



Family, Career and Community Leaders of America, Inc.
2010-2011 National Executive Council
Program of Work

RATIONALE: In order for an organization to be effective, it must provide programs and services needed by its members.

GOAL 1 Develop and implement strategies for increasing the number of members, chapters, and Alumni and Associates

	<u>Completed</u>	<u>Not Completed</u>	<u>Results</u>
<p><u>OBJECTIVE 1:</u> Increase student membership, nationally by 2%</p> <p><u>SPECIFIC ACTIONS:</u></p> <ol style="list-style-type: none"> Utilize Family Team State Officers by encouraging them to visit a minimum of 2 existing FCCLA Chapters and 1 potential FCCLA Chapter and return a state officer report form to their NEC Family Team. The National Executive Council will go to a minimum of 2 existing FCCLA chapters and 1 potential FCCLA chapter. Promote the State Membership Achievement Award through family teams and work with staff to add a greater incentive, including presenting the award during a general session at the 2011 National Leadership Conference. <p><u>OBJECTIVE 2:</u> Promote Alumni & Associates active membership</p> <p><u>SPECIFIC ACTIONS:</u></p> <ol style="list-style-type: none"> Provide Family Team State Officers with Alumni & Associates information to be used in script, exhibits, workshops etc. Include Alumni & Associates Information in National Cluster Meeting and National Leadership Conference scripts. Research students featured in past issues of <i>Teen Times</i> and reach out to them to connect to Alumni & Associates. Research past National Executive Council members and reach out to them to connect to Alumni & Associates. 			

<p><u>OBJECTIVE 3:</u> Retain and increase activity in membership</p> <p><u>SPECIFIC ACTIONS:</u></p> <ol style="list-style-type: none"> 1. Prepare at least 5 ideas and activities for promoting FCCLA week to be given to the Family Teams State Officers and to be posted on websites that FCCLA has a presence by January 7, 2011. 2. Communicate with officers and members within family teams to learn about everyone's ideas to promote FCCLA during FCCLA week. <p><u>RATIONALE:</u> By expanding chapters and increasing membership, FCCLA will be able to grow in all areas and rely on the assistance of Alumni & Associates.</p>			
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GOAL 2 The NEC will develop our organization by obtaining financial support and offering quality programs and service that meet the needs of diverse populations in our organization

	<u>Completed</u>	<u>Not Completed</u>	<u>Results</u>
<p><u>OBJECTIVE 1:</u> To obtain financial support from corporate, government and individual sponsors.</p> <p><u>SPECIFIC ACTIONS:</u></p> <ol style="list-style-type: none"> 1. Each NEC will find and create a business profile on a corporate sponsor and hand it off to the Vice President of Development, Ashton Fine, by Dec. 1st. 2. Each NEC member will foster positive relations with an existing corporate sponsor, through continued correspondence. FCCLA's existing and new partners will be divided among the NEC so all partners are recognized by the NEC. The NEC will correspond with partners 2 times through 2 methods during the year. 3. The NEC will sign thank you letters and hand deliver them to exhibitors at the National Cluster Meetings and the National Leadership Conference. <p><u>OBJECTIVE 2:</u> Promote Children's Miracle Network, the National Outreach Project, across the country.</p> <p><u>SPECIFIC ACTIONS:</u></p> <ol style="list-style-type: none"> 1. Promote the National Outreach Project at least once a month through social networking groups and personal accounts. 			

2. Promote the National Outreach Project through Family Teams at upcoming National Events
3. Raise funds for the National Outreach Project as a National Executive Council through group and individual campaigns, including one during the 2011 National Leadership Conference.

OBJECTIVE 3: The NEC will develop and improve national programs and services.

SPECIFIC ACTIONS:

1. Submit a plan to national staff by the January Board of Directors Meeting about modifying the components of the national program Families Acting for Community Traffic Safety (FACTS) to get our organization to participate in the prevention of distracted driving, specifically texting while driving.
2. Create a calendar with project ideas and important dates to promote FCCLA programs and activities (FCCLA Week, Membership, Competitive Events) that connects to national events and can be used for promoting FCCLA.

OBJECTIVE 4: To promote the 3 focuses of FCCLA, nutrition and wellness, financial education and environmental awareness, during the 2010-2011 school year.

SPECIFIC ACTIONS:

1. When asked to submit articles to National FCCLA Publications, the NEC will promote the mentioned three focuses.
2. To work with National Staff to promote the three focuses on internet resources to include the National FCCLA website and social networking.

RATIONALE: Adequate funding, through dues income, non-dues sources and corporate/ foundation support, and the National Executive Council are necessary for FCCLA to continue to provide programs and services to its members and advisers.

GOAL 3 Establish a positive identity and image for the organization through effective communication.

	<u>Completed</u>	<u>Not Completed</u>	<u>Results</u>
<p><u>OBJECTIVE 1:</u> To Communicate with State, Region/District, and Chapter Officers and members by utilizing technology regarding the importance of upholding a positive image of FCCLA.</p> <p><u>SPECIFIC ACTIONS:</u></p> <ol style="list-style-type: none"> 1. The NEC will create and maintain a family team Facebook page for State, District/Region, Chapter Officers and members throughout our term. The NEC will create this page by September 15th and will update it at least bi-monthly. 2. The NEC will promote each issue of the publication <i>The Officer</i> to all State, Region/District and Chapter Officers and members. We will promote <i>The Officer</i> through emails, Facebook, <i>Teen Times</i> and the national website www.fcclainc.org. 3. The NEC will communicate with their family teams a minimum of once a month through emails. 4. The NEC will relay to State and Districts/Region Officers the importance of meeting with local and state school administration and government officials. 5. As a council, submit 20 Facebook status updates per month to be posted on the national FCCLA account by staff/Morgan. 6. Dedicate a minimum of 5 Facebook status updates and tweets per week/month to FCCLA. 			
<p><u>OBJECTIVE 2:</u> The NEC contact adults related to FCCLA and those outside of our organization to promote FCCLA and Family and Consumer Sciences Education.</p> <p><u>SPECIFIC ACTIONS:</u></p> <ol style="list-style-type: none"> 1. The NEC will contact at least one local university/college to speak with graduating FACS Education Majors regarding possibilities of FCCLA in the classroom and outside. 2. The NEC will collaborate with National Staff to develop relations with state and national media outlets. 			

<p>3. The NEC will contact a minimum of 2 government and/or state school officials regarding the importance of FACS Education and FCCLA.</p> <p>RATIONALE: If the general public, i.e., administrators, parents and government officials, have a better understanding of Family, Career and Community Leaders of America, membership will increase and outside support will be enhanced. Effective communication amongst members will allow for growth at the state and local level.</p>			
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