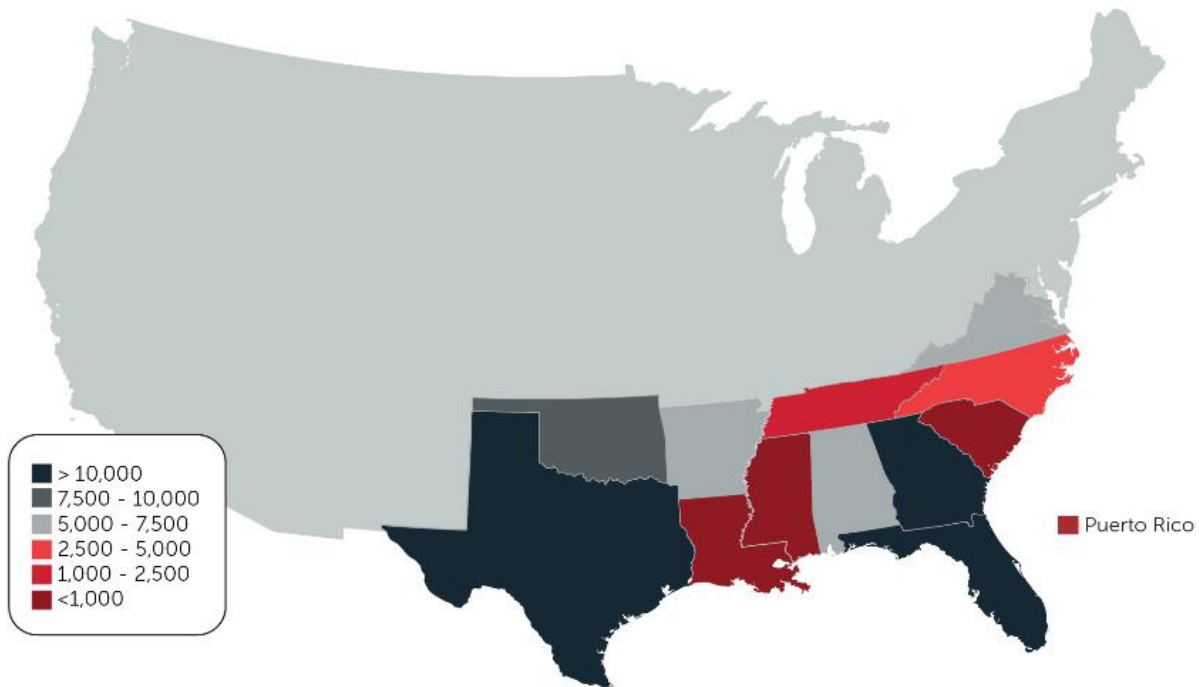
STATE	2021		2020		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Alaska	2	47	4	53	(6)	-11.32%
American Samoa	1	10	1	17	(7)	-41.18%
Arizona	161	3,330	182	3,642	(312)	-8.57%
California	113	11,333	119	6,322	5,011	79.26%
Colorado	72	1,193	87	1,935	(742)	-38.35%
Hawaii	10	123	15	279	(156)	-55.91%
Idaho	51	769	66	1,152	(383)	-33.25%
Montana	60	865	67	1,077	(212)	-19.68%
Nevada	19	704	27	767	(63)	-8.21%
New Mexico	23	1,868	26	624	1,244	199.36%
Oregon	7	136	9	157	(21)	-13.38%
Utah	122	2,050	129	3,075	(1,025)	-33.33%
Washington	109	2,828	137	2,394	434	18.13%
Wyoming	27	348	31	446	(98)	-21.97%
TOTALS	777	25,604	900	21,940	3,664	16.70%



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

Southern Region

STATE	2021		2020		CHANGE IN MEMBERS	
	CHAPTERS	MEMBERS	CHAPTERS	MEMBERS	#	%
Alabama	268	6,301	244	6,080	221	3.63%
Arkansas	252	5,259	270	7,285	(2,026)	-27.81%
Florida	78	17,923	92	10,859	7,064	65.05%
Georgia	246	22,658	297	30,176	(7,518)	-24.91%
Louisiana	12	219	30	883	(664)	-75.20%
Mississippi	40	696	52	1,137	(441)	-38.79%
North Carolina	73	3,822	116	3,382	440	13.01%
Oklahoma	360	8,062	375	10,389	(2,327)	-22.40%
Puerto Rico	25	710	111	3,623	(2,913)	-80.40%
South Carolina	15	200	29	555	(355)	-63.96%
Tennessee	80	1,817	118	3,214	(1,397)	-43.47%
Texas	421	15,846	582	23,062	(7,216)	-31.29%
Virgin Islands	-	-	1	13	(13)	-
Virginia	165	6,643	218	7,535	(892)	-11.84%
TOTALS	2,035	90,156	2,535	108,193	(18,037)	-16.67%



FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.
State Ranking By Membership
Membership Period Ending May 31, 2021

RANK	# OF CHAPTERS	MEMBERS
Georgia	246	22,658
Florida	78	17,923
Texas	421	15,846
California	113	11,333
Ohio	283	8,258
Oklahoma	360	8,062
Virginia	165	6,643
Alabama	268	6,301
Kentucky	92	5,668
Arkansas	252	5,259
Missouri	241	5,136
North Carolina	73	3,822
Arizona	161	3,330
Kansas	168	3,046
Washington	109	2,828
Nebraska	99	2,654
New Jersey	41	2,560
Indiana	61	2,452
Utah	122	2,050
New Mexico	23	1,868
Tennessee	80	1,817
Iowa	58	1,511
Minnesota	46	1,449
South Dakota	62	1,385
Colorado	72	1,193
North Dakota	64	1,186
Wisconsin	74	1,051
Illinois	47	878
Montana	60	865
Idaho	51	769
Puerto Rico	25	710
Nevada	19	704
Mississippi	40	696
Pennsylvania	41	694
New York	16	563
Wyoming	27	348
Michigan	16	337
Delaware	14	297
Louisiana	12	219
South Carolina	15	200
Oregon	7	136
Hawaii	10	123
Connecticut	6	104
West Virginia	5	49
Alaska	2	47
New Hampshire	5	38
Vermont	1	16
American Samoa	1	10
Rhode Island	1	6
Maine	-	-
Maryland	-	-
Massachusetts	-	-
Virgin Islands	-	-
Totals	4,253	155,098