

# 2023-24 CHAPTER CTE GUIDE

**A guide meant to help chapters gain support from their CTE department and school**



**WASHINGTON**  
STATE ASSOCIATION

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# FCCLA Mission Statement

## What is FCCLA?

Family Career Community Leaders of America (FCCLA) is a Career Technical Student Organization (CTSO) that's centered around Family and Consumer Sciences (FCS). FCCLA is an organization where students can build friendships, compete in STAR Events, develop real world skills, explore career pathways, gain leadership skills, and travel across the country.

## 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.

What does this mean?

In other words, FCCLA's purpose is to create a better community by using skills utilized in FCS to create confident and compassionate leaders.

# Career Pathways

## Hospitality and Tourism

- Career Investigation
  - An individual event, Career Investigation, recognizes participants for their ability to perform self-assessments, research and explore a career, set career goals, create a plan for achieving goals, and describe the relationship of Family and Consumer Sciences coursework to the selected career. Participants must prepare a portfolio and an oral presentation.
    - Any Hospitality and Tourism Career
- Event management
  - Event Management, an individual or team event - recognizes participants who apply skills used in Family and Consumer Sciences courses to plan an event for an educational institution, community or non-profit organization, business, or government institution.
    - Venue owner/manager
- Food Innovations
  - Food Innovations, an individual or team event, recognizes participants who demonstrate knowledge of the basic concepts of food product development by creating an original prototype formula, testing the product through focus groups, and developing a marketing strategy. Participants will demonstrate their knowledge of food science, nutrition, food preparation safety, and product marketing. Participants must prepare a display, suggested product packaging, and an oral presentation.
    - Food Engineer
- Hospitality, Tourism, and Recreation
  - Hospitality, Tourism, and Recreation, an individual or team event, recognizes participants who demonstrate their knowledge of hospitality, tourism, and recreation industries and their ability to translate their knowledge into a hypothetical or real business. The project must relate to culinary, lodging, recreation, tourism, or event coordination. Participants will research existing businesses that are similar to their project, develop a basic business plan and client services information, and create a website that highlights the business. Participants will demonstrate their customer service knowledge and ability to problem solve through an onsite case study. Participants must prepare a portfolio, an oral presentation, and complete a case study.
    - Hotel owner/manager
- Nutrition and Wellness
  - Nutrition and Wellness, an individual or team event, recognizes participants who track food intake and physical activity for themselves, their family, or a community group and determine goals and strategies for improving their overall health. Participants must prepare a portfolio, visuals, and an oral presentation.
    - Dietitian/Nutrition educator

# Career Pathways

## Visual Arts and Design

- Entrepreneurship
  - Entrepreneurship, an individual or team event, recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations. Participants must prepare a portfolio containing a written business plan, which they are not required to have implemented, and an oral presentation.
    - Small Business owner/Daycare Owner
- Fashion Construction
  - Fashion Construction is an individual event that recognizes participants who apply Fashion Construction learned in Family and Consumer Sciences courses and create a display using samples of their skills. Using new materials, participants construct, in advance, a garment or ensemble that dresses both the upper and lower body of a child/adult. Garment/ensemble must include at least eight fashion construction techniques. Competitors display the finished product along with appropriate accessories.
    - Textile Design
- Fashion Design
  - Fashion Design, an individual or team event, recognizes participants who apply fashion design skills learned in Family and Consumer Sciences courses to design and market clothing styles. Participants will develop a clothing label, research the intended audience, and design the label's first six-piece collection. Students will exhibit knowledge of all the aspects that surround design, including design basics, fabric choice, and pricing. For the competition, participants must prepare a portfolio, sample garment, and an oral presentation.
    - Fashion Designer and Event Planning
- Instructional Video Design
  - Instructional Video Design, an individual or team event, recognizes participants who demonstrate their knowledge, skills, and abilities to research, plan, and create an instructional video to deliver content as part of a lesson or unit of instruction.
    - Content developer
- Interior Design
  - Interior Design, an individual or team event - recognizes participants who apply interior design skills learned in Family and Consumer Sciences courses to design the produce and meet the client needs.
    - Interior designer/decorator

# Career Pathways

## Education and Training

- Say Yes to FCS education
  - Say Yes to FCS education, an individual event, recognizes participants who demonstrate the knowledge and skills needed to explore and experience the career of being a Family and Consumer Sciences educator. Participants must prepare a portfolio, conduct classroom observations, plan and execute a lesson, develop an FCCLA integration plan, and deliver an oral presentation.
    - FCS Teacher
- Sustainability Challenge
  - Sustainability Challenge, an individual or team event, recognizes participants who address environmental issues that adversely impact human health and well-being while actively empowering others to get involved.
    - Environmental scientist
- Teach and train
  - Teach and Train, an individual event - recognizes participants for their exploration of the education and training fields through research and hands-on experience.
    - Teacher
- Public Policy advocate
  - Public Policy advocate, an individual or team event, recognizes participants who demonstrate their knowledge, skills, and ability to actively identify a local, state, national, or global concern, research the topic, identify a target audience and potential partnerships, form an action plan, and advocate for the issue in an effort to positively affect a policy or law.
    - Government employee

# Career Pathways

## Human Services

- Digital Stories for Change
  - Digital Stories for Change, an individual or team event, recognizes participants who demonstrate their knowledge, skills, and abilities to actively identify an issue concerning families, careers, or communities; research the topic; and develop a digital story to advocate for positive change.
    - Publisher/writer
- Early Childhood Education
  - Early Childhood Education, an individual event - recognizes participants who demonstrate their ability to use knowledge and skills gained from their enrollment in an occupational early childhood program.
    - Daycare employee
- Event Management
  - An individual or team event that recognizes participants who apply skills learned in Family and Consumer Sciences courses to plan an event and prepare a researched proposal for an educational institution, community or non-profit organization, business, or government institution.
    - Event manager/planner
- Focus on Children
  - An individual or team event - recognizes participants who use Family and Consumer Sciences skills to plan and conduct a child development project that has a positive impact on children and the community.
    - Teacher

It is important to understand how these star events that FCCLA provides are not limited to these career pathways. However, they can help the student discover many more pathways and are diverse. For example, Fashion designing not includes the pathway of becoming a fashion designer but help the student go into the jobs related to textile and clothing. The Career Pathway Flyer link which is attached provides more example of the jobs that are available to FCCLA members through these pathways. Also, it is significant to know how FCS education has been the missing piece in the linkage of CTE programs as FCS provides a cluster of programs that offer a diverse amount of career opportunities. So FCCLA representing FCS provides many career pathways including the ones listed.

# Funding and the Importance

As state staff and officers, we understand that each district and school has different ways that they budget their money for their FCCLA chapter. We cannot provide information on how they can fund for your specific FCCLA chapter, as this will look different for everyone. It's important to help your administrators understand the importance of supporting your chapter financially as it is a part of the CTE program standards which is linked and especially talks about providing the financial aid on Pg.4. More is discussed in the Steps as a Chapter, discussing your current plans for your chapter with utmost passion makes your administrators more understanding towards your chapters' needs.

Admin can support local FCCLA chapters in numerous different ways including providing Perkins allotment and if you click the link, it goes more into detail how this Perkins act allows CTE departments to access federal aid to support their educational programs. Also your CTE directors can help you with funding supplies for different events, volunteering to help the chapter prepare for competitive events, funding travel to both state and national conference, and publicly supporting the chapter through words of acknowledgment and encouragement. If you haven't yet set up a meeting with your school administrators and advisor, we highly recommend you do!



# Steps as a Chapter

## 1. Provide photos of last year's projects

As a chapter, you can provide pictures of the last year's community projects such as visiting your senior center or cleaning up trails. While showing those pictures to your CTE department head or the school board, explain in depth about the outcome of the project and explain how the community benefited from your chapter's initiative. Also include testimonials from people in the community who benefited from your project.

## 2. If later on in the year, share your current projects too

If you are sharing the CTE guide to your school or CTE department well into the year, then you can show the current projects that are being conducted by your members including their preparation for the competitive events and national programs. It is always nice to have photos and explain in depth how as a chapter you are helping these members grow. Also discuss the community projects that you have conducted.

## 3. State the plans you have for your chapter for the current year or next year

In order to get support from your school or CTE department for funding, you should state the plans for current year or next year with projects you have in mind or regarding competitive events because if you explain to them in detail about your plans for your chapter's growth then the school or CTE department will understand your need. Also show the school or the CTE director, the importance of them giving you support and how it will immensely help your chapter grow.

### **Executive Council Tips**

- Greet your school/CTE department with a smile before showing them the CTE guide and explaining the support you need from them
- Always be expressive and give them details on how much this is important for your chapter
- End with a smile and convey that you are glad that you were able to get their time to convey the concerns for the chapter

# Importance of FCCLA in CTE

Competitive events and National Programs use the skills learned in CTE classes for example in competitive events, with their project based on the area they are competing, such as baking and pastry, you are using the skills that you've learned from your culinary CTE class with the preparation of the dish, planning the steps for preparing the dish, and the clean up required after making the dish. With National Programs, you are using the basic skills learned from all CTE classes such as time management, communication and interpersonal skills. It differs based on each program like Stand Up which utilizes the communication skills you learned from CTE courses to voice out an issue in your community.

FCS classes' main goal is to help prepare its students to be positive and dynamic members of community, families and their workplaces. FCCLA's motto is to create better leaders and family members through the idea of Family and Consumers education. For example, the culinary classes prepare students for their career pathway or STAR Events related to Hospitality and Tourism especially with Food Innovations. Another FCS class is Child Development which prepares for the career pathway or STAR Events that is affiliated with FCCLA, Human Services especially Early Childhood Education. Family and Consumers Sciences (FCS) is a branch of CTE because it provides students with life management skills, especially personal efficiency, and career-oriented skills which connects perfectly with the idea of CTE, preparing students for the workforce and post-graduation.

# State President Testimonial

From our State President:

"As I enter my 5th year as a member of Washington FCCLA, I am able to clearly see the impact it has made in my life. I have been afforded countless opportunities to develop professionalism, serve my community, travel around the country, and network with other FCCLA members. FCCLA has provided the puzzle piece that I was unaware I was missing from my life. As a timid 6th grader I could not have imagined standing in front of hundreds of youth leaders and being rewarded with the opportunity to serve all of Washington FCCLA. Over my time in FCCLA I have had the privilege to attend and lead numerous conferences at the regional, state, and national levels. I have got to compete with projects that were solutions to issues in my community at various levels, and win awards for making a difference. However, the most rewarding part of my FCCLA journey has been making connections with members, officers, and advisers. Without these interactions I would not have learned crucial skills such as problem solving, self advocating, and the ability to have difficult conversations. More importantly I have developed characteristics that I believe will be beneficial for years to come, such as listening, compassion, respect, and integrity. I have learned many valuable lessons by participating in FCCLA, and I encourage everyone to make the most of their FCCLA experience, as the opportunities for growth are endless!"

-Clare Richards

2023-2024 Washington State President

# State Officer Testimonial

## From a State Officer:

"I believe that it is less important as to why you join FCCLA, but more important why you chose to stay. When I joined FCCLA in 8th grade, I was looking for a place to participate in a school activity and spend time with friends. But immediately after joining, I realized that this was going to be an organization that meant something to me. A place that I look to when I need a break, or when I am looking for inspiration. After that first year, I was hooked. I served as our chapter's Vice President my first year, in 8th grade. And proceed to be chapter President my 9th and 10th grade year. Then chapter Secretary my 11th grade year. In 9th grade, I was approached by my adviser with the opportunity to run for State Office. I decided that from that moment forward I was going to have a 'what's the worst case scenario' attitude, and said yes. After getting elected and serving my first year, 2021-2022, I gained some of the most valuable life experiences and lessons one could have. I learned humility, that no question was a bad question. I learned acceptance, that everyone is here for the same reason and to take people as they are in that moment and watch them grow. And I learned how to be a part of a team, be part of something that meant something.

To me, FCCLA means family. Not in the sense that the first letter is F for Family. But in the idea that officers and members alike will be there for each other and you no matter what. Whether it's an early morning coffee run, or a hand to hold while in tears, you are never alone. I found lifelong friends, mentors and connections. Not only have I had the chance to make best friends all across the nation, but I have grown significantly closer to the friends I have in my small town. All thanks to the similar community we are part of, FCCLA. My second year in office, 2022-2023, I learned trust. It will work out and everyone is on your side. I learned community and how no matter the distance, there is someone out there rooting for you. I reestablished the relationship I had with time management. Before FCCLA, I was under the impression that time management meant devoting 110% of my time to everything. But through FCCLA I realized that time management is putting forth however much you have to give and that the rest will come.

FCCLA is an organization that doesn't come and go. Whether becoming a Family and Consumer Sciences educator or not. There will always be family in FCCLA and always be a place for you to be yourself. For me this was larger than my chapter and was my State Officer team. I hope this place is similar for you too."

-Molly Rose Bates

2023-2024 Washington State VP of Finance and Public Relations

# Star Event Competitor Testimonial

From Nationals 1st place Winner:

During my short time in FCCLA I have had so many amazing experiences—building friendships, strengthening leadership skills, and learning perseverance, to name a few. I even had the opportunity to attend the National Leadership Conference in Denver this summer. Getting to that point was no easy task. After weeks of researching and planning, I ended up having to change my project the week before Regionals. I thought about giving up. But with countless hours of support from my fellow chapter members and a few sleepless nights, I was able to proudly present a complete project at Regionals. With the help of my chapter, I went on to win first place at Regionals, State, and Nationals. FCCLA has a way of making every person feel seen and valued. Before I joined FCCLA I thought I had to shoulder challenges on my own—save face and play the role of the 'strong leader.' I now know this isn't true; FCCLA has taught me that leadership isn't about the strength of the one, but about the strength of the whole.

-Adi Breckon (Region 10)

# Dedicated Advisor Testimonial

## A Dedicated Advisor:

I love the opportunities that FCCLA provides for students in and out of the classroom. From Competitive Events to FCCLA National Programs, my students get to explore topics they learn in Family and Consumer Sciences classes. Through STAR Events, I get to see my students grow in so many ways while they stretch their learning and leadership skills. I am always so proud to watch students succeed and see their hard work pay off! Being an FCCLA Adviser, is one of the best parts of my job!

-Mrs. Tricia Littlefield