



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
Public Speaking
Teamwork

Creativity
Self-Confidence

Career Clusters



National Family and Consumer Sciences Standards

Reasoning for Action Comprehensive Standard
1.0 Career, Community and Family Connections
2.0 Consumer and Family Resources
3.0 Consumer Services
4.0 Education and Early Childhood
6.0 Family
7.0 Family and Human Services
8.0 Food Production and Services

9.0 Food Science, Dietetics, and Nutrition
10.0 Hospitality, Tourism, and Recreation
11.0 Housing and Interior Design
12.0 Human Development
13.0 Interpersonal Communications
14.0 Nutrition and Wellness
15.0 Parenting
16.0 Textiles, Fashion, and Apparel

Common Career Technical Core/Career Ready Practices

1.0 Act as a responsible and contributing citizen and employee.
2.0 Apply appropriate academic and technical skills.
4.0 Communicate clearly, effectively, and with reason.
5.0 Consider the environmental, social and economic impacts of decisions.
6.0 Demonstrate creativity and innovation.

8.0 Utilize critical thinking to make sense of problems and persevere in solving them.
9.0 Model integrity, ethical leadership and effective management.
11.0 Use technology to enhance productivity.
12.0 Work productively in teams while using cultural/global competence.

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.



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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: 2020-2021

Participants Nationwide: 104 teams, 206 participants
Levels: 1 (through grade 8), 2 (grades 9-10), 3 (grades 11-12), 4 (Postsecondary)
Type of Event: Leadership
Nationwide Impact: 304,482 people

92% of Promote and Publicize FCCLA! participants indicated this event is extremely or very useful to their future.
43% of Promote and Publicize FCCLA! participants indicated they would pursue higher education related to the career chosen in their project.

This information sheet does NOT include the guidelines for competition. To prepare for competition, Affiliated FCCLA Chapters should download the most recent STAR Events Guidelines.

Adviser Login: <https://affiliation.registeryourchapter.com/fccla#>

Student Login: <https://affiliation.registeryourchapter.com/fccla/members#>

To learn more about FCCLA STAR Events, visit the national FCCLA website, www.fcclainc.org, or email starevents@fcclainc.org.