



# Family, Career and Community Leaders of America 2020-2021 ANNUAL REPORT



REAL WORLD SKILLS THROUGH FCS EDUCATION



# 2020-2021 HIGHLIGHTS

*by Sandy Spavone, FCCLA Executive Director*

This year has been an historic year for Family, Career and Community Leaders of America (FCCLA) as we concluded our 75th anniversary celebration, hosted our first-ever Virtual Leadership Experience and Hybrid National Leadership Conference, and pivoted to learn new ways to lead families, careers, and communities “Beyond Measure” through a global pandemic.

The 2020-2021 fiscal year proved to be a time of perseverance for FCCLA. Despite nationwide mask mandates, social distancing guidelines, and virtual learning, FCCLA formed new partnerships, recruited new members, introduced new programs, developed new resources, strengthened brand recognition, and sustained fiscal security for the organization caused by the COVID-19 pandemic. These efforts align with the mission and vision of FCCLA of providing students the opportunity to strengthen employability skills through exploring Career Pathways, participating in Competitive Events, engaging in National Programs, leading community service projects, and building strong families.

Despite a membership decrease to 155,098 members in 4,253 chapters across 47 states, American Samoa, and Puerto Rico, FCCLA saw success in our two temporary relief packages, with 870 chapters enrolling in one of the two packages, attributing to 47,950 members. Additionally, for the sixth year in row, FCCLA saw a percentage increase in our male population, reaching 29.61%, as well as an increase in diversity among our membership. Due to the success of the two temporary relief packages, FCCLA will again offer two relief packages throughout the 2021-2022 school year, with a similar structure to those offered last year.

FCCLA is hopeful we can continue to build on our 2020 results and remains thankful for the endless support and dedication of our National Board of Directors, National Staff, Chapter and State Advisers, and members in leading the organization toward new horizons. In looking forward to the year ahead, FCCLA is excited to see members continue to expand their leadership potential and develop skills for life as they make a difference in homes and workplaces across America.





# BEYOND MEASURE

FCCLA enables members to go "Beyond Measure" through leading others, developing new skills, exploring career opportunities, building strong families, and giving back to their communities. This year has been a memorable chapter as FCCLA 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 you grown "Beyond Measure" through your involvement in **FCCLA**?

“I have grown "Beyond Measure" through my involvement in **FCCLA** by fostering new relationships with those I have met along my journey. **FCCLA** members, advisers, and officers from across the nation have impacted my story, by instilling me with resilience, improving my communication skills, and creating a nationwide family-like support system wherever I go.”

**REGAN RHYMES**

National Vice President of Programs



# 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 Career and Technical Education 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





# 2020-2021 PARTNERSHIP HIGHLIGHTS

AT&T

Campaign for  
Tobacco-Free Kids

CareerSafe

Ford Driving Skills for Life

Goodheart-Willcox Publisher

Growth Energy

Lead4Change

National Road Safety  
Foundation

POET

Wells Fargo Hands  
on Banking





# SCHOLARSHIPS & AWARDS

**\$23,500**

PROGRAM AWARDS

**\$7,000**

YOUTH SCHOLARSHIPS

UP  
TO **355**

SCHOLARSHIPS FOR 2020 NLC  
STAR EVENT COMPETITIONS

OVER

**\$11,200,000**

WORTH OF SCHOLARSHIPS

## 2020-2021 STAR Event Scholarships & Awards

- Auguste Escoffier School of Culinary Arts
- Culinary Institute of America
- The Culinary School of Fort Worth
- Fashion Institute of Design and Merchandising
- Johnson & Wales University
- Men's Wearhouse
- National Association of Parliamentarians
- Sullivan University



# How have you grown "Beyond Measure" through your involvement in **FCCLA**?

“Through FCCLA, I have grown "Beyond Measure" into a more considerate servant leader. Understanding my passions and strengths throughout my time in FCCLA helped me discover my future career path of Social Work. My personal growth has inspired others, which helped me understand the impact one life can have!”

**FAITH HONEY ANDERSON**

National Vice President of Development





# SNAPSHOT OF



## CONFERENCE ATTENDEES\*



**1107**

TOTAL PROGRAM  
AWARD APPLICATIONS  
SUBMITTED

**NEARLY  
17,039,918**

COMMUNITY MEMBERS  
REACHED THROUGH  
STAR EVENTS

2021 IN-PERSON NATIONAL  
LEADERSHIP CONFERENCE  
NASHVILLE, TN

**1,489**

2021 VIRTUAL NATIONAL  
LEADERSHIP CONFERENCE

**2,823**

VIRTUAL LEADERSHIP  
EXPERIENCE

**283** Chapters  
**16,950** Registered Attendees

**SOCIAL  
MEDIA**



FACEBOOK  
**16,314**



INSTAGRAM  
**10,874**

# THE YEAR 2020-2021

## FCCLA MEMBERSHIP

OVER

**155,000**

MEMBERS

CHAPTERS

**4,253**



CHAPTER ADVISERS

**5,561**



**3,500**

ADVISER  
FACEBOOK  
PAGE



PINTEREST

**1,813**



TWITTER

**10,736**



YOUTUBE SUBSCRIBERS

**2,141**

LIFETIME VIEWS

**594,346**



## 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 2021-2022 THEME:

Life is short, time goes fast, and days are limited. It's up to you to choose how you can make every moment meaningful. Use the 2021-2022 annual theme to challenge yourself to set goals, embrace experiences, learn new skills, take ownership, and live every day with intention because you only get one chance to "Make it Count!"



**WASHINGTON, D.C.**  
November 4 - 5, 2021



**WASHINGTON, D.C.**  
November 5 - 7, 2021



**SAN DIEGO, CA**  
June 29 - July 3, 2022





**FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA**

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**For a full audited financial statement, email your request to [national@fcclainc.org](mailto: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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