

# VISION 2020: COLORADO FCCLA STRATEGIC PLAN

The Colorado Family, Career and Community Leaders of America (FCCLA) State Executive Council approved the VISION 2020: Strategic Plan for implementation by the state office starting in January 2015 and concluding in December 2020. The State Executive Council, state office, and state officer teams will work toward accomplishing these goals through state, district, and local programming, conferences, and materials available for all affiliated membership.

## Goal 1: Increase Colorado FCCLA affiliated membership by 5 percent

1. Increase middle school membership and involvement
  - A. Encourage high school chapters to partner with middle school feeder programs
  - B. Invite middle school teachers to participate in district advisory committee meetings
  - C. Invite middle school chapters to district conferences
2. Increase high school membership and recognition
  - A. Host an event/activity to build relationships between all ages of members focusing on the social development
  - B. Encourage advisers increase applications for recognition for members on all levels
  - C. Develop recognition opportunities at local and district level
  - D. Host networking events at all conferences to encourage sharing of ideas
3. Implement postsecondary membership
  - A. Pilot Postsecondary division at FACS Community College Programs, Colorado State University, University of Northern Colorado, and Johnson & Wales University
  - B. Host Postsecondary division conference and competition

## Goal 2: Expand relationships with businesses and corporate partnerships.

1. Increase the number of partnerships
  - A. Build partnership with Colorado AFCS and CATFACS
  - B. Seek out partnerships with all FACS Career Clusters businesses and professional organizations
  - C. Bring in more businesses/organizations to conduct workshops and youth expo
  - D. Expand STAR event scholarship offering for all Career Preparation Events



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## Goal 3: Strength Colorado FCCLA's advocacy and public relations efforts

1. Increase the attendance of district and chapter officers at legislative day
  - A. Have elected student leaders become advocates of FCCLA and Family and Consumer Sciences education
  - B. Request elected student leaders at all levels attend school board meetings and local civic groups meetings to share about what they have learned in FCCLA at least once during their elected term
  - C. Request all elected student leaders to visit with government officials about what FCCLA is and the leadership opportunities it provides
2. Create a community awareness campaign using the following media sources
  - A. Television
  - B. Newspaper
  - C. Radio
  - D. Social media
3. Increase our social media followers by 5 percent
  - A. Establish guidelines for effective social media use for chapters
  - B. Develop training for advisers and members on social media
4. Transition Colorado FCCLA website and content to accessibility format

## Goal 4: Increase the activity and involvement of Colorado FCCLA members and chapters with programs

1. Increase the involvement in FCCLA programs
  - A. Increase involvement in the Leadership Institute
  - B. Challenge every chapter participates in at least one national program each year
  - C. Celebrate the 75<sup>th</sup> anniversary in style with activity guide
  - D. Develop classroom integration website with lesson plans and activities
2. Strengthen each Colorado FCCLA district and chapter
  - A. Create Bylaws and Policies for each of the Colorado FCCLA districts
  - B. Create District Consultant Handbook webpage
  - C. Create Bylaws and Policies for each Colorado FCCLA chapter