



Adviser Networking

Tips for Working with Administration

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Use activities that teach.

The most successful activities provide extra learning opportunities and leadership experience for students. Administrative offices can use these activities to request additional funding from the state and prove a program's importance.

2) Invite administration to participate.

Practice the three R's with administrative personnel, not just potential members. Use recruitment and retention techniques to wow administration. Don't forget to recognize their support throughout the end of the year.

3) Communicate, communicate, communicate.

Include FCCLA activities in the school bulletin, parent newsletters, bulletin boards, etc. Have students visit and report during school board meetings. Make sure to share student recognition with administration to boost support.

4) Keep good records.

Statistics share extra information with administration. They can use this information to demonstrate student success which can increase or maintain funding. Additionally, this information is valuable for use with state officials when working on curriculum requirements.

5) Tell your story.

Each FCCLA member has a unique story of leadership. Collect these stories to share with administrators to remind them of the importance of FCS education and FCCLA.



Adviser Networking

Tips for State and National Advocacy

Use the below tips to enhance your chapter's activities and boost leadership development.

1) **Be Prepared.**

Go into all appointments with "measurable data" to show your program improves education. Prepare in advance for questions about Career and Technical Education. Remember that CTE and Perkins issues are bigger than FCCLA so be sure you are prepared for questions specific to FCCLA as well as addressing the broader issue.

2) **Know the Facts.**

Make sure you are aware of the impact that local and state Perkins plans have on your program. Know how your representative votes on this and other issues affecting education.

3) **Invite Participation.**

One of the best ways to demonstrate success to state and national policymakers is to invite them to attend school and community meetings and events. Some schools or regions offer awards and other recognition as an incentive.

4) **Bring Your Students.**

There is no better proof of a successful program than a hearing it from a successful student. Students' stories along with measurable data will win over your representative.

5) **Keep in Touch.**

Send thank you notes and copies of press releases to remind decision makers of the successful program they have helped create.



Adviser Networking

Tips for Understanding Career Clusters

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Focus on a Few.

FACS may not have its own Career Cluster, but the courses taught in FACS departments will fit into many of the 16 Career Clusters. As you integrate career investigation and preparation into your curriculum, be mindful of which Career Clusters your courses already feed into and focus on enhancing those.

2) Use the Resources.

There are several resources online that give insight into Career Clusters. Check out www.careerclusters.org for information on each Cluster as well as additional resources—even a few that are specific to different state departments of education.

3) Partner with Business and Industry.

One of the best ways for students to gain real world experience is to set up shadowing, mentoring, or internship opportunities within your community. These can be done with in a particular course (i.e. each International Foods student interviews a local chef) or as a general assignment (i.e. all FACS students will spend 5 hours shadowing a person working in a FACS related career).

4) Work with Your State Department of Education.

The FCCLA State Adviser is your guide to Career Cluster success. As you work to increase students' awareness of careers in the FACS industry, connect with other advisers or attend sessions within your state to stay up-to-date.

5) Integrate for Program Success.

Integration of Career Clusters can mean a boost in course enrollment and even additional support from administration. Work with other CTSOs in your school to host a career fair or use end-of-course projects to showcase your students' work for school board, parents and other decision makers.



Adviser Networking

Tips for Successful Community Service Projects

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Pinpoint Specific Needs in Your Local Community.

The most effective community service projects will add something to your local community that is missing. Pinpoint a real need in your school or community that students can be part of solving. This requires pre-planning, research, and perhaps more time at the forefront; however finding the correct project for your local community, no matter the size of the population, can have a huge impact.

2) Balance Student Resources and Community Need.

Keeping in mind your resources, chapter size, and level of commitment, selecting projects that are engaging and everyone can play a part is an important aspect. This may include selecting projects with varying time commitments: from a one-time community clean-up, to weekly tutoring lesson. Students will appreciate the opportunity to participate in more than one type of project, or in a project that is varied in structure.

3) Delegate Authority—Let Students Plan the Projects.

Make sure your students are playing a critical role in selecting and planning the projects.

4) Seek Support and Collaboration.

Students may be required to participate in service activities through other organizations or commitments, so help students to incorporate these factors into their projects. For smaller chapters, this may mean collaborating with another student organization to carry out a larger service project. All chapters should consider seeking support from local business for funding. This can carry over into other aspects of your chapters' activities.

5) Follow Up with Results.

Serving the community is great no matter how many we reach, but to publicize, promote, and gain support for the hard work you have done requires measurable results. This means you should keep records about number of people served, amount of goods collected, number of people who participated, number of hours spent on the project, and so forth. An evaluation or survey is also highly recommended as the final stage of any project.



Adviser Networking

Tips for Making Your Life Easier

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Share your ideas.

Networking sessions like the one you're in right now are perfect ways to gain new ideas, regroup during a busy time or difficult year, and ask questions from experts in your field. Take advantage of these sessions by both taking away new things as well as contributing your success to the group. There are no such things as "trade secrets" in FCCLA. We all work for every student's success so don't hold back great ideas and don't be afraid to ask for help.

2) FCCLA is STUDENT Leadership.

Students join FCCLA because they want to have fun, meet new people and travel, but they also gain a ton of leadership experience. They can't do this without the right guidance and it's the adviser's job to make sure this happens. Let students take the lead, decide the needs of the community, design a project and carry it out. Not only do they gain the experience they need, but they take much of the burden off of the adviser. Yes, supervision is important—so make sure you have a good network of community and parent leaders to assist throughout the year and recruit new volunteers before you need them.

3) Keep good records—of everything.

Keeping records helps to build processes that can be reused over and over. Make folders for every STAR Event team, chapter officer, fundraiser, etc. Meet with students one-on-one or in teams to go over progress. File reports from chapter officers, questions for STAR teams, and logs of fundraising income for reference in future years. This keeps students on track, helps them learn from previous mistakes, and allows you to stay informed while delegating the day-to-day duties that students can handle.

4) Plan ahead—always look to next year.

Starting a chapter is hard work, keeping one organized is even more difficult, but once you get organized it's much easier to plan ahead, move forward and improve overall. Sit down with chapter officers at the beginning of their term to write goals and develop a program of work for the coming year. Make to-do lists, create a calendar of events and set deadlines. Once you've created a plan with your officers, create one for yourself. Keeping your classroom in order is an important as having a successful FCCLA chapter.

5) Make Meetings Meaningful.

Start by having a set meeting time and place. Calling a meeting out of the blue is a sure way to create chaos and confusion. Let chapter officers practice parliamentary procedure by leading the meetings. Use meeting time to call for volunteers for events and activities, invite new or potential members, set committees for project development and sign-up for STAR Events. Invite former members and community leaders as guest speakers. As always, file meeting minutes away to reference at future meetings or new officer training.



Adviser Networking

Tips for Effective Fundraising

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Use activities that teach.

The most successful fundraising activities provide extra learning opportunities and leadership experience for students. These can be as simple as a student organized bake sale or as complex as beginning a school store. Choose something that fits the community's needs. Let the students take the reins, hold their hands when they need, and enjoy watching them succeed!

2) Schedule activities throughout the year—and the summer.

Students are busy at the beginning of the year with many back to school activities and readjusting to a school schedule. Additionally, the community is bombarded with fundraising projects during the first semester of the year. Work with a group of students, perhaps officers or a fundraising committee, to develop projects that can be done during the summer. These can include car washes, catering, or running a concession stand at a local ballpark.

3) Set a budget for the year.

As a budgeting exercise, have students set a budget for the year. Make sure they include travel, meeting registration, project expenses and the capital necessary to begin raising additional funds. Figuring out how much the chapter will spend, will help motivate fundraising efforts.

4) Begin a long term project.

This year start a new project that will last several years. Start a catering, childcare or other business. Repeat clients will not only provide a steady income, but they will help add more clients, and money, to your chapter.

5) Make business and industry connections.

Involving business and industry leaders in your chapter will pay off in the long run. Local businesses who believe in your chapter's success may offer grants or sponsorships to attend state or national meetings. With a little finesse, they will be interested in offering mentoring or internships to your members.



Adviser Networking

Tips for Integrating FCCLA

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Integration demonstrates “real world” implementation.

Using FCCLA programs, activities, and resources to enhance course curriculum will help students take away “real world” application of FACS classes. Career and technical education courses require this “real world” aspect. Find information about how you can do this through the FCCLA Web site and program CDs.

2) Know Career Clusters and FCS National Standards descriptions.

Develop a crosswalk of your courses and curriculum with Career Clusters and FACS National Standards. This will help you plan for the year and develop a big picture view of how your program fits into the national, state, and local requirements.

3) Use integration to boost chapter involvement and membership.

By incorporating FCCLA resources and information into all FACS courses, you will gain interest from non-member students. Students will realize the impact they can have on their families and communities. As student interest builds add to your chapter numbers with membership recruitment throughout the year.

4) Integrate core academics.

Spend time teaching science, math, and reading skills. Integrating these core subjects into your courses will increase relevance and rigor of your program. FCCLA awards a national winner in integrating core academics at the Adult General Assembly during the National Leadership Conference.

5) Don't try to do it all.

Integrating FCCLA into your FACS courses may take time—even a few years. Find a way that works for you, your students, and your course structure. Don't try to integrate every program at once. Overtime introduce new activities and programs for student success.



Adviser Networking

Tips for New Advisers

Use the below tips to enhance your chapter's activities and boost leadership development.

1) **Contact your state adviser.**

Your FCCLA state adviser will be your greatest ally in creating a successful FCCLA chapter. The state adviser from your state can provide you with information and materials needed to start a chapter. Your state adviser will also help you throughout the year with any questions or concerns you may have. Visit the national FCCLA Web site at www.fcclainc.org for the name and contact information of your state adviser.

2) **Meet with school administrators.**

Discuss with your administrators the advantages of starting an FCCLA chapter and explain the relationship between FCCLA and the Family and Consumer Sciences program in your school. It is important to establish a good relationship with administrators so that you have a support system in place for your FCCLA projects and activities.

3) **Connect with a mentor.**

There is no better way to learn how to manage an FCCLA chapter than to speak with someone who has done it before. Connect with another adviser in your area to help you better understand the organization. Several states already have a mentoring program in place and your state adviser can help you find the right fit. You can also contact your state adviser to find an FCCLA Adviser Mentor in your state. These mentors know a great deal about starting a chapter and can help you throughout your new adventure in FCCLA.

4) **Meet with prospective chapter members.**

Discuss the possibility of starting a chapter with prospective members. Explain the mission and purposes of FCCLA and how they relate to your school's Family and Consumer Sciences curriculum. Review state and national publications to become familiar with the organization's structure and programs. Discuss possible chapter activities or projects and encourage students to talk to other prospective members in your school.

5) **Let your students take the lead.**

Often, new advisers feel the need to be in control of everything that goes on in their chapter—with good reason! But student members, with guidance and support, can plan successful FCCLA projects and activities. Students know what interests other students, and especially when starting a chapter, it is vital that students become interested in your program and activities. Student leadership is a central component of FCCLA and the Ultimate Leadership Experience. It may be frightening to loosen the reins and let your students take on some responsibility, but it will be rewarding for you as the adviser to see students take ownership of their projects.



Adviser Networking

Tips for Using Perkins Funds

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Read state and local plans.

State and local plans are available and provide specific information about funding. If you are not sure you receive or are eligible for funding this is the first place to start. While these are five year plans, they can be amended each year. A change to the plan will take time and paperwork, but could mean a major increase in funding to your school or program.

2) Participate on the local advisory board.

Each local plan is created by an advisory board made up of teachers, administrators, student, parents and other interested or affected parties. The best way to have your voice heard is to be part of the process.

3) Know and understand the uses of funding.

There are two types of funding provided for in the Perkins Act—required and permissible. Knowing the different funding options can help you write or advocate for your financial needs. If you receive funding it is important that you know each of these so you stay within the bounds of the Act. A misuse of funds could cause local repercussions that have a wide effect..

4) Integrate FCCLA into the classroom.

While the Perkins Act allows for funding for CTSOs, it also makes clear that funding is for classroom related programs and activities. The best way to receive funding for FCCLA is to incorporate your students' work into the FACS classroom.

5) Don't get overwhelmed.

Perkins funding can be difficult to understand, but your state director and local person in charge of funding can help clarify proper uses. Remember that you can always ask for more money, but you have the responsibility to advocate for your FACS program.



Adviser Networking

Tips for Winning Program Award Applications

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Understand Your Expectations.

Before beginning your project, take a look at the application. Make sure you understand what is required in the planning, execution, and follow-up of your chapter's project. When the project is complete, hand it over to someone else to evaluate it. Evaluate it yourself before clicking "Submit."

2) Quality Is Important.

Winning applications are a combination of great projects and well-written applications. Evaluators are attune to both the quality of the projects you submit, and how well you present them. Well-written applications must have the backbone of a great project. Great projects need to fit into the space of an application, relay important information, contain tangible details, and accurately reflect the amount of time you spent on the project.

3) EVERY Chapter Has an Equal Opportunity.

Every application is reviewed. National FCCLA typically receives approximately 700 applications, and all of them are looked at by human eyes. Keep in mind a few key terms evaluators will be scoring you on: *Variety, Creativity, Collaboration, Appropriateness to subject/program and FACS education, Specific goals, measurable results, and Promotion of FCCLA.*

4) Know the Time Others Commit to Reading Your Application.

The evaluation process includes setting-up committees of industry partners, chapter advisers, and chapter members. A different day is committed to reviewing applications from each program category. Applications are viewed by each member of the committee, and scored individually. Evaluators are given the results of the committee's combined score. The top applications are provided to them for a second review and evaluators may adjust scores. Evaluators may discuss top applications and ask to consider applications not in the top score range. A winner is determined based on top scores and unanimous consent.

5) Spend the Appropriate Amount of Time.

Since your application is a snapshot of all the hard work your chapter has done, make sure the appropriate amount of time is spent on it. This is the only form of communication you will have with the evaluator, so make an impression. Keep in mind these writing tips:

- a. Follow directions, and answer all parts of each question.
- b. Proofread. Proofread. Proofread.
- c. Be concise. Unnecessary wording or repetitive language takes up valuable space.
- d. Use detail whenever possible. Statistics are a necessity.
- e. Don't assume others know anything about your project, because more than likely they do not. Spell out acronyms or local terms used in your application.
- f. Industry professionals are evaluating your application—so keep it professional and formal.



Adviser Networking

Tips for Public Relations Success

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Use FCCLA tools.

FCCLA has put together a Guide to Promoting that will answer most questions about public relations and promoting the organization. It is available for free on the FCCLA website and on the Be Part of It! CD.

2) Ask the right questions.

When writing a press release, talking to media, or even business and industry it's important to ask yourself who, what when, where, why and how. Knowing the answers to these questions will prepare you for a reporter's questions. Have students practice answering these questions with mock interviews and by writing press releases.

3) Impact readers with your first impression.

When writing a press release or sending information to media and business and industry, it is vital to give the most important information first. Reporters don't want to hear the history of FCCLA in the first paragraph; they want to know that FCCLA raised \$5,000 for a local charity. It is likely a reporter will only read the first three paragraphs of information in a release before making a decision to include the item.

4) Students speak the loudest.

Let students speak for your chapter. Not only are they loud in class, but every members has a success stories that will make reporters stand up and pay attention. Give chapter officers the opportunity to speak to media, write articles, approach business and industry leaders to show off their public speaking, writing and interpersonal communication skills.

5) Engage, engage, engage!

Leaders in the community are often happy to help donate to a good cause or print a story about students taking action, but they should see the long term benefits of FCCLA as well. Bringing business and industry to chapter meetings, inviting reporters to events, and sharing the spotlight with parent volunteers will nurture the relationships you've started and give community leaders a reason to keep giving back to FCCLA.



Adviser Networking

Tips for Successful Recruitment

Use the below tips to enhance your chapter's activities and boost leadership development.

1) Review the Be Part Of It! Membership Kit and gain useful resources and tools to build a strong and active FCCLA chapter.

Every fall FCCLA sends each adviser an updated copy of the BOPI! CD. This CD is a key resource to help advisers and student leaders make their chapter experience a fulfilling one. The CD include ideas for recruiting new members, lesson plans to integrate FCCLA into the classroom and much more. Use these ideas when planning your recruitment and FCCLA activities.

2) Expand your focus!

Who will be the new students in your school this year and next year? Design activities to reach them, as well as people who may have "drifted away" from FCCLA. Look ways current chapter members can leave a legacy of strong membership. Build a positive image among younger students, administrators, fellow teachers, parents, and business and industry.

3) Make membership a part of everything.

Recruitment happens year round. Every chapter meeting, project, and activity influences who joins and stays involved in your chapter. Find ways to strengthen membership with each chapter action. Hold special "new member" events throughout the year. Let students take the reigns to plan and carry out recruitment activities.

4) Keep School administrators, parents and media informed.

Take a chapter photo and send it to your local and school's newspapers with an article detailing all of the activities that your members are involved in. Create a bulletin board to recognize members who have participated in STAR Events, national programs and state or national conference. Write a letter to your school administration and school board detailing your chapter's FCCLA involvement and thank them for their support.

5) Don't forget the 3 R's Recruit, Retain, and Recognize FCCLA Members.

Building chapter membership is the responsibility of chapter leaders, members, and the adviser. Membership development is a continuing effort to bring others into the chapter (recruitment), help them become involved (retention) and reward their contributions (recognition). Every member contributes to these "3 Rs" of membership. Sit down with chapter officers at the beginning of their term to establish a plan for achieving chapter success by using the 3 R's.



Adviser Networking

Tips for Success in STAR Events

Use the below tips to enhance your chapter's activities and boost leadership development.

1. Download the Current STAR Events Manual

The STAR Events Manual is now being updated annually. Make sure that you are keeping up with the changes and resources available by frequently checking out the STAR Events page of the national FCCLA Web site, www.fcclainc.org

2. Ask Questions!

Successful STAR Events start with an accurate knowledge of the rules. If you aren't sure about something in the manual don't be afraid to ask your state adviser for clarification! If your state adviser can't answer it they will ask national staff for a clear answer.

3. Give Feedback!

As STAR Events is expanding and working for improvement, now is your chance to voice your opinion. Does something consistently not work at your competitions? Do you think there's a need for an event missing from the current list? Need more or different resources? National staff is ready to help! Email Edie Doane at edoane@fcclainc.org with your suggestions. Of course, positive feedback is always welcome, as well!

4. Integrate STAR Events Into Your Classroom

Not only are STAR Events a great opportunity for students to have fun learning and gain recognition for their work, they can always be a tool for your classroom. Use STAR Events as projects in your classroom. Ask your principal, superintendent, or community members to come into your classroom and use STAR Events rubrics to evaluate student presentations as a semester project. You may gain school and community support for your program, achieve educational goals, and get help with grading all in one! To help get you started, the STAR Events Manual includes classroom integration information on pages 19-22, and there is Career Cluster/Career Pathway information and tips for advisers within several of the events' rules.

5. Stick to the Basics.

When FCCLA student leaders are asked about the benefits of STAR Events, the majority of them say that it is an excellent way to improve on public speaking skills. Instead of worrying about whether a project is creative, exciting, or impressive enough to make it to nationals, your job as an adviser is to make sure that students learn something. By concentrating your efforts on public speaking skills, time management, preparedness, and a comprehensive understanding of the project's subject you can ensure that students take more than a medal away from their experience.



Adviser Networking

Tips for Using Technology Effectively

Use the below tips to enhance your chapter's activities and boost leadership development.

1) To find out what's new at FCCLA, go to www.fcclainc.org.

National FCCLA offers a wide range of services to support affiliated chapters. **Membership cards** are posted on the Membership section of the national Web site. **Lesson plans** and **activities** that tie to national programs are also available online. Classroom materials have been created by advisers across the country and are free to all affiliated chapters for use. You will need a username and password to access these pages. National FCCLA **program award applications** are **only** available on the FCCLA Web site and must be completed electronically! Applications are available on the FCCLA Web site under the Awards/Scholarship section. No mailed applications will be accepted. For Web site help, please call the national headquarters with questions.

2) We're more than a Web site!

FCCLA has its own **blog**! Visit <http://fcclaadvisers.blogspot.com> to participate in the chapter adviser blog. A new entry is posted every Monday. We welcome your feedback and questions in the comments section. Join the **Alumni & Associates** online community! The alumni program has moved to an online forum. Members receive the A&A newsletter, are able to participate in discussion forums, and can reconnect with past friends and chapter members by going to www.FCCLAalumni.org and registering. Receive additional updates from the national headquarters twice a month through the **FCCLA E-Adviser newsletter**. Sign up for the newsletter and other updates by joining the **Chapter Adviser Listserv**. Instructions on how to be part of this group can be found on the chapter adviser section of the Web site.

3) Update your computer regularly.

In order to take full advantage of the contents of an FCCLA CD and national Web site—to view the animation (Flash) and video, and to listen to the audio—you may need to update your existing software with FREE downloads. **Macromedia Flash Player** will give the best results for viewing animation and some sections of the FCCLA Website and program CDs. For best results reading and writing on FCCLA forms use **Adobe Reader**. Adobe Reader is free software that lets you view and print Adobe Portable Document Format (PDF) documents and fill out Adobe PDF forms.

4) When in doubt, ask for help.

Anyone at national headquarters can direct you to the right location for information on our Web site and the same is true at your state office for the state Web site. However, when working with program CDs or trying to fill out forms, it is always best to contact your school's IT help desk with questions. They may find your system needs an update or you may be missing important software. Don't forget to have the IT department add FCCLA to the school's white list so you will be sure to receive all emails and updates from national staff.

5) Ease into technology.

We know that it's not every school or teacher has access to the newest technology. FCCLA tries to stay on top of what's new so we can introduce it to those who want it, but also allow chapters without easy access to participate as they normally would. That said, the world is moving forward quickly and students are at the front edge of the movement. Adapting to new technology is an important part of being a successful adviser and chapter, so embrace what you can today!