True to the Family, Career and Community Leaders of America (FCCLA) motto, the organization continues to move toward new horizons. 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.

The 2021-2022 fiscal year brought FCCLA much success. FCCLA secured new partnerships, strengthened existing partnerships, increased membership, and became more fiscally secure. Along with these efforts, FCCLA improved brand recognition and refined programs. In this fiscal year, FCCLA sold the National Headquarters property located at 1910 Association Drive in Reston, VA and invested those funds in long-term investments. The FCCLA National Headquarters was moved to Herndon, VA. Through the continued impact of the pandemic FCCLA continues to provide students with 21st-century skills and career and technical leadership experience applicable to their selected college or career path.

The success of FCCLA is attributed to the continued support and leadership of the Board of Directors, state and chapter advisers, student members, and national staff. We are thankful to have a family of dedicated leaders who diligently work to lead FCCLA toward financial security, support membership growth, and provide students and advisers with the resources, support, and skills needed to thrive in and out of the classroom. The advancement of adviser resources, program development, and membership recruitment has established a solid foundation for continued growth.

FCCLA encourages members to Make It Count, through the Family and Consumer Sciences classroom, and will continue to prepare today’s students to be successful in their families, careers, and communities.

Sandy Spavone
FCCLA Executive Director

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Mark Hornby  CPA, CAE, SHRM-CP, Senior Director  
Karen Patti  Senior Director  
Beth Carpenter  Leadership and Programs Director  
Kelley Conners  CMP, Conference Director  
Abigail Lee  Communications and Partnerships Senior Manager  
Ana Torres  Accounting Senior Manager  
Joshua Eddinger-Lucero  CFCS, Leadership and Programs Manager  
Caitlin Garrity  Conference Manager  
Michelle Hedrick  Executive Manager  
Patrick Min  Graphic Design and Marketing Manager  
Joey Vanek  Adviser and Competitive Events Manager  
Catherine Lewis  North Carolina Executive Director  
Emily Davis  Communications and Partnerships Coordinator  
Anna Ireland  Membership Coordinator  
Madison Shellenberger  Administrative Assistant

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Robin Utz  
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The FCCLA Annual Report is a national publication of Family, Career and Community Leaders of America (FCCLA), a Career and Technical Student Organization (CTSO) that helps students become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences (FCS) education, or as determined by the state department of education. For a full audited financial statement, email your request to national@fcclainc.org.
Ten youth leaders elected annually at the FCCLA National Leadership Conference make up the National Executive Council and serve a one-year term as the representative body of FCCLA. The National Executive Council’s primary function is program development, program implementation, and public relations.
2021-2022 ANNUAL THEME

Life is short, time goes fast, and days are limited. It is up to you to choose how you can make every moment meaningful. The 2021-2022 annual theme challenged chapters to set goals, embrace experiences, learn new skills, take ownership, and live every day with intention; because you only get one chance to “Make it Count!”

Membership Recruitment: Make it Count!

Chapters were challenged to grow their membership by incorporating the FCCLA Membership Madness Toolkit and help every student find their fit within the FCCLA family.

Quarter One:
August | September | October

Community Service: Make it Count!

Chapters focused on improving their families, careers, and communities through volunteerism. Not only did students make a positive difference in the lives of others, but they saw changes in themselves as well.

Quarter Two:
November | December | January

College- and Career-Readiness: Make it Count!

Chapters celebrated how FCCLA and Family and Consumer Sciences education have equipped the next generation of leaders with real-world skills to help prepare students for future educational and career opportunities.

Quarter Three:
February | March | April

Leadership: Make it Count!

Members worked to discover the leader in themselves and used their voices to inspire others. They took their leadership skills to the next level through global impact, career preparation, leadership development, and personal professionalism.

Quarter Four:
May | June | July

FCCLA has positively impacted my life by allowing me to grow into the best leader and person I can be for not only today but tomorrow as well. The knowledge and skills I gained throughout my time will stick with me forever and have truly made me ready for tomorrow’s future.

Maria Deddens
First Vice President
**FCCLA MISSION**

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.

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**FCCLA VISION**

Through FCCLA, students across the country will be prepared by FCS educators to pursue and prepare for their careers, work productively with others, serve as leaders in their community, and develop foundational knowledge to build strong families.

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**FCCLA STRATEGIC GOALS THROUGH 2021**

**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.

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**FCCLA CORE VALUES**

**LEADERSHIP**

Provide a unique opportunity for youth to learn how to be effective leaders through positive youth development strategies.

**CHARACTER**

Encourage further development of positive character traits such as honesty, integrity, fair play, and determination.

**DIVERSITY**

Create an inclusive environment that welcomes and values all youth.

**EXCELLENCE**

Teach youth the value of pursuing their full potential in all areas of their lives.

**TEAMWORK**

Support individual growth while working with others towards a common goal.
It is imperative for students to be involved in the numerous career preparation initiatives FCCLA provides because such engagement nurtures positive, effective, and quality environments for workplaces across the nation. Through project-based learning experiences, FCCLA develops students to be productive members of their chosen Career Pathway.

Haley Reid
Vice President of Membership
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## 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
- Interpreter or translator

## 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
- Tourism and travel services marketing manager
- Meeting and convention planner
- Food and beverage director
- Spa manager
- Leisure activity coordinator

## 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.

**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
- Home furnishing coordinator
- Textile designer or chemist
- Costume designer
- Graphic/web designer
- Interior designer
- Animation artist
- Marketing director
- Brand manager

**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."

Possible careers include:
- Applied Academic Skills: Communications, Math, Science, Basic Literacy
- Communication Skills
- Critical Thinking Skills: Problem Solving, Organization, and Planning
- Information Use
- Interpersonal Skills: Leadership, Teamwork, and Negotiation Skills
- Personal Qualities
- Resource Management: Time, Money, Materials, and Personnel
- Systems Thinking: Teamwork, and Project Management
- Technology Use
Competitive Events promote the FCCLA mission to focus on the multiple roles of family member, wage earner, and community leader. Each event is designed to help members develop specific lifetime skills in character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.

Entry into a particular level is determined by the participant’s grade in school during the school year preceding the National Leadership Conference, and in some cases, enrollment in a specific course or program.

The Competitive Event levels are:

- Level 1 - Members through grade 8
- Level 2 - Members in grades 9 and 10
- Level 3 - Members in grades 11 and 12
- Level 4 - Post-Secondary members

Skill Demonstration Events provide opportunities for FCCLA members to demonstrate college- and career-readiness skills in Family and Consumer Sciences and related occupations. Using event criteria, members will demonstrate skills learned in their FCS courses and through their involvement in FCCLA. These events may serve as an introduction to FCCLA’s Competitive Events and require a shorter time commitment than STAR Events projects.

- Consumer Math Challenge
- Culinary Food Art
- Culinary Knife Skills
- Culinary Math Challenge
- Early Childhood Challenge
- Education and Training Challenge
- Fashion Construction and Design Challenge
- Fashion Sketch
- FCCLA Creed Speaking & Interpretation
- FCCLA Knowledge Challenge
- Hospitality, Tourism and Recreation Challenge
- Interior Design Challenge
- Interior Design Sketch
- Interviewing Skills
- Nutrition Challenge
- Pastry Arts Technical Decorating Skills
- Science in FCS Challenge
- Speak Out for FCCLA
- #TeachFCS
- Technology in Teaching
- Toys that Teach

I cannot imagine a life without FCCLA — without the friendships, exhilarating general sessions, or even the nerves before competing with my STAR Event. Without the opportunities FCCLA has provided, I would not have discovered my passions and values as a young adult.

Briana Castro
Vice President of Development
Students Taking Action with Recognition (STAR) Events are Competitive Events in which members compete at the region/district, state, and national level and are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. STAR Events allow students to compete individually or as a team.

There are more than 30 STAR Events students can choose to compete in, all of which recognize participants who demonstrate their knowledge, skills, and abilities to actively identify an issue concerning families, careers, or communities, research the topic, and develop and implement a project to advocate for positive change.

- Baking and Pastry
- Career Investigation
- Chapter in Review Display and Portfolio
- Chapter Service Project Display and Portfolio
- Culinary Arts
- Culinary Math Management
- Early Childhood Education
- Entrepreneurship
- Event Management
- Fashion Construction
- Fashion Design
- Focus On Children
- Food Innovations
- Hospitality, Tourism and Recreation
- Interior Design
- Interpersonal Communications
- Job Interview
- Leadership
- National Programs In Action
- Nutrition and Wellness Event
- Parliamentary Procedure
- Professional Presentation
- Promote and Publicize FCCLA
- Public Policy Advocate
- Repurpose and Redesign
- Say Yes to FCS Education
- Sports Nutrition
- Sustainability Challenge
- Teach and Train

**Competitive Events**

**Online STAR Events**
- FCCLA Chapter Website
- Digital Stories For Change
- Instructional Video Design
FCCLA offers eight peer-to-peer educational programs to help students develop real world skills for life within Family and Consumer Sciences (FCS) education. Each National Program is designed to be integrated into the FCS classroom to help reinforce lessons with opportunities for hands-on practice.

**CAREER CONNECTION**

*Sponsored by Goodheart-Willcox*

Career Connection helps members learn more about themselves, the workplace, and careers so that they can put themselves on the pathway to future success. The projects that members conduct around Career Connection units will give them the confidence to face the thousands of overwhelming options that come with future career decisions.

- **High School Winner**
  Clyde A. Erwin High School, NC
- **Middle School Winner**
  Redfield Middle School, SD
- **Runner Up**
  Page County High School, VA

**FACTS (FAMILIES ACTING FOR COMMUNITY TRAFFIC SAFETY)**

*Sponsored by Ford Driving Skills for Life and the Governors Highway Safety Association*

Families Acting for Community Traffic Safety (FACTS) gives members the information and incentives they need to build an understanding of what it means to drive safely, both today and in the future. Through their projects, members work to educate adults and peers about traffic safety and support enforcement of local rules and regulations. FCCLA members are given the tools to help families promote basic safety attitudes that can last a lifetime.

- **High School Winner**
  Spring Lake Park High School, MN
- **Middle School Winner**
  Ross Middle School, OH
- **Runner Up**
  Nemo Vista High School, AR

**COMMUNITY SERVICE**

The Community Service program guides members to identify local concerns and carry out projects to improve the quality of life in their communities. Through their projects, members experience character development and improve their critical and creative thinking, interpersonal communication, practical knowledge, and career preparation. FCCLA members learn more about themselves, others, and the world so that they can make a difference now and in the future.

- **High School Winner**
  Enterprise High School, UT
- **Middle School Winner**
  Lincoln Jr/Sr High School, WI
- **Runner Up**
  Meadowdale High School, WA

**FAMILIES FIRST**

Through Families First, members gain a better understanding of how families work and learn skills to become strong family members. Its goals are to: help members become strong family members and leaders for today and tomorrow and strengthen the family as the basic unit of society.

- **High School Winner**
  Page County High School, VA
- **Middle School Winner**
  Selah Middle School, WA
- **Runner Up**
  James Wood High School, VA
The FCCLA Stand Up national peer education program guides members to develop, plan, carry out, and evaluate advocacy activities to improve the quality of life in their communities. Members develop their voice to make a positive impact. Through their projects, members experience character development and improve their critical and creative thinking, interpersonal communication, leadership, practical knowledge, and career preparation.

- **High School Winner**
  Patriot High School, VA
- **Middle School Winner**
  Anthony Wayne Jr. High School - Penta Career Center, OH
- **Runner Up**
  Spring Lake Park High School, MN

Financial Fitness engages members in teaching one another how to earn, spend, save, and protect money wisely. Through FCCLA’s Financial Fitness program, members plan and carry out projects that help them and their peers learn to become wise financial managers and smart consumers. FCCLA members can build their peers’ financial literacy and teach them skills for managing their finances.

- **High School Winner**
  Spring Lake Park High School, MN
- **Middle School Winner**
  Caney High School, OK
- **Runner Up**
  Three Forks High School, MT

Power of One helps members to find and use their personal power. Members set their own goals, work to achieve them, and enjoy the results. The skills members learn in Power of One help them now and in the future with school, friends and family, and on the job.

- **High School Winner**
  Clearwater High School, KS
- **Middle School Winner**
  West Cary Middle School, NC
- **Runner Up**
  North Buncombe Middle School, NC

The Student Body program helps members learn to make informed, responsible choices for their physical and mental health while also providing opportunities to teach others. The teen years are an ideal time to establish healthy attitudes and habits to last a lifetime, which is why Student Body gives members the facts and incentives they need to build a healthy body.

- **High School Winner**
  Patriot High School, VA
- **Middle School Winner**
  Anthony Wayne Jr. High School - Penta Career Center, OH
- **Runner Up**
  Spring Lake Park High School, MN

Recipients can be viewed online at fcclainc.org.
Capitol Leadership allows youth from across the country to join together in the nation’s capitol to participate in various trainings which are designed to enhance their leadership skills, give them the opportunity to meet with elected government officials, and develop necessary advocacy skills that will help them be stronger leaders on both the state and local levels.

2021 Attendance:
302 Student Members • 65 Chapter Advisers • 13 State Advisers

The FCCLA National Fall Conference is an incredible opportunity to come together with members and advisers across the nation to network, expand leadership skills, sharpen talents, and explore National Programs and Career Pathways.

2021 Attendance:
508 Student Members • 116 Chapter Advisers • 17 State Advisers / Staff
48 Guests • 24 Exhibiting Companies
All affiliated advisers and future advisers are invited to meet at the NLC site to receive professional development designed specifically for Family and Consumer Sciences education teachers looking to excel in the classroom and in FCCLA. The Chapter Adviser Summit is developed and led by the FCCLA National Staff and the National Consultant Team. Attendees receive up-to-date professional development training, share ideas, and network with other chapter advisers from across the nation.

2022 Attendance:
59 Chapter Advisers • 8 Guests

Thousands of FCCLA members from across the nation converge for an unforgettable opportunity to connect with peers, compete in STAR Events, learn from motivational speakers, attend leadership workshops, and give back to the local community. Chapter members and advisers arrive at the conference with a desire to find inspiration that will impact their chapters. Attendees make multiple visits to the EXPO floor bustling with energy and excitement to make connections all in one convenient place.

2022 Attendance:
4,596 Student Members • 1,173 Chapter Advisers • 56 State Advisers / Staff
1,177 Guests • 39 Exhibiting Companies
PARTNER HIGHLIGHTS

- $23,500 in Program Awards
- $16,500 in Youth Scholarships
- Over 450 Scholarships Awarded for 2021 Skill Demonstration and 2022 STAR Events Competitions
- Over $13,500,000 in Competitive Events Scholarships Awarded

CORPORATE PARTNERS

PLATINUM LEVEL

Ford Driving Skills for Life
We Help
National Road Safety Foundation

DIAMOND LEVEL

CareerSafe
Sullivan University
Sugar Association

GOLD LEVEL

AdCap
B-Sew Inn Education Division
MBA Research & Curriculum Center
It is important for students to get involved in FCCLA because it can have an everlasting impact on their life! It can help students achieve anything they set their minds to. If they put work and effort into the organization they will get nothing but great leadership skills, friends, and a bright future to follow!

Zeb Kelly
Vice President of Community Service
2022-2023 ANNUAL THEME
FCCLA provides IncREDible opportunities to members and advisers through FCS education. Exploring career opportunities, while instilling real world skills, advocacy, and service in FCCLA members will use to guide them for the rest of their lives because FCCLA is IncREDible.

2023 NATIONAL FCCLA WEEK

Monday, February 13
IncREDible Members

Tuesday, February 14
IncREDible Service

Wednesday, February 15
IncREDible Educators

Thursday, February 16
IncREDible Skills

Friday, February 17
IncREDible FCCLA

2023 NATIONAL FCCLA WEEK

STRATEGIC GOALS THROUGH 2025

COMMUNICATIONS
FCCLA will increase its presence by reinvesting in the value it delivers, ensuring its brand is relevant, and delivering contemporary and intentional outreach.

GROWTH
By 2025, FCCLA will grow its organization by increasing the number of its advisers and members, the diversity of both populations, and its presence in existing and new markets.

INFRASTRUCTURE
FCCLA will advance its infrastructure and experience for all stakeholders through the ongoing development of its team and leadership, and by improving its processes and systems.

PROGRAMS
FCCLA will review and refine its resources and programs by ensuring they are relevant, aligned, accessible, and consistent for all Family and Consumer Sciences educators and students.

Be Sure To Mark Your Calendars For The 2022-2023 National Conferences!

Washington, D.C.
October 10-12, 2022

Columbus, OH
November 11-13, 2022

Denver, CO
January 19-21, 2023

Denver, CO
July 2-6, 2023
2022-2023 NATIONAL EXECUTIVE COUNCIL

Mary Katherine Gunn, AL
National President

Shelby Smith, WY
National First Vice President

Reese Owens, AR
National Vice President of Community Service

Gianna DeBruyn, NJ
National Vice President of Competitive Events

Amie Ann White, TX
National Vice President of Development

Jorge Sanchez, FL
National Vice President of Finance

Kate Coulter, KS
National Vice President of Membership

Nathaniel Janssen, MN
National Vice President of Parliamentary Law

Rene Cabrera, KS
National Vice President of Programs

Madison Brian, TX
National Vice President of Public Relations