

# 2021-2022 New Jersey FCCLA Program of Work

Membership	State & National Programs and activities	Leadership Development	Public Relations & Communication	Financial Development
Promote Go for the Red, National Membership Campaign and the National Membership Toolkit	Promote chapter and state participation in the National Programs: Career Connection Community Service FACTS Families First Financial Fitness Power of one Stand Up Student Body	Encourage personal development through character education in workshops, competitive events, community service initiatives, and programs.	Encourage interaction with local BOE and adult education support groups *Attend and deliver a speech at a school board meeting *Meet with school superintendents *Contact local PTA groups and make plans to speak at a meeting	Promote fundraisers that boost the image of FCS by featuring entrepreneurial activities
Increase to 60 chapters and 3500 members	Encourage excellence through National Programs Recognition Awards.	Motivate students to be active FCCLA members in their chapters and the pursuit of leadership positions.	Encourage the chapters to use the new state theme as a public relations tool	Promote successful fundraising ideas through the website, newsletter, social media and other electronic communication.
Increase the membership of special populations	Promote FCCLA@ the Table through conferences, FCCLA Week and the website	Promote leadership development through participation in the 2022 Leadership Bootcamp.	Present FCCLA at Family and Consumer Sciences professional conferences	Promote chapter fundraisers that support chapter affiliation during the pandemic.
Increase the middle level to 2 new chapters	Promote service initiatives and the Lead4Change service program.	Boost participation in all state and national leadership conferences.	Encourage local chapters to submit press releases to newspapers and the state newsletter	Promote participation in the competitive events that include finance and budgeting.
Increase NJ Friends of FCCLA by 25 members	Submit 3 applications for National FCCLA Awards	Participate in the chapter president's workshop at the Fall and State Conferences	Encourage corporate support of FCCLA programs through Career Pathways Project and partnerships	Inspire members to apply for scholarships through the national organization and NJ FCCLA
Increase members by promoting membership via the website, social media, and the Presidents Email Blast	Promote Chapter and State recognition programs: Most Valuable Member Chapter President's Award Outstanding Administrator Award Alumni Achievement Friend of FCCLA Years of Service Distinguished Service Spirit of Advising Outstanding Adviser Master Adviser Adviser Mentor	Work with other CTSO's in a collaborative effort to encourage leadership development.	Publish and distribute a NJ FCCLA Newsletter 3 times a year	Promote chapter outreach to increase business and industry support.

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Increase occupational membership by adding 2 Career and Technical Schools.	Promote participation in all competitive events at the state and national levels.		Maintain an FCCLA website and link the state and local chapter websites.	
Create 3 membership PowerPoint presentations to promote and strengthen NJ FCCLA Membership.	Increase the number and diversity of the state events offered to members by including events that work in a virtual setting and increase integration in the FCS classroom.		Increase NJ FCCLA's social media presence with Facebook, Twitter, and Instagram	
Send a promotional / informative letter to the FCS teachers and prospective advisers.	Revise the Competitive Events to promote virtual participation.		Utilize "FCCLA Week" activities as a PR tool	
	Recognize a minimum of 6 chapters for strong and active participation on the state and local levels by meeting the expectations of a Red Rose Chapter Award.		Create a NJ FCCLA marketing campaign	
	Promote activities that support business and industry partnerships.		Promote FCCLA with public officials.	