



# Strategic Plan for Nebraska Family, Career, and Community Leaders of America

August 2015-July 2020

<b>GOAL 1:</b>	<b>The Nebraska Association of Family, Career and Community Leaders of America, Inc. will offer quality programs and services that meet the needs of the members and advisers.</b> Rationale: In order for the organization to be effective, it must provide programs and services needed by its members and advisers.	
<b>Objective 1.1</b>	<b>Support innovative programs that address the needs and interests of members and advisers.</b>	
<b>Current/Potential Strategies:</b>	<b>Action/Results/Recommendations:</b>	
1. Promote involvement of Nebraska FCCLA members in State and National FCCLA Programs.	<ul style="list-style-type: none"> <li>➤ SLC activities include program awards, training workshops, and conference badge ribbons recognizing program participation.</li> <li>➤ Increase social media efforts in announcing State and National Program information and award winners.</li> <li>➤ Workshops at FCSTN, NEAFCS, and FCCLA conferences include program updates.</li> <li>➤ State and National Program information and award winners to be placed on website.</li> <li>➤ A user-friendly package for delivery of program updates and events for use by local FCCLA chapters to be developed and marketed.</li> </ul>	
2. Emphasize importance of correlating Nebraska FACS Standards, Nebraska Career Readiness Standards, National FACS standards, and FCCLA programs/competitive events.	<ul style="list-style-type: none"> <li>➤ Complete and publish crosswalk of all State and National FCCLA programs and competitive events to Nebraska Career Readiness Standards.</li> <li>➤ Develop series of lesson plans (2 per course) focusing on specific programs and competitive events which can be integrated into each Nebraska FACS course in Human Services and Education.</li> <li>➤ Online webinar courses developed for new and returning teachers are provided by state staff and include FCCLA integration.</li> <li>➤ FCCLA as an intra-curricular tool is emphasized in all trainings for advisers.</li> <li>➤ National STAR Events have been revised to reference FACS standards to which they correlate, and academic skills that are incorporated in the event.</li> </ul>	
3. Develop innovative programming opportunities for members which focus on outreach and education of outside organizations, companies, and individuals while preparing members for multiple roles in society.	<ul style="list-style-type: none"> <li>➤ Organize FCCLA Serves projects at SLC related to Family and Consumer Sciences content</li> <li>➤ Organize tour opportunities for students at SLC related to Family and Consumer Sciences content</li> <li>➤ Develop program for competitive on-site job shadowing opportunities for members at businesses and organizations related to Family and Consumer Sciences content and careers in Nebraska</li> <li>➤ Develop grant opportunity for State Officers to attend Capitol Leadership Training</li> </ul>	
<b>Objective 1.2</b>	<b>Support the key role of the adviser in creating and maintaining an effective FCCLA chapter.</b>	
<b>Current/Potential Strategies:</b>	<b>Action/Results/Recommendations:</b>	

<p>1. Establish an adviser mentoring network.</p>	<ul style="list-style-type: none"> <li>➤ Create and maintain a process for connecting new/inexperienced advisers with trained mentors.</li> <li>➤ Develop and revise regularly, materials and guidelines for both mentors and mentees.</li> <li>➤ Mentor training to be conducted in connection with the NCE Conference every other summer.</li> <li>➤ Explore incentive opportunities for serving as a mentor.</li> <li>➤ Explore incentive opportunities to mentees who successfully complete a two year mentoring program.</li> <li>➤ Recognize mentors and mentees at SLC and through administrator contact.</li> </ul>
<p>2. Provide information updates, in-service, and other training for advisers, targeting integration of FCCLA into the FACS curriculum and use of national program materials.</p>	<ul style="list-style-type: none"> <li>➤ Adviser training is conducted at NCE and at SLC on FCCLA as co-curricular and using FCCLA national program materials.</li> <li>➤ An “Adviser Resources and Recognition” section is included on the state Web site, including links to program related resources.</li> <li>➤ State staff provides in-service to FACS teachers upon request of local school divisions as scheduling permits.</li> <li>➤ The Nebraska FCCLA Leadership Foundation to support adviser participation in the national FCCLA Adviser Academy through scholarships to assist with participation costs.</li> </ul>
<p>3. Provide opportunities for adviser involvement, recognition and leadership.</p>	<ul style="list-style-type: none"> <li>➤ The role of the Adviser-to-Adviser leaders includes conducting adviser workshops and training.</li> <li>➤ Advisers hold leadership positions on the Board of Directors, SPOT Adviser team, STAR Events Coordinators group, and District Advisory Council; positions are advertised on the state website.</li> <li>➤ Presentation prepared for advisers about encouraging students to run for State Officer, State Peer Officer, and National Officer as well as the process for doing so.</li> <li>➤ The Nebraska Association nominates advisers for available positions on the National FCCLA Board of Directors and STAR Events Advisory Team as well as other opportunities available at the National Association level.</li> <li>➤ Advisers are continually offered opportunities to be “round table” topic leaders and workshop presenters at both state and national meetings.</li> <li>➤ Adviser awards are presented at SLC, NCE Conference, as well as encouraging advisers to apply for additional National FCCLA adviser awards.</li> <li>➤ Nebraska FCCLA encourages advisers to participate in the Adviser Academy and Adviser-to-Adviser sponsored by National FCCLA.</li> </ul>
<p>4. Work with teacher educators and provide pre-service opportunities for Family and Consumer Sciences education students that will prepare them as advisers.</p>	<ul style="list-style-type: none"> <li>➤ Teacher educators are invited to SLC and encouraged to bring students.</li> <li>➤ The <i>FCCLA Guide to Preparing Future Advisers</i> will be purchased for all Nebraska FACS Education programs.</li> <li>➤ FCCLA updates are provided as part of the Teacher Educator Forum each September.</li> <li>➤ Future teachers are encouraged to serve as STAR Event Evaluators at District and State competitions.</li> </ul>

**GOAL 2:** The Nebraska Association of Family, Career and Community Leaders of America, Inc. will seek adequate resources to provide funding for existing and new programs and services to its members that are in harmony with the organization’s mission and purposes.  
Rationale: Adequate funding through dues income, non-dues sources, and corporate/foundation support is necessary for FCCLA to continue to provide programs and services to it members and advisers.

<b>Objective 2.1</b>	<b>Regularly review and assess allocation of resources and set policy relating to program and fiscal matters and be responsible for sound management.</b>	
<b>Current/Potential Strategies:</b>		<b>Action/Results/Recommendations:</b>
1. Prepare accurate yearly budget as well as current financial statements to Board of Directors on a yearly basis.		➤ Standardized form provided for Board indicating finances from 2 previous years, current year budget, and current year budget.
2. Analyze cost vs. budget projections to continually develop and revise and operating budget and monitor expenses for cost effectiveness.		➤ This will be done on a bi-yearly basis by the Board of Directors.
3. Establish financial independence through the formation of a Nebraska Association of Family, Career, and Community Leaders of America, Inc. Leadership Foundation		1. The foundation supports activities of the Nebraska Association based on recommendations from the foundation's Board and the Nebraska FCCLA Board. ➤ The foundation implements annual strategies for fundraising activities and promoting financial support of Nebraska FCCLA.
<b>Objective 2.3</b>	<b>Identify means to enhance non-dues revenue.</b>	
<b>Current/Potential Strategies:</b>		<b>Action/Results/Recommendations:</b>
1. Continue implementing corporate and individual donor campaigns, including identifying and applying for grants.		➤ State officers and board members continue to establish foundation partnerships. ➤ Promote Circle of Friends program and continue Chapter Developer Award for credit for SLC registration. ➤ Promote special projects funds (70 Years of Red, \$70 for Red) that come through the State Officer Team and Board of Directors. ➤ Develop team of State Officers and Board of Directors members dedicated to seeking out grant application opportunities
2. Develop a presentation for business and industry for state officers, state officer advisers, chapter advisers, and Board of Directors to use.		➤ National FCCLA's "Guide to Promoting FCCLA," includes PSAs, TV spots, etc. The State Association will continue to develop strategies for using the materials and providing PR training. ➤ A sample presentation for business/industry/civic organizations to be created at SOLA.
3. Expand FCCLA Store		➤ Promote and sell additional FCCLA items at Fall Leadership Workshop, Peer Education Conference, and State Leadership Conference.
<b>Objective 2.4</b>	<b>Develop Alumni and Associates membership at the State Association level.</b>	
<b>Current/Potential Strategies:</b>		<b>Action/Results/Recommendations:</b>
1. Develop local implementation plan for creating Alumni and Associates support and involvement.		➤ Board of Directors work to create a best practices strategy to guide local chapters toward developing their Alumni and Associates membership base.
2. Develop statewide Alumni and Associates membership		➤ Determine database method for logging membership ➤ Seek input from stakeholders as to membership incentives ➤ Develop structure of leadership and opportunities for Alumni and Associates members
3. Involve Alumni and Associates members in the organization through activities as well as support at events.		➤ Seek opportunities to involve Alumni and Associates membership at events and conferences ➤ Ask for assistance as needed for Alumni and Associates members to be involved in the preparation and production of Nebraska FCCLA programs and events.
<b>GOAL 3:</b>	<b>The Nebraska Association of Family, Career and Community Leaders of America, Inc. will retain and expand membership through</b>	

<b>programs and services that further the mission and purposes of FCCLA as an integral part of Family and Consumer Sciences.</b> Rationale: To reach the maximum number of students with its programs, FCCLA needs to increase membership.	
<b>Objective 3.1</b>	<b>Maintain and/or increase current chapter membership.</b>
<b>Current/Potential Strategies:</b>	<b>Action/Results/Recommendations:</b>
1. Maintain data on membership and affiliation, using this data as a resource in developing on-going strategies to increase membership.	<ul style="list-style-type: none"> <li>➤ Affiliation records are maintained based on national FCCLA data.</li> <li>➤ The SOT and BOD annually review, update and take action on the strategic plan for membership including membership campaigns and recognition.</li> <li>➤ A membership campaign is designed or updated annually and includes incentives for membership increases.</li> </ul>
2. Provide membership recruitment training to chapter officers and members	<ul style="list-style-type: none"> <li>➤ Focus on recruitment and retention efforts at the local level through presentations at SLC, FLW, and other meetings as available</li> </ul>
3. Recognize chapters of membership accomplishments.	<ul style="list-style-type: none"> <li>➤ Membership awards are given to: new chapters, chapters increasing by set percentage, and participation in annual membership program.</li> <li>➤ Chapters receiving membership awards receive badge ribbon at SLC.</li> <li>➤ Chapters receiving membership awards are listed on the state website.</li> </ul>
<b>Objective 3.2</b>	<b>Seek to establish new chapters.</b>
<b>Current/Potential Strategies:</b>	<b>Action/Results/Recommendations:</b>
1. Identify and target potential advisers	<ul style="list-style-type: none"> <li>➤ FCCLA will take the opportunity to exhibit at NeAFCS annually and at other CTE meetings as recommended by the FACS Career Field Specialist and/or Board of Directors.</li> <li>➤ A new/returning teacher session on FCCLA is offered at NCE Conference regularly.</li> <li>➤ State Officers contact and visit new and unaffiliated FCCLA chapters.</li> <li>➤ Promote New Chapter Grant opportunity to provide financial incentive for new chapters to potential advisers and school administrators.</li> <li>➤ The Leadership Foundation provides financial support to advisers participating in the national Adviser Academy. Adviser are encouraged to participate in the Adviser Academy and Adviser-to-Adviser</li> <li>➤ Recognize new chapters and new chapter advisers.</li> <li>➤ Publicize advantages of having an FCCLA chapter to current and non-FCCLA schools including financial resources, leadership development, competitive events, public support, and experiential learning outside of the classroom through the organization.</li> </ul>
2. Provide affiliation information and assistance to members and advisers.	<ul style="list-style-type: none"> <li>➤ Affiliation online is done through the national FCCLA Web site; links to affiliation assistance is provided on Nebraska FCCLA website.</li> <li>➤ On-site affiliation assistance is offered to advisers as part of a school site-visit and/or FLW as available.</li> </ul>
3. Support the national FCCLA postsecondary membership initiatives.	<ul style="list-style-type: none"> <li>➤ Explore opportunity to establish post-secondary FCCLA chapters at Nebraska colleges/universities</li> </ul>
<b>Objective 3.3</b>	<b>Promote the value of FCCLA to students, teachers, teacher educators, and administrators.</b>

Current Strategies:		Action/Results/Recommendations:
1. Increase awareness of FCCLA among administrators, and continue to promote the School Administrator Award.		<ul style="list-style-type: none"> <li>➤ A new chapter welcome letter is sent to the school principal.</li> <li>➤ Outstanding School Administrator awards given annually at SLC; chapters are encouraged to make nominations; form is on state Web site along with list of current recipients.</li> </ul>
2. Communicate how FCCLA programs correlate with Family and Consumer Sciences		<ul style="list-style-type: none"> <li>➤ FCCLA programs will be cross-walked with State FACS Standards, National Standards, and Nebraska Career Readiness Standards.</li> </ul>
3. Provide information and training on FCCLA programs for teacher educators and local FACS supervisors.		<ul style="list-style-type: none"> <li>➤ The <i>FCCLA Guide to Preparing Future Advisers</i> to be purchased for all Nebraska FACS Education programs.</li> <li>➤ University/college educators are invited to exhibit at SLC and encouraged to bring/send FACS education students.</li> <li>➤ When possible, FCCLA meetings such as FLW are held on college/university campuses that have FACS Education preparation programs.</li> <li>➤ Meet 2 times per year with teacher educators at in-state institutions.</li> </ul>
4. Promote FCCLA awareness among elected officials		<ul style="list-style-type: none"> <li>➤ Members of the State Officer Team attend Capitol Leadership</li> <li>➤ State Officer Team members contact State Senators</li> <li>➤ Promote FCCLA Week through proclamation signing</li> </ul>
<b>Objective 3.4</b>	<b>Collaborate with related organizations to promote FCCLA, FACS, and career and technical education.</b>	
Current/Potential Strategies:		Action/Results/Recommendations:
1. Collaborate with related organizations, participating in meetings and activities. Related organizations will include National FCCLA, Alumni & Associates, other CTSOs, FACS and CTE professional organizations, education associations, and business/industry professional organizations related to FACS curriculum.		<ul style="list-style-type: none"> <li>➤ Nebraska members, advisers, and state staff participate in the National Leadership Conference, Capitol Leadership and National Cluster Meetings.</li> <li>➤ State Adviser participates in professional development provided by National FCCLA.</li> <li>➤ State Adviser attends ACTE national conference, participating in NASAFACTS and NATFACTS sessions, when possible.</li> <li>➤ FCCLA officers participate in state CTSO meetings / CTE Month activities.</li> <li>➤ State Officers attend designated trainings at the NLC and Cluster meetings.</li> </ul>
2. Become involved with external business and industry groups, civic organizations, and governmental agencies.		<ul style="list-style-type: none"> <li>➤ State Officers and Board members seek foundation partnerships and make presentations for civic organizations, school boards, and business/industry.</li> <li>➤ Representatives of business and industry invited to present workshops or be a part of the Opportunity Fair at SLC.</li> <li>➤ STAR Events evaluators are recruited from the identified external groups.</li> <li>➤ FCCLA Officers and Advisers routinely visit with state and national elected officials to promote FCCLA and CTE.</li> <li>➤ Research programs, issues, and initiatives in which FCCLA could partner with other organizations, government agencies, or business and industry.</li> </ul>
<b>GOAL 4:</b>	<b>The Nebraska Association of Family, Career and Community Leaders of America will enhance the image and awareness of the organization.</b> Rationale: If the general public, including parents, school administrators, and government officials, have a better understanding of FCCLA, membership will increase and outside support will be enhanced.	
<b>Objective 4.1</b>	<b>Develop a public relations plan to position FCCLA as the premier student organization responsible for training citizens and leaders in the</b>	

<b>family, community, and career settings.</b>	
<b>Current Strategies:</b>	<b>Action/Results/Recommendations:</b>
1. Using the “Guide to Promoting FCCLA” materials as a resource, create a long-range public relations plan which will include state association strategies as well as PR materials, ideas, and incentives for local chapters.	<ul style="list-style-type: none"> <li>➤ State officers and their advisers, as well as all others attending the NLC received information and basic training in the FCCLA PR materials.</li> <li>➤ The materials are available on the national FCCLA Web site and are described on the state Web site with a link to national.</li> <li>➤ The FCCLA PR awards have been added to the state Web site awards list.</li> <li>➤ FCCLA PR information has been included in all member and adviser trainings conducted by FCCLA state staff since its development.</li> </ul>
2. Continue to use and upgrade technology to showcase Nebraska FCCLA.	<ul style="list-style-type: none"> <li>➤ The state Web site is regularly updated and expanded and will continue to be enhanced as recommended by the State Officer Team and Board of Directors.</li> <li>➤ Nebraska’s social media accounts are monitored and updated continually.</li> <li>➤ The SLC is visibly enhanced by the use of technology during general sessions and workshops.</li> <li>➤ Technology is continually upgraded for STAR Events Management and SLC Management.</li> </ul>
3. Seek public relations opportunities to create support for local FCCLA chapters as well as the state association.	<ul style="list-style-type: none"> <li>➤ News releases on all state and national FCCLA activities are made available to chapters.</li> <li>➤ Develop State Public Relations Award and provide recognition for those who apply for National PR Award.</li> <li>➤ The SLC Outreach Project typically targets a regional or state organization to receive support, thus increasing awareness of FCCLA.</li> <li>➤ The state officers are required to make presentations to either their school board or a civic organization in their community as part of their officer duties.</li> <li>➤ State Officers</li> </ul>
4. Promote awareness of applicability of FCCLA programs to males and culturally diverse populations.	<ul style="list-style-type: none"> <li>➤ Continually review publications, meeting agendas, and training sessions for appropriate content targeting males and diversity.</li> <li>➤ Develop membership awareness campaign for promoting male membership opportunities</li> <li>➤ Trainers, speakers, and presenters are selected with diversity as criteria.</li> <li>➤ State website photos emphasize diversity.</li> </ul>
<b>GOAL 5:</b>	<b>The organizational structure of the Nebraska Association of Family, Career and Community Leaders of America will support the mission and purposes of the organization.</b> Rationale: An effective and efficient governance structure is vital to the successful operation of an organization.
<b>Objective 5.1</b>	<b>Analyze and evaluate the functions of the Board of Directors on a regular basis.</b>
<b>Current Strategies:</b>	<b>Action/Results/Recommendations:</b>
1. Orient new members of the Board of Directors to their roles and responsibilities.	<ul style="list-style-type: none"> <li>➤ Orientation for new Board members to be held annually as part of the Board meeting.</li> </ul>
2. Review committee structure regularly to insure it is still appropriate to the mission and purposes of FCCLA.	<ul style="list-style-type: none"> <li>➤ Develop committees to serve and meet needs within Board of Directors.</li> <li>➤ Create Board of Directors Operational Procedures as needed.</li> </ul>
<b>Objective 5.2</b>	<b>Evaluate and articulate the role of constituent groups, including members, local advisers, and State Staff.</b>
<b>Current/Potential Strategies:</b>	<b>Action/Results/Recommendations:</b>
1. Seek increased involvement by constituent groups in FCCLA	<ul style="list-style-type: none"> <li>➤ Current policies assure a wide range of constituent groups serve on the Board of Directors.</li> </ul>

activities and program planning	Additional director positions may be added as the need is identified.
<b>Objective 5.3</b>	<b>Communicate the importance of the organizational infrastructure that supports program and membership services.</b>
<b>Current/Potential Strategies:</b>	<b>Action/Results/Recommendations:</b>
1. Use the state website to explain the organizational infrastructure, focusing on the interdependence and interrelationship of national, state, and local chapters.	<ul style="list-style-type: none"> <li>➤ The state Web site contains a download of the state bylaws and operational procedures, which explain the organizational structure.</li> <li>➤ The state website includes a listing of and information on the state Board of Directors, the State Officer Team, State Peer Officer Team, and State Staff</li> </ul>