

Georgia FCCLA Strategic Goals

Georgia Family, Career and Community Leaders of America recognizes opportunities to grow and maintain its elite status as one of the largest FCCLA associations in the United States. Five goals are listed below for continuous evaluation through 2021.

Goal 1: Increase membership involvement in leadership events

- Increase current chapter membership
 - Recognize chapters for membership milestones and accomplishments
- Support programs that address the needs and interests of members.
 - Promote involvement in FCCLA national programs
 - FCCLA is synonymous as a curricular tool
- Support the adviser in creating and retaining an effective FCCLA chapter.
 - Identify and target potential advisers
 - Create a formalized adviser mentoring program
 - Provide FCCLA updates at all FACS gatherings
 - Promote opportunities for adviser involvement, recognition and leadership

Goal 2: Position Georgia FCCLA as the premier Family and Consumer Sciences CTSO (Professionalize the FCCLA image)

- Promote the value of FCCLA to students, teachers and administrators
 - Increase awareness of school administrator award
 - Demonstrate how FCCLA programs and events correlate with Georgia standards
 - Create connections with existing FACS Education programs to communicate with pre-service teachers
 - Provide article for CTSO newsletter
- Collaborate with FACS related organizations to promote FCCLA and FACS
 - Participate in meetings and activities of organizations such as GACTE, GATFACS, GAFCS
- Create public relations plan to include materials, ideas and incentives for local chapters
 - Prepare press releases for each event to distribute to teachers
 - Create marketing materials aimed at increasing non-traditional membership
- Maintain a polished online presence to communicate FCCLA initiatives
 - Maintaining a current and eye-appealing state website
 - Engaging FCCLA members with social media such as Facebook, Twitter, Instagram, etc.

Goal 3: Increase services provided by the FCCLA Foundation

- Form a Foundation Board
- Support FCCLA programs and members

Goal 4: Expand business and industry involvement

- Identify business and industry related to Family and Consumer Sciences and FCCLA programs and events
 - Create a partnerships committee to brainstorm list and provide contact information
 - Utilize alumni & associates – past officers, retired teachers – to assist
- Become involved with external business and industry groups, civic organizations and government entities
 - Develop a presentation for members and/or advisers to use with business and industry
 - Seek at least 5 potential partnerships for State Leadership Conference

Goal 5: Secure the FCCLA tradition for future generations

- Analyze and evaluate the functions of the Board of Directors
 - Review committee structure to ensure currency
 - Establish orientation for new board members
- Communicate organization infrastructure importance to support program and membership services
- Annually review financial resources
 - Analyze and anticipate dues adjustments to minimize the impact on membership
 - Collaborate with CTSOs to ensure continued grant funding
- Identify non-dues revenue sources
 - Create and implement corporate and individual donor campaigns
- Set policies and procedures for sound management
 - Establish operating policies and procedures
 - Continually review policies and procedures for updates

