



## The 3 R's of FCCLA Membership

Start the year with the 3 R's of membership: recruit, retain, and recognize! FCCLA urges advisers to give their program three to five years before it becomes an integral part of their classroom and school. Generally it takes that long to build up outside support from parents and business and industry as well as inside support from administrators. Of course the most important support for a successful program comes from the student members. To keep members and build a strong chapter, practice the three R's: recruit, recognize, and retain. The three R's happen at different points throughout the year, but each is a vital part of any successful program.

### Recruit

While FCCLA requires nine members to form a chapter, a school may pay for nine students while working to fill the minimum limit. Because membership dues are collected on a rolling basis, it is easy to add members throughout the year. This means that it is best to affiliate a chapter at the beginning of the year so that subscriptions of *Teen Times* and *The Adviser* will begin right away. Additionally, by affiliating a chapter before November 1, advisers will receive a special gift for their early submission. Be sure to check the online affiliation page and read the *E-Adviser* to find out how to sign up for the 2009–2010 early affiliation gift.

Recruitment can happen at the beginning of the year when the classroom is full of new faces, the

end of the year when students are beginning to think about what they will do next year, or throughout the year as the chapter holds activities. The Be Part of It! membership kit and FCCLA...

*The Handbook to Ultimate Leadership* both have great ideas and tools to help introduce FCCLA to students. Ideas can range from using the Step One web search to having officers write personalized notes for potential members to having a booth during an open house or school enrollment. Once students have been recruited into a chapter, it's important to get them involved and meeting other members quickly. Introductory activities like a membership retreat, a meeting highlighting past projects, or something simple like a Sundae Sunday will help members connect with each other and learn more about the organization through games and ice breakers. Officer teams may even decide to split the new members into a "pledge class" to help new recruits bond and guide them through the first year, preparing them for additional responsibilities later on.

No matter what introductions or activities are used, recruitment can be fun and educational. Each adviser will have a different experience depending on the



variables he or she encounters. Find out what works best for the classroom, the school, and the community, and move forward!

### Recognize

Like recruitment, recognition can be a fun and educational part of the program. Ideas can range from selecting one or two students each month to represent the chapter at school board or town council meetings, holding an FCCLA award night where each member receives an award based on his or her contributions to the chapter, or providing seniors with a special rope or pin for graduation ceremonies. Or, do all three!

*Continued on page 5*

# the adviser

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## BOARD OF DIRECTOR'S NOTES

### The Countdown is Underway!



**Connie Rhoton**  
Board Chair

Your students may not realize that advisers are also counting down the days to the end of the school year. While some of the members may only be “marking time” at this point, I am certain that most of you, as advisers, are checking off the accomplishments that have made this a successful year for your FCCLA chapter. I hope that the finishing touch on your year will be participation in the 2009 National Leadership Conference in Nashville, Tennessee. Whether your students come to Nashville to shine in STAR Events or to sharpen their leadership skills, they will definitely discover a multitude of ways to take your FCCLA chapter Beyond the Label in 2009–2010.

As the year cycles toward a close for the FCCLA Board of Directors, we are also checking off accomplishments and looking ahead to a new and exciting year. We have seen many positive things happen because of the cooperative efforts and attitudes of the national officers, national staff, and members and advisers from across the country who participated in numerous surveys to provide information critical in helping the board make good decisions. Thanks to all of you who answered questions, shared opinions, and served on task forces this year.

The major focus areas for the 2008–2009 Board of Directors included:

- expansion of STAR Events (development of new events and allowing additional national participation in existing events)
- development and refining of rubrics for STAR Events, which has been led by national staff in close cooperation with the NASAFACS organization
- establishment of a task force to review the structure, timing, and program focus of all FCCLA national meetings
- establishment of a task force to review the current structure of the Board of Directors and determine any changes that may strengthen our decision-making body
- in-depth review and editorial revisions to both the bylaws of our organization and to the policy manual that guides the operation of the Board
- formation of a focus group on civic engagement opportunities for FCCLA members and advisers, working under the direction of the executive director
- creation of plans for the 65 Years of Leadership, 65th anniversary of FCCLA
- identification of specific goals and actions that will move us toward the Strategic Scenario that serves as the vision for the FCCLA organization.

Serving as chair of the national Board of Directors has been a great honor and a tremendous professional development experience. I have been inspired by the enthusiasm of the national officers and very grateful for the commitment our national staff has to make FCCLA: the Ultimate Leadership Experience.

I know that FCCLA really happens—really makes the most profound and lasting impact at the chapter level. Thank you for making FCCLA real. As an adviser, you give your students more than opportunities. **You give them your heart and because of that, you will always have a special place in theirs.**

## EXECUTIVE DIRECTOR'S NOTES

## 'Tis the Season of Public Policy

In the Fall issue of *The Adviser*, our attention was focused on advisers and student members taking action to “save Family and Consumer Sciences education.” Since this is the season of major legislative activities both at national and state levels, we thought it would be useful to continue spotlighting various roles that FCCLA advisers and student members are undertaking to gain support for Career and Technical Education (CTE) in general and for FCCLA in particular. These roles include convening legislative days at your state capitols, supporting individual state legislative initiatives, and advocating federal support for increased funding of the Perkins CTE Act.

During the early years of my professional career as a high school teacher, I was not particularly aware of the importance of public policy on either my career development or the careers of my students. But when I moved to

Washington, DC, and began working for a public interest organization, I began to gain an understanding of the impact of public policy on our daily lives. Today with our extensive communication and social networks and changing curriculum at the secondary level, FCCLA advisers and student members are able to gain that public policy knowledge first hand and with the blink of an eye!

Across the country, FCCLA state advisers, chapter advisers, and student members are engaged in public policy in an up-front and personal way. Missouri FCCLA, for example, has developed its “Legislative Shadowing Project.” This past February student members from various regions successfully shadowed their state office holders, state senators, and state representatives. The objectives of the project were fivefold:

- increase FCCLA awareness of state government and the political process



**Michael L. Benjamin**  
M.P.H., CAE  
Executive Director

- interpret the duties of elected officials or policy makers
- develop awareness of current issues, especially those relating to families
- explore career options within public service
- educate local chapters, schools, and/or communities about the impact of the shadowing experience.

For more information on this project, contact Marcia Ritter, CFCS at [marciafac@sbcglobal.net](mailto:marciafac@sbcglobal.net).

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## Why Should I Care About What Happens in Washington, DC?

Over the last few months, FCCLA national headquarters started the process of sharing public policy notices with advisers to take action. We've heard positive feedback on this change and will continue to share items when necessary. However, several have wondered what exactly to do with this new information. They like it, but don't know what the next step is or why they should be interested. It is a valid question because most teachers don't get training in public policy as part of college programs.

- **We want you to be informed.** You may read an article about Perkins funding in the E-Adviser and give a report at your staff meeting.
- **We want you to be able to act when necessary.** Every day, we read about school budget cuts and program elimination. We want you to act now so your program is well funded for the future.
- **We want you to engage your students.** Our members need to be informed now that CTSO programs are vital to student success—they are all future decision makers.

What happens in Washington, DC, never stays in Washington, DC. The policies and funding opportunities created are for the rest of the country. It is important to know what is going on and how you can help influence the decision makers when the time comes.



# NATIONAL News

Order your copy TODAY!

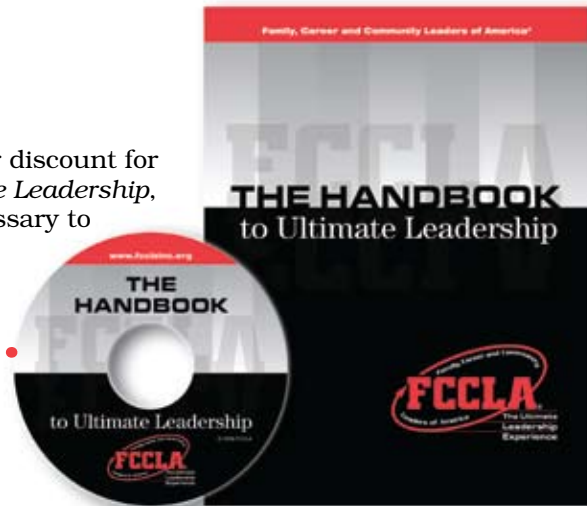
*FCCLA...The Handbook to Ultimate Leadership*

Only \$54 prior to June 1st

FCCLA is offering chapter and state advisers a \$5 off pre-order discount for the new FCCLA publication, *FCCLA...The Handbook to Ultimate Leadership*, which promises to provide FCCLA advisers with the tools necessary to manage a chapter, integrate FCCLA into the FACS curriculum, lesson plans, and a large list of resources. Please visit [www.fcclainc.org](http://www.fcclainc.org) for more information.

**API** One Stop Shopping!

API is your one-stop site for FCCLA promotional products. You can access [apisource.com](http://apisource.com) API through [www.fccla-store.com](http://www.fccla-store.com)!



## AAFCS Centennial Celebration in Knoxville, Tennessee

FCCLA's National President, Brennen Clouse, and FCCLA national staff will be attending AAFCS' 100th Annual Conference & Expo, Celebrating the Past, Sustaining the Future, to work on solutions to current sustainability issues, such as designing more eco-friendly fabrics, reducing waste in food preparation, and increasing the use of recycling in homes, schools, and workplaces. To commemorate AAFCS' Centennial, the conference will also address the history and future of the Association and FACS profession.



## Combined Federal Campaign—FCCLA CFC #10179 Use It TODAY!

The mission of the CFC is to promote and support philanthropy through a program that is employee focused, cost-efficient, and effective in providing all federal employees the opportunity to improve the quality of life for all. Federal civilian, postal, and military donors worldwide can support FCCLA CFC #10179.

## Attention Financial Literacy Teachers

## Practical Money Skills

for Life™  
[www.practicalmoneyskills.com](http://www.practicalmoneyskills.com)

Get the best lesson plans, games, articles, and updates from Visa, Inc.'s Practical Money Skills financial education program delivered to your email inbox FREE. Visit [www.practicalmoneyskills.com/newsletter](http://www.practicalmoneyskills.com/newsletter) to sign up.

## NRCCUA Survey—Your Participation is Important for the Future of FCCLA

Thank you to all that participated in this year's National Research Center for College & University Admissions (NRCCUA) survey—a survey you receive each fall for your Family and Consumer Sciences students to complete. The survey packets are typically sent via FedEx and include: a letter to the adviser, red and white student surveys, an adviser survey, instructions on administering the survey, and a return envelope. The information that we collect from that survey is invaluable and we urge you to participate in the upcoming year. You will be receiving the 2009 survey in early fall. Please contact national headquarters if you have any questions.

## AAFCS Provides New Site for FACS Advocacy

Looking for tangible ways to demonstrate the value of your FACS secondary school program? AAFCS is here to help with these useful tools and tips.

For more information, visit [www.aafcs.org/resources/secondaryedsupport.html](http://www.aafcs.org/resources/secondaryedsupport.html).



*Continued from page 1*

Providing recognition often encourages students to take action in the first place. National STAR Events and program awards are wonderful ways to begin to get students interested beyond the local level. Make STAR Events a classroom project for recognition at parents' night or to share with school board members and administration. When students complete a project, be sure to submit an online project report form or an "FCCLA in Action" notice to *Teen Times* for national recognition.

Each of these things honors the efforts students have put into the chapter in a different way. Recognizing students is an important step in retaining active members.

## Retention

Retaining students gets easier with time. As the chapter grows in success, more students stay active. Don't be discouraged if getting started takes time. Remember, it takes three to five years before most advisers feel truly comfortable with their chapter. However, there are some things advisers can do in the beginning to create a sense of belonging from the start. Members need to know that they offer a unique contribution to the chapter.

Sit down with new members to create a membership plan so they have goals for each year of membership. This can include competing in STAR Events, submitting national or state scholarship applications, becoming a chapter, state, or national officer, etc. By accomplishing and evaluating goals each year, students will be encouraged to stick with the program. Encourage members to share this plan with their parents, guidance counselor, other teachers, and coaches to build additional support for the student and the program outside of the classroom.



Meet with the school administration and the guidance counselor to talk about the benefits of the chapter. Getting their buy-in will help keep students enrolled in FACS courses and keep the chapter moving forward. Additionally, make sure the chapter structure makes room for students who may not have time to be in the classroom every semester. These students may have conflicts, but still need to feel part of the group when they join meetings or work on projects.

While the three R's are vital for any program, they should be implemented in a way that makes sense for each adviser. Talk to area advisers, call your state adviser, and meet with parent and alumni support, to find out what has worked for others and decide what is best for your chapter.

There is one more thing that makes a chapter successful...every adviser works very hard to keep his or her chapter going during the year. Chapters can't be successful if advisers are overwhelmed. ***Don't forget to schedule some time off!***

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*Continued from page 3*

Significantly at the request of one of our National Executive Council members, FCCLA submitted a letter of support to the Nebraska Legislature for Legislative Bill 476—The Center for Student Leadership and Extended Learning Act—a bill that would provide ongoing financial and administrative support for state leadership and administration of Nebraska's Career and Technical Student Organizations (CTSOs). On March 10, there was a large turnout at the legislative hearing including FCCLA advisers, members, and other representatives of Nebraska's CTSOs.

Later this year, Congress will consider funding for the Carl D. Perkins Career and Technical Education Act. The Association for Career and Technical Education has a campaign to get 100,000 people to sign a petition demanding that Congress fund Perkins at no less than \$1.7 billion in Fiscal 2010. It is time we take a definitive stand and "demand that Congress increase Perkins funding to acceptable levels." Go to [www.takepart.com/pressurecooker/petition.php](http://www.takepart.com/pressurecooker/petition.php).

Finally, FCCLA advisers have been very involved in the recently passed Service Learning legislation entitled The Edward M. Kennedy Serve America Act (S.277)—this act, signed by President Obama on April 22, 2009, which amended the National and Community Service Act. The legislation, in part, strengthens service learning by creating a "Summer of Service" program to encourage middle and high school students to engage in community service. Of interest to FCCLA members is the fact that participants in the Summer of Service program can earn a \$500 scholarship for future education. We will keep you updated as this program rolls out.

## FCCLA Advisers and FACS Teacher Educators Need to Work Together to Recruit and Prepare New FCCLA Advisers

Some FCCLA chapter advisers would like the FACS teacher certification programs to do a better job of preparing teachers for serving as chapter advisers. And some FACS teacher certification programs would like more assistance from FCCLA chapter advisers for preparing pre-service teachers for their future chapter adviser responsibilities. FCCLA chapter advisers and FACS teacher educators both want the same thing. We both want FCCLA advisers who meet the National Standards for Teachers of FACS. The National Standards for Teachers of FACS provide a model of excellence for what a beginning FACS teacher should know and be able to do. Standard 10 specifically addresses FCCLA and states that the FACS teacher will “integrate the FCCLA student organization into the program to foster student’s academic growth, application of FACS content, leadership, service learning, and career development.” (*National Association of FACS Teacher Educators, 12/04*).

There are many ways that FCCLA chapter advisers can help the FACS teacher certification programs prepare pre-service teachers for meeting standard 10. Below are some suggestions for getting started.

### **1. Recruit FACS teacher candidates for the teacher preparation programs from your FCCLA membership.**

Students who have had a successful K–12 experience in FACS have demonstrated good potential for becoming effective FACS teachers and FCCLA advisers. We have heard many students state that their middle school and high school FACS/FCCLA experiences introduced them to our profession. We have also heard some FCCLA members state they are going to become FACS teachers so they can be an FCCLA adviser. The first step to helping FACS teacher certification programs prepare good FCCLA advisers is to help them recruit your successful chapter members into the teaching profession. Use the Teach and Train STAR Event to help your future teachers learn about the profession and gain classroom experience so they see how rewarding being a FACS teacher can be, understand the path toward a successful teaching career, and realize the value of integrating FCCLA.

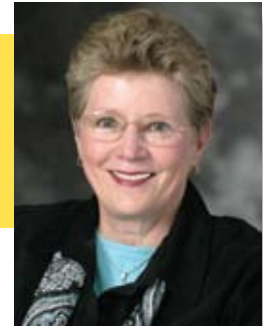
### **2. Volunteer to mentor a FACS education major.**

Contact your FACS teacher certification program and offer to serve as a mentor for one of the pre-service teachers. As a mentor you can involve the pre-service teacher in your FCCLA chapter activities by having him or her:

- a. observe and define the FCCLA goal-setting and project development process

### **About the Author**

Dr. Jan Bowers is a former national FCCLA Board Chair and is the Director of the Family and Consumer Sciences Education Association.



- b. help FCCLA members create, implement, and assess Power of One plans
- c. help FCCLA members prepare for running for an FCCLA office at the local, regional, or state level
- d. help FCCLA members practice STAR Event presentations
- e. participate in recognizing your FCCLA members for their accomplishments
- f. attend an FCCLA regional or state conference with your chapter.

### **3. Volunteer to become involved in the FACS teacher certification program.**

Ask the FACS teacher educator how you and your FCCLA members can become involved with the pre-service candidates. You and your students may be able to:

- a. video conference with the education majors to collaboratively develop and implement a service project
- b. present a webinar for the education majors on specific FCCLA programs or integrating student leadership development opportunities into the FACS curriculum
- c. set up or participate in a chat room with education majors to answer questions about FCCLA programs and opportunities.

When pre-service teachers get involved in your chapter activities they will be more motivated and better prepared to follow your example and become effective FCCLA advisers. As FCCLA advisers, teacher educators, and the pre-service teachers work together to serve middle and secondary FACS students, we will reach our mutual goal of preparing pre-service teachers for their role in serving as FCCLA advisers. FCCLA advisers, who are working with FACS teacher certification programs are asked to share their collaboration strategies with Amy Doane, FCCLA Marketing & Membership Manager at [adoane@fcclainc.org](mailto:adoane@fcclainc.org), and with Dr. Jan Bowers at [bowersj@cwu.edu](mailto:bowersj@cwu.edu). Working together, we can increase the number of effective FCCLA advisers and promote personal growth and leadership development through FACS education.

# Lesson 1

## What's FCCLA All About?

Nicole Ruge  
National Consultant Team,  
Lakeside Middle, Georgia

### Objectives

- After students complete this activity they will have a brief understanding of your FCCLA chapter and how to sign up as a member.

### Materials

- What is FCCLA? posters (Create a slide in Power-Point. Project the Power-Point slide and print a copy in different colors of paper.)
- Scavenger hunt items (see below)
- Create explanation cards for each scavenger hunt item
- What's FCCLA All About? worksheet (see [www.fcclainc.org/content/the-adviser/](http://www.fcclainc.org/content/the-adviser/))
- *FCCLA...What it is All About?* DVD (optional)

### Time Needed

45 minutes

### Information

Before students arrive post several What is FCCLA? posters around your room with one big one on the white board. As students come into class have each one take a card, tell students to have a seat and hang on to their card. Keep out the Sign-up slip, give this slip to a past member if possible (if there are no past members then the teacher should present).

After everyone has arrived explain to the students that you are going to talk about a great leadership opportunity. Ask if they can guess what that opportunity may be (someone will get FCCLA)?

Give students 3 minutes to find their item in the classroom and return to their seat. Pass out the "What's FCCLA all about?" worksheet. At this time each student will take turns standing in front of the room explaining their item (reading from the card). You may

elaborate on each item if needed. As this is being done students need to fill-in their worksheet.

### Activity

As students are presenting their item, all other students will be filling out their worksheet.

### Activity Wrap-Up

At the end of the activity you can show part or all of *FCCLA...What's it all about?* DVD.

Make sure to let everyone know when and where the next member meeting will be held. Ask how many plan to attend.

### Additional Information

Additional items can be added for specific local activities. For example, a Relay For Life bracelet, if your chapter takes part in the relay every year. A valentine decoration, if your local FCCLA is responsible for the Valentines Day Dance.

Make sure there are enough items for every student.

## Scavenger Hunt Item Cards

FCCLA	Stands for Family, Career and Community Leaders of America
Hotel Key Card	FCCLA will take you on many great adventures.
Flashlight	FCCLA will help guide you to becoming a great leader.
FCCLA Teddy Bear	FCCLA will help you build forever friendships.
Map of your Community	FCCLA will help you learn about your community and how to get you involved.
Hammer	FCCLA will give you the tools you need to become a successful member of society.
Monopoly Money	In FCCLA you will learn about personal finances.
FCCLA Pin, Cord, or Stole	In FCCLA a pin, cord, or stole is given for outstanding contributions to your local, state, or national chapter.
Banquet Program	We strive to recognize each outstanding leader for their efforts during the year.
FCCLA Balloons	We party together!
Picture of Family	We have family as our central focus.
Gavel	FCCLA helps prepare you for the business world. You will learn parliamentary procedure.
Highlighter	FCCLA will help you highlight your strengths and interest in your career search.
FCCLA Folder	FCCLA helps you learn to become organized.
Red Blazer	Official uniform
Picture of United States	When you join FCCLA you become part of a national organization.
Sign-up Slip	List time and date for next member meeting.

# Clue Into Chapter Calendars

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Chapter Adviser,  
Sharyland High,  
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To begin preparing for a successful year with your FCCLA chapter, remember to keep members informed. Keeping local chapter members informed is a large part of having good participation in local chapter activities. A lack of communication could result in poor interest and uneventful activities/projects.

One effective way to maintain good communication is to prepare a monthly calendar of activities for your membership that is given a month in advance. Don't have time? Let me share a few ways and means to accomplish this monthly calendar.

Sample_Sharyland FCCLA Activities and Deadlines October 2009						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
October is Domestic Violence Awareness Month!				1 Scrapbooking Workshop Rm. 125_3:50-5:00 Officer Meeting Rm. 125_Noon	2 End of Six Week Period  <b>Dues Deadline_</b> \$22.00	3
4	5 Begin New Six Week Period	6	7 <b>Deadline_</b> \$3 Due for Fall Leadership Meeting	8 <b>Chapter Meeting</b> Old library - 6:30-7:30 pm	9	10
11	12 <b>School Lunch Week!</b>  Columbus Day	13	14 <b>Fall Leadership Meeting!</b> Meet in Rm. 125- 1:00-5:00	15 <b>Deadline_</b> National Cluster Meeting – Louisville, KY Registration Due	16 <b>Deadline_</b> Sign up for Make a Difference Day Activity	17
18 <b>Red Ribbon Week</b>	19 <b>National Character Counts! Week</b>	20	21	22	23	24 <b>Make a Difference Day!</b> Local Park-Noon
25	26 <b>Pizza Sale</b> Lunchroom-Noon <b>Parade Float Meeting</b> Rm. 125-3:30	27 <b>Pizza Sale</b> Lunchroom-Noon	28 <b>Pizza Sale</b> Lunchroom-Noon	29 <b>Pizza Sale</b> Lunchroom-Noon <b>Homecoming Parade</b>	30 <b>Homecoming</b>	31 <b>Halloween</b>

- Elect a vice-president of public relations for your local chapter.
- You and your vice-president of public relations log onto the FCCLA national website, [www.fcclainc.org](http://www.fcclainc.org). Located on the home page is the FCCLA Calendar. Check it out! It features events and activities on the national level that chapters may want to get involved in.
- Copy and paste the activities you want to work with from the national website into a calendar template you can create in Microsoft Word or similar program.
- Next, find your FCCLA state website and check for deadlines and dates of state items of interest for that month. Add these items into your calendar template. Remember, you are working together with your officer during this process.
- Next, what are your local chapter activities for this month? Any meetings? Programs and projects? Deadlines for dues payment? STAR Event presentations? Community service opportunities? Add these to your calendar!
- Check your own school calendar for test dates, holidays, early release, etc. and include these for that month.
- Last, add clip art!
- **Congratulations! Your calendar is complete and next time your officer will be able to do it on their own.**

## Tips:

1. Establish a definite date and time for the vice president of public relations to prepare this calendar. Don't just leave it to "come when you can." Have your officer come the last Monday of the month to prepare for the next month.
2. Make enough copies for each member. Hang a copy in your classroom on a bulletin board. Make an enlarged copy and post on your FCCLA hallway bulletin board for everyone to see what your chapter is up to. This is a great recruitment tool for other students. Future chapter members can see your activities and this also serves as a reminder for chapter members.
3. Have available to hand out at local chapter meetings (vice president of public relations does this and reports on calendar happenings during the meeting). Also, have the calendars in your classroom in a special place or tray that members or interested students can pick up at their own convenience.