



Family, Career and Community Leaders of America 2018-2019 ANNUAL REPORT



REAL WORLD SKILLS THROUGH FCS EDUCATION



2018-2019 HIGHLIGHTS

by *Sandy Spavone, FCCLA Executive Director*

True to FCCLA's motto, the organization continues to move toward new horizons. Throughout this past year, FCCLA began our first year working under the new strategic plan that focuses on providing students and advisers with resources and opportunities to advance Family and Consumer Sciences education and ultimately strengthen their family, career, and communities.

The 2018-2019 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. 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 participation, and national staff. We are thankful to have a family of dedicated leaders committed to FCCLA's mission who diligently lead FCCLA toward financial security, growing membership, and providing students and advisers with the resources, support, and skills needed to thrive inside as well as outside the classroom.

FCCLA is excited to celebrate 75 years of leadership in the next year. We are confident FCCLA will have continued growth and advancement of adviser resources, program development, and membership recruitment. Just as FCCLA encourages members to believe in yourself, we believe through the work of FCCLA and the Family and Consumer Sciences classroom, FCCLA will continue to prepare today's students and educators to lead those of tomorrow.





*Believe in
yourself*

Family, Career and Community Leaders of America (FCCLA) engages members in exploring career pathways and building employability skills through dynamic Family and Consumer Sciences courses. From the classroom to the National Leadership Conference, FCCLA encourages all members and advisers to "Believe in Yourself." FCCLA has 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

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

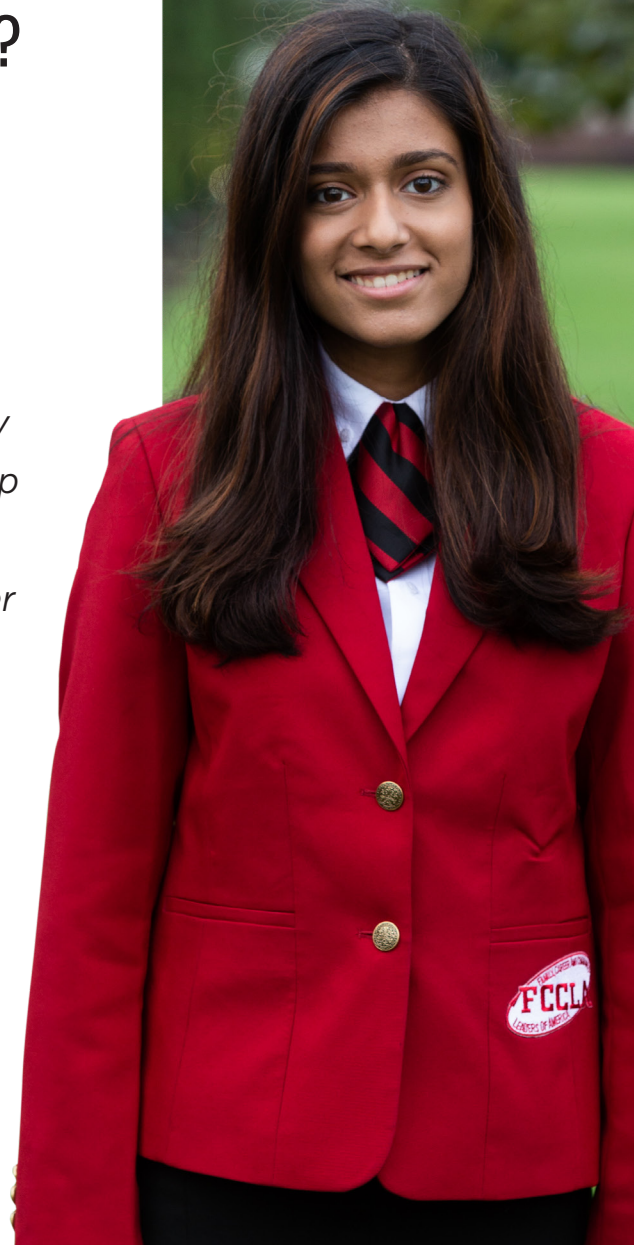
To provide support and resources for the Family and Consumer Sciences classroom

How have your **FCCLA** experiences helped you to believe in yourself?

“The experiences **FCCLA** has given me have helped me grow into the leader I am today. I have escaped my comfort zone, gained confidence in myself, and found the value of my voice and individuality throughout my time in **FCCLA**. I am confident the leadership skills I have developed through **FCCLA** will positively impact my personal life and career far into the future.”

KIRAN KUMARANAYAKAM

National Vice President of Competitive Events



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.



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



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**

FCCLA National Programs and Competitive Events support 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.



CORPORATE PARTNERS





2018-2019 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 Highway Traffic
Safety Administration

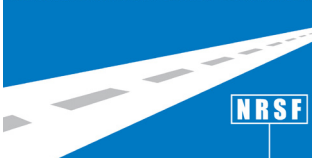
National Road Safety
Foundation

Wells Fargo

Ford Driving Skills
FOR LIFE



The National Road Safety Foundation





SCHOLARSHIPS & AWARDS

\$28,000
PROGRAM AWARDS

\$135,500
YOUTH SCHOLARSHIPS

UP TO 83
SCHOLARSHIPS FOR 2019 NLC
STAR EVENT COMPETITIONS

OVER
\$2,000,000
WORTH OF SCHOLARSHIPS

2018-2019 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



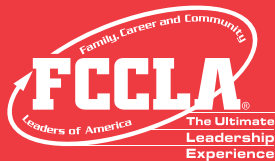
How have your **FCCLA** experiences helped you to believe in yourself?

“Experiencing **FCCLA's** conferences, meetings, and other events has truly shaped me into who I am today. I have gained tremendous leadership skills, which have helped me to further believe in myself. I would not be as confident, driven, or independent without my experiences in **FCCLA**. I am so thankful to be in an organization that allows me to believe in myself and believe that anything is possible.”

BELLA CUTRUZZULA

National Vice President of Community Service





SNAPSHOT OF



CONFERENCE ATTENDEES*



902

TOTAL PROGRAM
AWARD APPLICATIONS
SUBMITTED

**NEARLY
8,500,000**

COMMUNITY MEMBERS
REACHED THROUGH
STAR EVENTS

2018 CL WASHINGTON, D.C.

156

2018 NCM PHOENIX, AZ

579

2018 NCM LOUISVILLE, KY

1,750

2019 NLC ANAHEIM, CA

OVER 8,500

**The number of attendees for each meeting includes students, advisers, state staff, exhibitors, and guests.*

**SOCIAL
MEDIA**



FACEBOOK

14,349



TWITTER

10,830

THE YEAR 2018-2019

FCCLA MEMBERSHIP

OVER
175,000
MEMBERS

CHAPTERS
5,387



CHAPTER ADVISERS
6,856



13,274

FCCLA 365 MOBILE
APP DOWNLOADS

**The number of downloads does not include individual Guide downloads for National Cluster Meetings or the National Leadership Conference.*



2,184

ADVISER
FACEBOOK
PAGE



PINTEREST
1,694



INSTAGRAM
8,471



YOUTUBE SUBSCRIBERS
1,585

LIFETIME VIEWS
313,593



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 2019-2020 THEME:

You are unique and your experiences shape who you are today and who you will become. Through the 2019-2020 school year, we encourage you to focus on developing your own leadership story as you lead others, develop new skills, explore career opportunities, build a strong family, and give back to your community.



WASHINGTON, D.C.
Sept. 30 - Oct. 2, 2019



2019 National Fall Conference

DALLAS, TX
November 15-17, 2019



2020 National Leadership Conference

WASHINGTON, D.C.
July 5 - 9, 2020





FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.

1910 Association Drive, Reston, Virginia 20191

703-476-4900 • www.fcclainc.org

For a full audited financial statement, e-mail your request to national@fcclainc.org.

FCCLA is a national nonprofit and tax exempt student organization under the Internal Revenue Service Code, Section 501(c)3.

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