



# 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.

### 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.



# Promote and Publicize FCCLA!

## FCCLA STAR Events Information

(Students Taking Action with Recognition)



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

*"I developed an app to promote FCCLA. The app consists of different screens describing some of the national events, STAR Events, and the basic overview of the organization." Arkansas FCCLA Member*

*"We created Funky FCCLA to add a little spunk to FCCLA and to grab attention of high schoolers. We wanted to pick something that was trendy and fun for everyone, so we picked a '70s theme to create our Instagram and twitter. We researched how social media was relevant to teenagers and how it impacts their everyday decisions. We thought if we promoted it over social media, we could attract more members to join next year. We also created the concept of making trendy merchandise to sell to people to promote the organization and to raise money." Missouri FCCLA Member*

*There are graphs that have showed the increase of each class such as Early Childhood, Culinary Arts, Baking, Fashion Design. There are flyers and brochures that have been around the school. We created a letter to all new members that may be wanting to join. While interviewing students and advisers we have seen that all members learned new skills." New Jersey FCCLA Member*

*"We used multiple events through the first semester of school to promote membership. We didn't focus on the number of members but instead the level of activity within our chapter." Texas FCCLA Member*

### Promote and Publicize FCCLA! by the Numbers: 2018-2019

**Participants Nationwide:** 296 teams, 602 participants  
**Levels:** 1 (through grade 8), 2 (grades 9-10), 3 (grades 11-12)  
**Type of Event:** Leadership  
**Nationwide Impact:** 240,116 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).**