Arizona Family, Career and Community Leaders of America

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.

FCCLA Creed

We are the Family, Career and Community Leaders of America.  
We face the future with warm courage and high hope.  
For we have the clear consciousness of seeking old and precious values.  
For we are the builders of homes,  
Homes for America’s future,  
Homes where living will be the expression of everything that is good and fair,  
Homes where truth and love and security and faith will be realities, not dreams.  
We are the Family, Career and Community Leaders of America.  
We face the future with warm courage and high hope.

FCCLA Purposes

1. To provide opportunities for personal development and preparation for adult life.
2. To strengthen the function of the family as a basic unit of society.
3. To encourage democracy through cooperative action in the home and community.
4. To encourage individual and group involvement in helping achieve global cooperation and harmony.
5. To promote greater understanding between youth and adults.
6. To provide opportunities for making decisions and for assuming responsibilities.
7. To prepare for the multiple roles of men and women in today’s society.
8. To promote Family and Consumer Sciences and related occupations.
1. **Recruit, Retain and Recognize** members resulting in diversity and membership growth.

2. **Strengthen** the financial future of the organization through savings, partners and sponsors.

3. **Achieve** maximum participation in The Ultimate Leadership Experience.
Recruit, Retain and Recognize members resulting in diversity and membership growth.
Membership Recruitment

Develop a membership recruitment plan using feedback from current members as to why they join the organization.

- Invite Arizona Alumni & Associates members to participate in future conferences to share their personal stories to encourage current students to affiliate.
- Promote the Outstanding Chapter Award to increase chapter recognition by 25% at the 2023 State Leadership Conference.
- Survey members over various years to determine their level of participation in the organization.

Annual Membership Increase

Increase membership annually, resulting in at least 4,000 members by March 1, 2023.

- Create a recruitment calendar to provide advisers an efficient and streamlined virtual recruitment experience.
- Develop a membership toolkit to aid chapters in their membership recruitment and retention efforts during the Novel Coronavirus Disease 2019 (COVID-19) pandemic.
- Develop a social media recruitment strategy to engage and connect members across the state.

Membership Diversity

Promote diversity in membership by analyzing membership statistics and developing strategies to align the organization’s demographics with that of the Arizona population.

- Analyze data across various content areas to determine target audiences.
- Continuously monitor membership affiliation numbers by analyzing and evaluating reports on a regular basis.
- Develop a strategy to target special membership promotion to specific audiences.
- Gather membership retention data by analyzing membership reenrollment on an annual basis.
Strengthen the financial future of the organization through savings, partners and sponsors.
**Sponsor Relationships**

Foster new relationships with potential presenters, sponsors and exhibitors.

- Collaborate with the Family and Consumer Sciences Education Advisory Board to identify potential partners.
- Identify potential sponsors for each of FCCLA’s four career pathways: Education & Training, Hospitality & Tourism, Human Services, and Visual Arts & Design.
- Work with the Arizona Department of Education Program Specialists to build connections with potential sponsors and exhibitors.

**Organization Savings**

To procure at least $10,000.00 by the end of the 2023 fiscal year for organization savings.

- Actively work with the Finance Committee of the Board of Directors to budget $2,000.00 in savings for the 2021 fiscal year.
- Actively work with the Finance Committee of the Board of Directors to budget $3,000.00 in savings for the 2022 fiscal year.
- Actively work with the Finance Committee of the Board of Directors to budget $5,000.00 in savings for the 2023 fiscal year.

**Increase Scholarships**

To increase the number of scholarships awarded by 10% by the 2023 State Leadership Conference.

- Develop an Arizona FCCLA Store with net profits benefiting the Arizona FCCLA Scholarship Fund to award to members.
- Promote the Amazon Smile partnership to benefit the Arizona FCCLA Scholarship Fund.
- Promote the Arizona FCCLA Scholarship to members through active communication with members and advisers through social media, email campaigns and handouts.
Achieve maximum participation in The Ultimate Leadership Experience.
State Capitol Day

Develop a State Capitol Day / advocacy event by the 2022-2023 school year.

- Evaluate opportunities available during an advocacy event based on location and available resources.
- Identify options with connecting national programs and partners with an event of this type.
- Investigate what other FCCLA state associations offer for their members and advisers in terms of an advocacy event.

Competitive Events, Trainings and Workshops

Offer a variety of competitive events, trainings and workshops for all content areas at all conferences.

- Develop a Lesson Planning and Quality Instruction proficiency event for Early Childhood Education.
- Develop new opportunities for members to be engaged during the State Leadership Conference, outside of competitive events and general sessions.
- Establish a three-year rotation of leadership trainings to ensure students are maximizing their time in the organization.

Chapter Participation

Increase chapter participation in FCCLA programs and leadership opportunities.

- Develop interactive workshops and sessions for virtual conferences with minimal cost.
- Encourage members to participate in the State Executive Council election process as a State Officer Candidate, Voting Delegate or audience member.
- Implement an Adviser Mentor Program to assist new advisers in the execution of a successful chapter.
- Promote national programs through presentations at state conferences hosted by committees of the Board of Directors.