This year marks a milestone for Family, Career and Community Leaders of America (FCCLA) as we celebrate our 75th anniversary. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues through Family and Consumer Sciences (FCS) education. Throughout this past year, FCCLA continued into the second year working under our strategic plan that focuses on providing resources for advisers and expanding membership.

The 2019-2020 fiscal year proved to be a time of growth for FCCLA. New partnerships were built, membership was increased, new programs and resources were developed, brand recognition was strengthened, and FCCLA remains committed to sustaining fiscal security for the organization as we face uncertain times caused by the coronavirus pandemic. These efforts align with the mission of FCCLA and vision of providing students across the nation the opportunity to strengthen real world skills through exploring Career Pathways, participating in Competitive Events, leading community service projects, and building stronger families.

Just as family is the central focus of FCCLA, we know our FCCLA family is to thank for the continued success of our organization. Together, through the leadership and support from our Board of Directors, National Staff, state and chapter advisers, and student participation, FCCLA has been able to prepare today’s students for tomorrow’s careers.

As we look forward to a new year, FCCLA is excited for the anticipated success and work ahead. In turning the page on a new chapter, we celebrate the achievements our organization has had throughout this year on families, careers, and communities across America. From FCCLA conferences to FCS classrooms, we are beyond grateful to our members, advisers, and supporters who have used “Your Story” to help write OUR story.
FCCLA enables members to write “Your Story” through leading others, developing new skills, exploring career opportunities, building strong families, and giving back to their communities. This year has been a memorable chapter in OUR story as FCCLA secured new partnerships and continues to focus on career opportunities and leadership experiences aimed at strengthening the foundation of families across America.
**FCCLA STRATEGIC GOALS THROUGH 2021**

1. **GOAL 1**
   - To be valued as the solution to prepare today’s youth for college- and career-readiness

2. **GOAL 2**
   - To reach a membership of 175,000

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

4. **GOAL 4**
   - To provide support and resources for the Family and Consumer Sciences classroom
How has **FCCLA** been a part of 'Your Story'?

"From the moment I stepped into my adviser's classroom for my first **FCCLA** meeting, this organization has completely rewritten my story through personal growth, leadership development, and real world skills. Now, as a five-year **FCCLA** member and national officer, I have experienced how far dreaming big and working hard toward your goals can propel you. As I look toward my future, I am planning to pursue a career in theatre and know I never would have gotten to this point without the chapter of **FCCLA** in my life."

**TYLER LEMLEY**  
National President
# 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 Career and Technical Education 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.

**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

**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
2019-2020
PARTNERSHIP HIGHLIGHTS

AT&T

B-Sew Inn

Campaign for Tobacco-Free Kids

Ford Driving Skills for Life

Goodheart-Willcox Publisher

Lead4Change

Men’s Wearhouse

National Road Safety Foundation

Wells Fargo
2019-2020 STAR Event Scholarships & Awards

- Auguste Escoffier School of Culinary Arts
- Cottey College
- The Culinary Institute of America
- Fashion Institute of Design & Merchandising
- Johnson & Wales University
- Sullivan University

SCHOLARSHIPS & AWARDS

$28,000 PROGRAM AWARDS

$133,450 YOUTH SCHOLARSHIPS

UP TO 46 SCHOLARSHIPS FOR 2020 NLC STAR EVENT COMPETITIONS

OVER $2,143,175 WORTH OF SCHOLARSHIPS
How has FCCLA been a part of 'Your Story'?

“I joined FCCLA as a timid high school freshman, unsure of my future college and career plans and not confident in my own skills and abilities. As I dove into the numerous opportunities FCCLA offers, I discovered the purpose of my story and potential I have to change the lives of others. Because of FCCLA, I want to invest in furthering Career and Technical Education opportunities for all students to experience. My hope is that I can encourage the next generation of leaders to reach higher than they ever thought possible, because FCCLA did this for me and forever impacted my story.”

CAITLIN FOSTER
National First Vice President
SNAPSHOT OF

CONFERENCE ATTENDEES*

2019 CAPITOL LEADERSHIP
WASHINGTON, D.C. 133
2019 NATIONAL FALL CONFERENCE
DALLAS, TX 2,533
2020 VIRTUAL NATIONAL LEADERSHIP CONFERENCE
OVER 5,000

TOTAL PROGRAM AWARD APPLICATIONS SUBMITTED
2151

COMMUNITY MEMBERS REACHED THROUGH STAR EVENTS
NEARLY 5,711,630

SOCIAL MEDIA
FACEBOOK 15,632
INSTAGRAM 10,348

*The number of attendees for each meeting includes students, advisers, state staff, exhibitors, and guests.
THE YEAR 2019-2020

FCCLA MEMBERSHIP
OVER 181,100 MEMBERS
CHAPTERS 5,200
CHAPTER ADVISERS 6,600

GO FOR THE RED

30,201 FCCLA 365 MOBILE APP DOWNLOADS
2,857 ADVISER FACEBOOK PAGE

PINTEREST 1,800
TWITTER 11,130
YOUTUBE SUBSCRIBERS 1,900
LIFETIME VIEWS 484,784
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 2020-2021 THEME:

Strive to go “Beyond Measure” of comparison. Challenge yourself to embrace your personal talents, skills, abilities, and career interests as you define for yourself what it means to “Be Me.” Think outside the box as you use the 2020-2021 annual theme logo to identify what areas of your life you go “Beyond Measure.”

WASHINGTON, D.C.
DATE TBD

COLUMBUS, OH
POSTPONED TO 2021

WASHINGTON, D.C.
DATE TBD

NASHVILLE, TN
June 27 - July 1, 2021