

MARKETING STRATEGIES FOR FAMILY AND CONSUMER SCIENCES PROGRAMS AND FCCLA CHAPTERS

"Last spring while I was doing my student teaching, I had my parenting class compile a "Parent Connections" newsletter which was included as a center insert in the quarterly district newsletter. I treated the unit as if the class was a newsletter staff, and even had them select an editor to lead staff meetings and make decisions. I had the staff pick a childhood stage and brainstorm issues that parents have to deal with at that level. They selected adolescents, and addressed the issues of communication, teens working, low cost family activities, etc. They worked together to pick/assign topics based on their strengths/weaknesses, and I encouraged collaboration. Each morning started as staff meeting, and then we headed to the media center for research and writing. In the end, I formatted the newsletter and did some final editing. The newsletter got many positive responses for the one-teacher department and especially caught the eye of several administrators. The best part was to see the pride in the eyes of the students, many of whom were low achievers and lacked motivation." *Melanie Barger, Rock Bridge High School, Columbia, Missouri. Student taught at Hallsville High School*

"Our chapter membership has doubled this year--we think it may be in part because of some thing new we tried. The FCCLA officers spoke to each freshman English class, gave them each a brochure about our organization and plans for the year, and a sucker with a sticker on it that read, "Don't be a sucker, start planning a successful future--join FCCLA today". Then, we sponsored a trip to a go-kart/mini golf park and had a contest where the member recruiting the most new members won a pizza lunch from a local restaurant. We are up to 196 and counting. I don't know what exactly worked, but something did." *Tracey Newman, Ste. Genevieve High School*

"The Missouri state FCCLA officers visit their state legislators each spring. Legislators are always getting gifts like mugs, pens, t-shirts, etc., so it was a challenge to come up with something different to get their attention. The following "candy story" was used and then replicated by some chapters on the local level. It was fun and definitely a conversation piece in the office! WHILE SOME TEENAGERS ARE (NERDS CANDY) AND SOME ARE (AIRHEADS CANDY); OVER 13,000 MISSOURI TEENS ARE (SMARTIES CANDY) FOR JOINING FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA (FCCLA), THE ONLY IN-SCHOOL VOCATIONAL STUDENT ORGANIZATION TO FOCUS AND SPEND (EXTRA GUM PIECE) TIME ON THE FAMILY. THEY KNOW THEIR FUTURES ARE NOTHING TO (SNICKER CANDY) ABOUT, AND THEY ARE DEDICATED TO IMPROVING THEIR FAMILIES, CAREERS AND COMMUNITIES (NOW AND LATER CANDY). THANKS FOR YOUR CONTINUED SUPPORT OF (FCCLA STICKER) -- YOU'RE A (LIFESAVER CANDY)!" *Christine Hollingsworth, Missouri State FCCLA Advisor*

"The officers start the year with a skit that they write and perform for the student body. This was done using popular songs with the theme this year 'Be an All Star with FCCLA.' In the skit they act out in a humorous way different things that we do throughout the year. For example, to illustrate the blood drive the skit was 'Give Blood for our Little Green Frog.' Our president wore green shorts, green goggles and flippers to represent the Little Green Frog. She was run over by another officers driving a toy car, and the officers sang the Little Green Frog song adapting it to the blood theme. Prior to this first meeting we placed humorous signs throughout the building encouraging everyone to join. On the day of this first meeting we put signs in lockers with candy that said 'Don't be a dum dum and blow (bubble gum) your chance at joining FCCLA.' We have a club meeting hour so we try to bring in speakers that would be of interest to everyone. A recent speaker talked about martial arts and self defense. He definitely dispelled any lingering 'susy homemaker' image of our organization! Our philosophy is to have interesting meetings and try to do a lot of community service projects. We also really push our regional meeting - this is a real drawing point for some students. The health nurse asked for high school students to do a project associated with the Lung Association we decided the students would have to be FCCLA members, and I think that may have helped to spark interest. Changing the name also helped - it caused some male athletes to consider joining when they might not have otherwise. I think as much as anything it might have just been a case of one person talking another one into joining." *Renee Meents, Lockwood High School*

"As part of my co-curricular FACS class we do a membership campaign. I have the students make and hang posters and flyers around the school and also locker posters with jolly ranchers on each 9 - 12 graders locker. We scheduled the first meeting to be during the class period for freshman FACS. This way all of my freshman have to attend our first meeting! This seems to get my freshman excited and more involved. At the end of our membership drive I had a recognition party for the FACS students for their help." *Joni Shelton, Crest Ridge High School, Centerview*

Here are some things our chapter has done to market the program:

- Get Involved in Make a Difference Day - churches were sent an announcement offering the assistance of our members to help residents do tasks on October 23. (www.makeadifferenceday.com)
- Always put a vehicle in the homecoming parade and get publicity that way - it was a great way to introduce the new name this year.
- A Docudrama was presented and a lot of community resources were contacted to help with the process. The students got exposure as well as the community could see the work that was produced. We got a lot of "ink" in the newspaper.
- Give a very simple test over FCCLA facts. Each question represents a part of an ice cream sundae, but students do not know that until we grade them. When they get question 1 correct, they receive a spoon. Question 2 a dish, question 3 a dip of ice cream, etc., to include various toppings and napkin. They only receive what they get correct!
- Our accomplishments are written up by the Journalism class and posted with pictures on our "Wall of Fame". This gives us more publicity about our organization. *Laurannah Haynes, Westran High School*

"One of the things we do for out of class members is to have a "Buddy" , an in class member signs up to be a "buddy" for an out of class member - to relay information, etc. to the out of class members. I also send a letter the first day of school to parents of all students and also have them available at the "meet the teacher" event the night before school starts. The letter has information about FCCLA and dues. To promote early membership, we give bonus points on our recognition point system for dues paid early. We also have our chapter president do a presentation at opening day assembly, inviting students to join. We recruit new 7th graders in May of their 6th grade year, when they come to high school for a tour. Officers greet them and talk with them about FCCLA and give them a brochure." *Linda Gers, Eminence High School*

During National Vocational Week we have done several poster campaigns to involve students in the FACS program and in FCCLA. All of our executive council members have special shirts they wear during this week, on Club Day and other special activities. We also invite an officer from the State Patrol who does the root beer party in all the 10th grade English classes. These students know that the project is a FACTS program sponsored by FCCLA. We've also had a career day during this week, teacher appreciation activities and we always send a special thank you to our administrators with a small appreciation gift such as a FCCLA ink pen, letter opener, etc.

We are doing more and more on the computer! All of our pictures are on SNAP Shot and we use them to develop presentations; eventually we hope to complete a web page. We always make sure we get good yearbook coverage and newspaper coverage. Recognition is given at the Spring banquet involving parents and other guests. This past spring we also invited our state representative. *Judy Whitener, North St. Francois County High School, Bonne Terre*

For about 15 years now, my Junior High FCCLA chapter has sponsored a Veterans' Day program honoring those who served in the armed forces. We involve the band, choir, FFA, Senior High FCCLA and Drama Club and have a speaker depending on the year. We put posters up all over town advertising the program and inviting the public to attend. It is also announced at the Veterans' Program at the courthouse. We have anywhere from 8-25 veterans and our whole school (K-12) attending the 45 minute program. A very emotional part of the program is when the veterans come forward, introduce themselves and tell which branch of the service they served. They always thank the students for honoring them. Veterans from the surrounding communities always ask why their school district doesn't do a similar type of program. The program is relatively easy to put together and is a wonderful promotional tool for our programs.

SSR - Silent Sustained Reading. Our entire school reads one hour a day each week. The senior high FCCLA members and Child Development students work with elementary school students who are having trouble reading. During SSR the high school students and the elementary students come to the library, get paired up by the librarian, and read together. High school students don't always work with the same elementary students so there are many new friendships made. This is an exciting program for parents, students and teachers. *Beverly Plymell, Keytesville High School*

Before the first club day we sponsor some kind of get to know you day. For the past 2 years it was "We "bagel" (beg all) of you to join FCCLA. We serve bagels and juice, before school, give out information papers, and have scrapbooks around for them to look at. We have had "Orange you glad you can join.", and served orange soda floats. We have a display set up at Freshman orientation. and have members hand out information and usually some saying that goes with a candy. Like don't me a dum-dum join FCCLA. Also send past members that haven't paid their dues a reminder with a stick of gum that says "Stick with FCCLA." *Anne Althausser, Hermann High School*

At our school, we go on a big trip at the beginning of every year, and that encourages some students to join FCCLA. Also, we are in charge of two bulletin boards in the hallways at school, so everyone knows what is going on in our chapter. *Samantha Rhoades, Missouri 1st Vice President, Thayer High School*