

FCCLA: MOVING FORWARD



STRATEGIC SCENARIO 2015

FCCLA is a national career & technical student organization representing 300,000 Family & Consumer Sciences students in partnership with its advisers. By serving student members in middle level and secondary education influencing grades K-16,

STRATEGIC SCENARIO 2015, cont



by obtaining business & industry support and by networking groups with related groups, FCCLA is highly recognized by media, policy makers, employers, administrators, and the public. FCCLA members are successful leaders in their families, careers, and communities.

FCCLA: The Ultimate Leadership Experience 2011-2015 STRATEGIC GOALS

- I. Increase the numbers of members, advisers, chapters**
- II. Expand the relationship with business and industry**
- III. Enhance the image and identity of FCCLA and its role
in public policy advocacy**



Goal I. Increase the number of members, advisers and chapters

Expand competitive events (2011-3,500 participants, 28 events)

- 2012 – 31 events
- 2013 – 35 events
- Digital and online events concurrently
- Knowledge Bowl
- FCCLA contests



Goal I. Increase the number of members, advisers and chapters, cont

- Developing new database system
- Establishing Adviser Academy with Northwest Missouri State University
- Collaborating with FACS partners in branding Family and Consumer Sciences



Goal I. Increase the number of members, advisers and chapters, cont



The FCS brand essence is “To create healthy and sustainable families.”

Goal II. Expand relationships with business and industry

- Reinvigorate and grow the Business Advisory Council
- Utilize professional associations and business & industry entities to evaluate competitive events
 - 2011 Culinary Arts Advisory Committee
 - 2012 Early Childhood
 - 2013 Interior Design



Goal II. Expand relationships with business and industry, cont.

- Increase the number of exhibitors at the National Leadership Conference
 - 60 in 2012
 - 65 in 2013
 - 70 in 2014
 - 75 in 2015



III. Enhance the image and identity of FCCLA and its role in public policy advocacy

- Continue the Capitol Leadership Meeting in Washington, DC, 10/9-12/2011
- Launch annual Congressional Friend of FCCLA Award
- Provide input into national policies affecting FACS field in general and FCCLA specifically:



III. Enhance the image and identity of FCCLA and its role in public policy advocacy, cont

- Restoration of the Perkins Act funding back to Fiscal Year (FY) 2010 levels for FY 2012
- Submitted statement to the President's Advisory Council on Financial Capability proposed themes and principals
- Participated in the Global Diet & Physical Activity Communications Summit

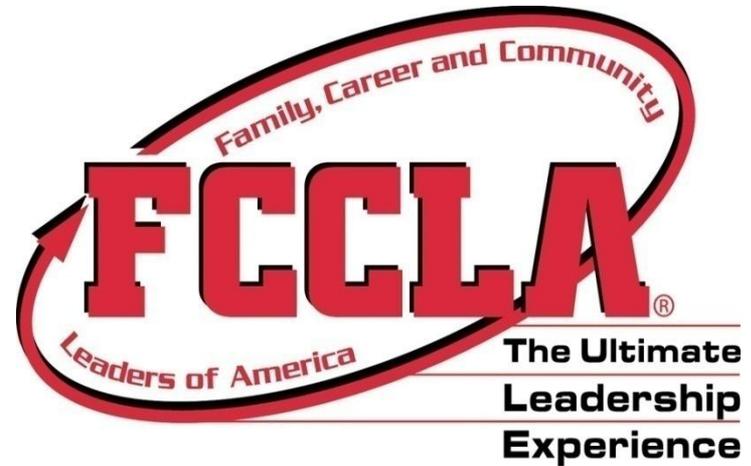


III. Enhance the image and identity of FCCLA and its role in public policy advocacy, cont

- Collaborate with Alliance to Feed the Future
- Participate in the White House Office of National Drug Control Policy Drugged Driving Summit
- Collaborate with allied organizations on obtaining regulatory exemptions dealing with Section 208 of The Healthy, Hunger-Free Kids Act of 2010.



Thank You



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