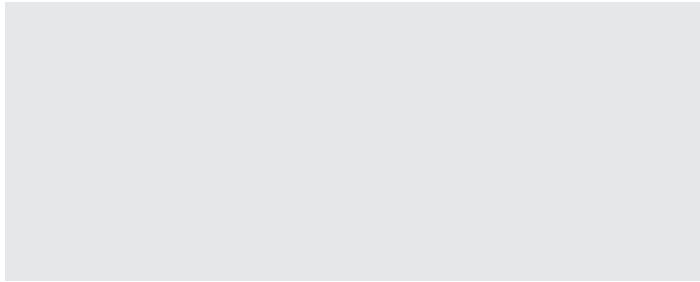
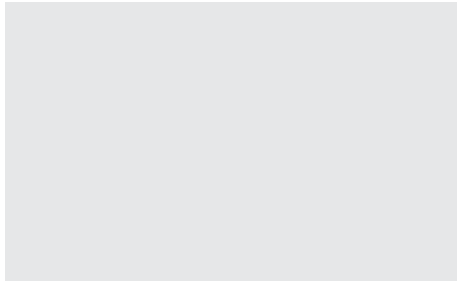


SAVE FCS TOOLKIT



Become a Trusted Resource



Amplify Program Success

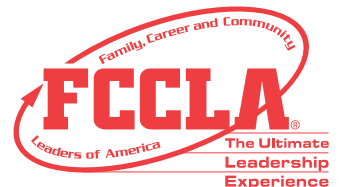


Activate Your Allies



Additional Resources

FAMILY &
CONSUMER
SCIENCES



SOURCE INTRODUCTION

Family, Career and Community Leaders of America (FCCLA) is a national Career and Technical Student Organization (CTSO) for students in Family and Consumer Sciences (FCS) education in public and private school through grade 12. FCCLA offers intra-curricular resources and opportunities for students to pursue careers that support families.

Family and Consumer Sciences (FCS) educators are equipping youth and adults with the essential knowledge and skills to lead better lives, build strong families, be work and career ready, and make meaningful contributions to their communities. Yet, some FCS education programs are being eliminated due to the nationwide shortage of educators and the challenges of finding highly qualified FCS educators. This directly and negatively impacts individuals, families, and communities.

FCS educators and the youth and adults they teach and serve are in the best position to tell their stories of FCS success, become that trusted resource for your administration and community, amplify your program success, and help the FCS education profession sustain its role of preparing individuals and families across the nation.

We are pleased to share this valuable tool. We trust you will take advantage of the resources provided to advocate for your FCS programs.

TOOLKIT ORIENTATION

While some FCS programs are experiencing great new investment and growth, other FCS programs are at risk of being reduced or cut from school budgets and curriculum. This directly impacts the development of students, the livelihood of educators, and the contributions they all make to individuals, families, and communities.

Decisions about program cuts can and have been reversed. Educators and advocates can influence decisions with the right tools.

This “Save FCS” Toolkit empowers educators and advocates with convincing messages and data. You can initiate proactive communication to ward off some of those uncomfortable conversations. You’ll also be armed and ready to suggest a number of program-saving options, including informing the school board about different funding sources, ways to structure the programs, etc.

The Toolkit is arranged in four sections:



Become a Trusted Resource

Know how to identify administrators, influential advocates, and press contacts. Then, get guidance on how to authentically build relationships before you need them.



Amplify Program Success

Support for FCS programs is much easier to reinforce when you demonstrate the benefits and effectiveness of the programs to individuals, families, and communities. This section provides ready-to-use handouts, templates for communications, and recent data infographics that prove the value of FCS programs.



Activate Your Allies

With relationships and influential materials in place, it’s time to engage with your community partners and supporters. Find guidance for taking action, useful letters and press releases.



Additional Resources

Several FCS-focused organizations have created materials and developed online tools in addition to maintaining up to-date data that can help you Save FCS. We provide an easy reference list and links to resources outside this toolkit.

TOOLKIT ORIENTATION (TABLE OF CONTENTS)

BECOME A TRUSTED RESOURCE pg. 4

Prepare Yourself5

Connecting with People7

Building Community9

AMPLIFY PROGRAM SUCCESS pg. 10

Handouts12

How to Advocate for FCS19

Ready-to-use Messages.....21

Suggested Timeline of Activities22

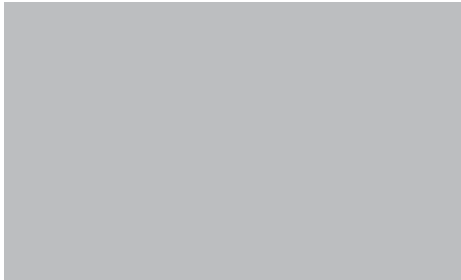
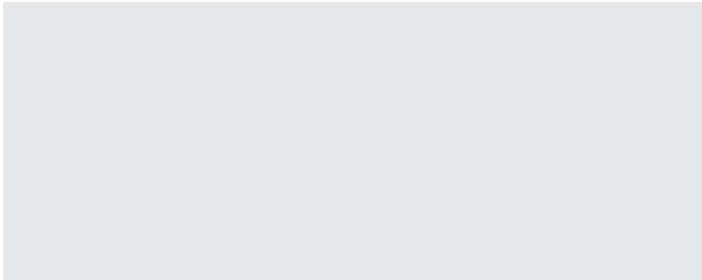
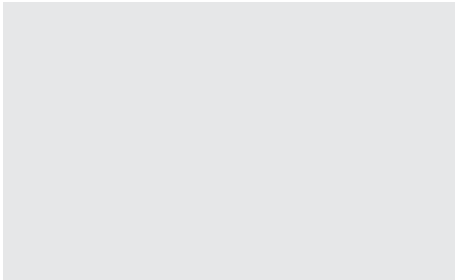
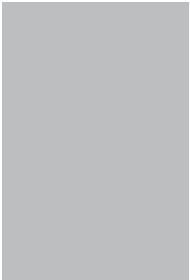
ACTIVATE YOUR ALLIES pg. 25

Ask For What You Want26

Letter Templates.....27

ADDITIONAL RESOURCES pg. 30

SAVE FCS TOOLKIT



Become a Trusted Resource





PREPARING YOURSELF

Persuasion starts by having a relationship, and the best relationships are built on trust. Therefore, it should be no surprise that the first step in solidifying support for your programs starts when you become a trusted resource.

Before we outline tactics, it's critical to first define what it means to be a trusted resource. How you position yourself from the outset plays an important role in how well the upcoming activities will work.

People who are trusted:

1. Have accurate information.

The next section of this toolkit contains a wealth of information and statistics about the impact and success of FCS programs. Most of these reflect national averages and form a strong foundation for conversations.

You will also want to add localized information to make it more personal and specific to your programs and places of learning. Try incorporating surveys, testimonials, and images of experiences and outcomes humanize the stats. The words and images of students quickly connect the raw data to real people.

2. Communicate it clearly and consistently.

Remember that administrators may not know all of the acronyms or FCS terms that feel commonplace to you. When you simplify language, you make it clear and easy to understand. You avoid misunderstandings and help others be comfortable engaging in the conversation.

Using consistent terms also helps to build trust and reliability, since the reader doesn't have to wonder what you mean.

3. Present the information in a helpful manner.

From the visuals to the words to the energy you use when sharing information, trust is built when you are calm and positive.

Rather than monologuing and reacting, create rapport by listening and responding. Recognize that you can disagree and still be respectful.



Position yourself as a valuable resource by:

1. Building a relationship so you become the “go-to” person for the topic.

Connect in-person or digitally with the administrators and decision makers in your area.

In-person relationships are typically the strongest. Start by introducing yourself and offering something that person will find helpful, like an outcomes report or a copy of a “thank you” letter from a parent. Ideally, do this before you need to ask for their help.

For digital relationships, platforms like LinkedIn, Twitter, and Facebook can be good places to connect or follow the people you want to persuade. We recommend you start a unique professional or classroom account to separate it from any personal social media accounts you may have. This helps compartmentalize the conversations and maintain focus on the FCS programs, students successes, and community outcomes.

Once you do, follow the simple 3-step process of Add, Post, Engage to develop your relationship and network. These people will start to become familiar with your name as they see what you write and contribute.

2. Making yourself visible and easy to find.

Start by updating contact information in your school’s directory to include that you are an “FCS Educator.” If you don’t have a social presence, consider starting one. LinkedIn is considered the most professional of the platforms, and can be viewed much like an online resume.

Simply having your LinkedIn profile complete and current makes it easier for other advocates, administrators and even reporters not within your network yet to find you and know what you support.

3. Being accessible and providing access.

People who are seen as resources are as responsive and inclusive as possible. When an administrator needs some insights, do you make yourself available to confer? When a parent wants to get involved, is there a process that paves the way?

While it is unrealistic to suggest you be available at all times for all things, there may be ways to increase your standing as a resource. Consider having an “open office Zoom chat” once a month and invite parents to ask questions and celebrate wins. Or invite your administrator to help honor top-performing students so they can see the value first-hand.

By creating access to you and the positive outcomes you help create with FCS programs, you make two-way communication positive, natural, and productive.



CONNECTING WITH PEOPLE

When terms like administrator, influencer, reporter, or even legislative representative get thrown around, it can be easy to feel overwhelmed and underprepared. Being a communications expert is not what you trained for!

However, as an educator you HAVE trained on connecting with humans. Isn't there a human at the other end of all those titles?

The first step is to find the people that need to hear what you have to share. Fortunately, the internet makes this quicker and easier than ever before. Directories exist to help you find many of the people you want to connect with, and the rest are usually a search bar or social media channel away.

Here are three key groups to connect with:

1. Champions

A champion is anyone who advocates for FCS programs. This group is the most diverse, and can range from parents and former educators to student alumni and area employers. Champions are the ones most likely to amplify your messages, and can add their diverse voices to the conversations well.

Many people have the potential to contribute positively to the FCS mission, so seek to connect and build relationships with:

- Administrators
- Professors
- Business and industry partners
- Former students
- Legislators
- School board members
- Parent-Teacher Associations
- Advisory committees
- Community organizations





2. Press Contacts

Administrators, policy makers, and champions already rely on the media for information and see media outlets as trusted resources. When you engage with reporters and editors, you are tapping into an established system of people in the business of sharing relevant news with local audiences.

The Association for Career and Technical Education (ACTE) has written a comprehensive guide to **Targeting the Media**, including tips and samples on:

- Being the source
- Developing a media distribution list
- Finding often overlooked outlets
- Planning a media advisory
- Ideas for press release topics
- Using free public service announcements (PSA)
- Guidelines for placing op-eds and Letters to the Editor

 View the **Targeting the Media** guide at <https://tinyurl.com/bp7au4s2>



3. Elected Officials

Funding policies for FCS programs are established at local, state, and federal levels. Know who your elected officials are at each level, and create a quick reference contact list to use.

When you are preparing a press release for the press, consider whether it is appropriate to also send it to your public official. When you have a “thank you” or celebration to share with your administrator, consider sending it to your public officials as well to show them how much good the funding does.

By informing and engaging with these people in good times, they will be more likely to be sympathetic if times get rough.

The Association for Career and Technical Education (ACTE) has created an online directory that makes it easy to **identify your federal elected officials** with contact information. You can also see pending bills and key votes affecting FCS programs.

 **Identify your federal elected officials** at <https://tinyurl.com/3bdvjmna>

You can also use [USA.gov](https://www.usa.gov) to learn how to contact your local, state, and federal leaders.



BUILDING COMMUNITY

Now that you know how to become a trusted resource and have identified the champions, elected officials, and members of the press you want to persuade, it's time to start communicating.

Building community consists of connecting with individuals and groups that share a common interest and have a stake in the outcomes FCS programs help bring about. When you have built strong community connections, others are amplifying your messages and efforts while (often) sharing the workload.

Like any good relationship, developing strong community connections takes time and effort. It is not a once-and-done activity. So you will benefit from choosing two or three strategies and activities that seem most natural and repeatable to you. Consistency is key to success.

The Association for Career and Technical Education (ACTE) has prepared guidance and tips on **Building Community Support**, including:

- Raising Public Awareness
- Developing Partnerships
- Building Coalitions

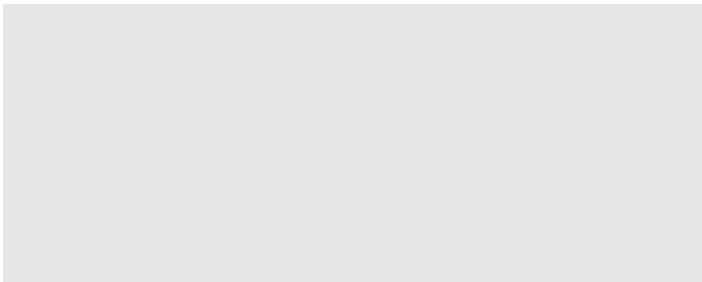
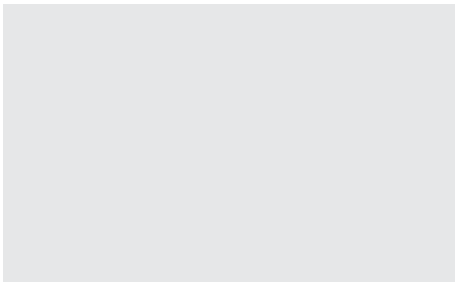
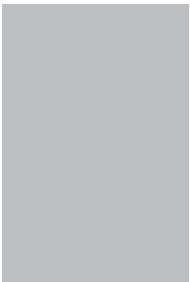
 View **Building Community Support** at <https://tinyurl.com/24uw79s3>

To learn how to use persuasion tactics with your community to promote interest, dive into the University of Kansas' comprehensive resource, The Community Tool Box. "**Communications to Promote Interest**" includes these sections:

- Section 1. Developing a Plan for Communication
- Section 2. Using Principles of Persuasion
- Section 3. Preparing Press Releases
- Section 4. Arranging News and Feature Stories
- Section 6. Preparing Guest Columns and Editorials
- Section 7. Preparing Public Service Announcements
- Section 8. Arranging a Press Conference
- Section 9. Using Paid Advertising
- Section 10. Creating Newsletters
- Section 11. Creating Posters and Flyers
- Section 12. Developing Creative Promotions
- Section 13. Creating Brochures
- Section 15. Creating Fact Sheets on Local Issues
- Section 16. Creating a Website
- Section 17. Using Email Lists
- Section 18. Using Direct Mail
- Section 19. Handling Crises in Communication

 View **Communications to Promote Interest** at <https://tinyurl.com/32k6pfx6>

SAVE FCS TOOLKIT



Amplify Program Success





INTRODUCTION

Family and Consumer Sciences (FCS) students explore career opportunities and build real world skills by developing projects, engaging and participating in events, and may compete regionally and nationally for scholarships and awards.

Through participation in FCS programs and exploration of Career Pathways, students acquire many skills to be college- and career-ready, including academic knowledge, technical expertise, and a set of general, cross-cutting abilities called “employability skills.”

When we shine a light on the strengths of the programs, growth of the students, and benefits to families and communities, we make a strong case for support.

This section of the Toolkit provides guidance, idea starters, fact sheets, study results, and more resources intended to arm you with irrefutable evidence of the value and necessity of FCS programs.

HANDOUTS

The Ultimate Leadership Experience for the 21st Century Workforce.....	pg. 12
Overview & Impact of Family, Career and Community Leaders of America	pg. 14
FCCLA Opens Doors to College Scholarships	pg. 15
Career Pathways Through FCCLA.....	pg. 16
Explore Career Pathways Through FCCLA Competitive Events	pg. 17

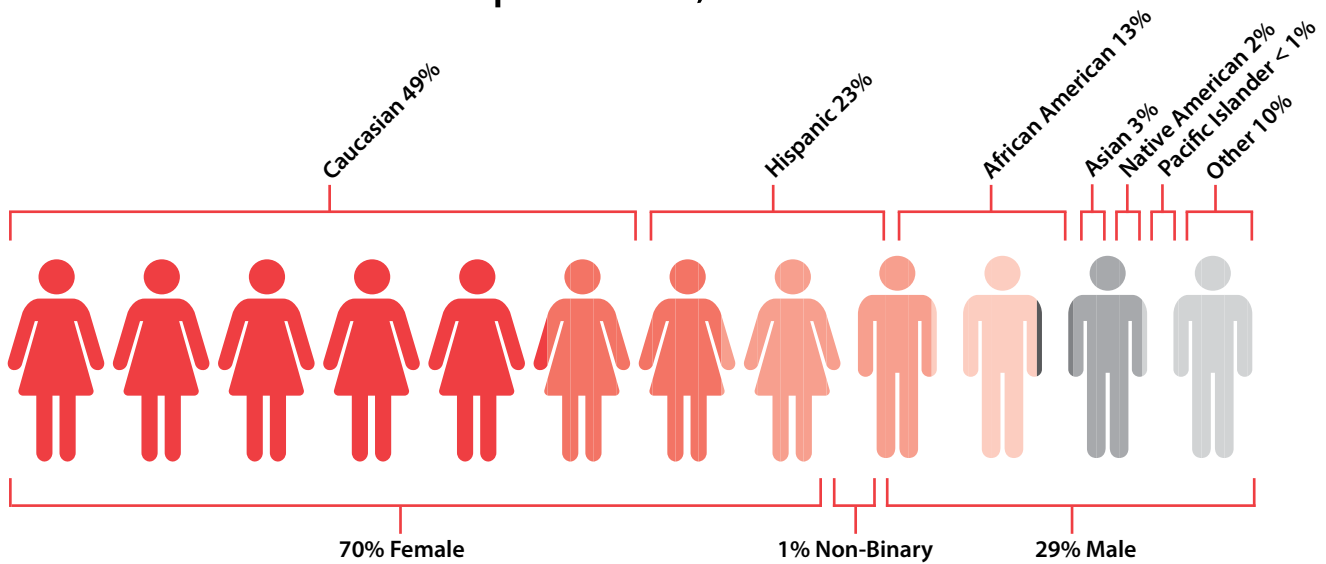
The Ultimate Leadership Experience for the 21st Century Workforce



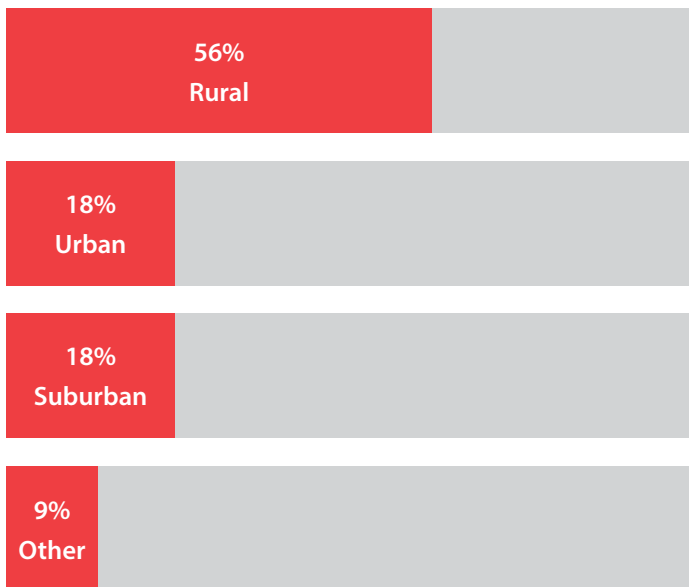
Family, Career and Community Leaders of America (FCCLA) has more than 180,000 youth enrolled in Family and Consumer Sciences courses providing employability skills and rich experiences that are critical for success. As the only Career and Technical Student Organization with careers that support families as its central focus, FCCLA develops skills that last a lifetime, from creative and critical thinking to practical knowledge and career preparation.

FCCLA Reach and Demographic

2021-2022 Total Membership over 180,000



Community:



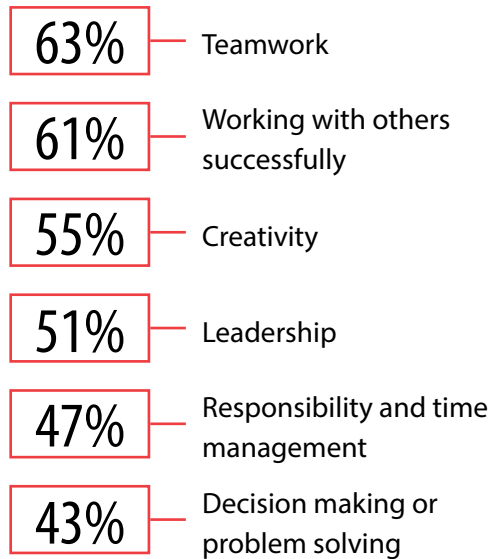
The DNA of FCCLA

1. Employability Skills
2. Leadership Training
3. Career Preparation
4. Conferences and Special Training
5. Competitive Events
6. Lifeskills
7. Advocacy
8. Scholarship and Recognition

FCCLA Prepares Students for College and Career Through:

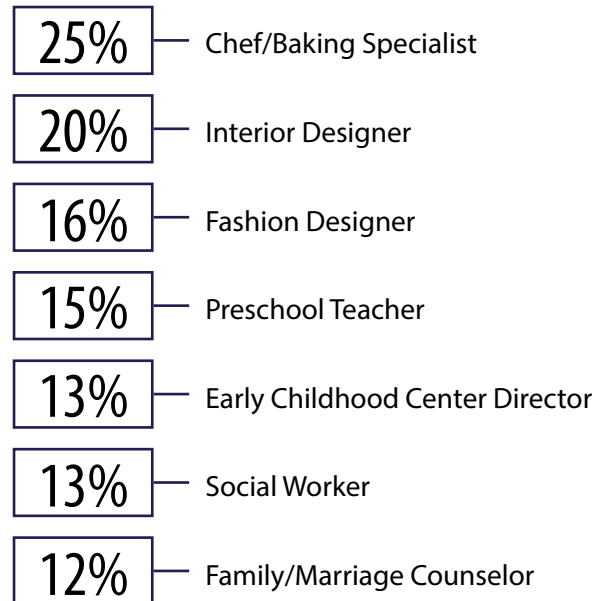
Teaching 21st Century Employability Skills

The top 6 employability skills FCCLA members gain in FCS classes are:



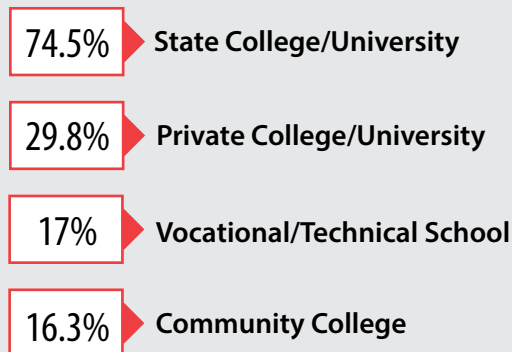
Fostering Interest in FCS Major and Career Options

Many FCCLA members are interested in FCS majors and careers.



Encouraging Post-Secondary Education

FCCLA members are planning to pursue post-secondary educations.



High Interest Areas of FCCLA Members

FCCLA members' interests in the following college majors and careers **exceed the national average by more than 10%**:

- Culinary/Chef
- Child Care/Development
- Christian Services/Missionary
- Dental Health
- Equine Studies
- Fashion
- Interior Design
- Nursing/Health Care
- Physical Therapy
- Social Work/Human Services
- Teaching/Education
- Travel/Hospitality



"Say YES! To FCS" See all the ways you can support FCS programs at www.FCSed.net.

OVERVIEW & IMPACT OF Family, Career and Community Leaders of America



Family, Career and Community Leaders of America (FCCLA) is a national nonprofit student organization that helps youth develop leadership and workplace skills to prepare for both college and careers through peer-to-peer education, community engagement, and the application of skills learned in the Family and Consumer Sciences (FCS) classroom.

FCCLA Engages:

- Students through career exploration and leadership development
- Teachers to support FCS education
- Business and industry leaders to enhance opportunities for members

FCCLA EMPOWERS STUDENTS TO:

- Balance career and family responsibilities
- Develop leadership skills
- Practice STEM skills
- Build technical skills in Family and Consumer Sciences related careers

FCCLA MEMBERS LEARN EMPLOYABILITY SKILLS BY:

- Developing teamwork, creativity, leadership, responsibility, and time management skills
- Practicing and demonstrating technical skills for FCS related careers
- Learning directly from industry professionals
- Exploring opportunities to practice and develop these skills

Citation: My College Options®/FCCLA research study (2019). National sample includes 25,558 high school FCS students and 449 FCS educators.

KEY DATA

180,000
members annually

6,000+
Family and Consumer Sciences advisers

5,200+
chapters across the nation

3,500+
Competitive Event participants annually

16,000,000+
U.S. citizens on average are reached annually through community service and youth-led projects

\$2 Million+
in scholarships and awards provided annually

IMPACT FACTS

87% of FCCLA members have a 3.0 or higher GPA

81% of FCCLA members take advanced courses

66% of FCS teachers believe FCCLA helped foster better learning relationships with their students

58% of FCS teachers believe FCCLA has made teaching more meaningful and engaging to students



"Say YES! To FCS" See all the ways you can support FCS programs at www.FCSed.net.

FCCLA Opens Doors to College Scholarships



UP
TO **\$29,000**
PARTNER CONTEST AWARDS

\$17,500
PROGRAM AWARDS

\$17,000
YOUTH SCHOLARSHIPS

UP
TO **60**
SCHOLARSHIPS FOR THE 2021 SKILL
DEMONSTRATION AND CHALLENGE EVENTS

UP
TO **664**
INDIVIDUAL SCHOLARSHIPS AND AWARDS FOR
THE 2022 NATIONAL LEADERSHIP CONFERENCE

OVER
\$13,350,000
SCHOLARSHIPS AWARDED

2021-2022 STAR Event Scholarships & Awards

- Auguste Escoffier School of Culinary Arts
- Culinary Institute of America
- The Culinary School of Fort Worth
- Fashion Institute of Design and Merchandising
- Johnson & Wales University
- Men's Wearhouse
- National Association of Parliamentarians
- Sullivan University



"Say YES! To FCS" See all the ways you can support FCS programs at www.FCSed.net.

Career Pathways Through FCCLA



HUMAN SERVICES

Preparing individuals for employment in career pathways that relate to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer services.

Possible careers include:

- Child, family, or school social worker
- Director of childcare facility
- School counselor
- Sociologist
- Social services worker
- Personal or home care aide
- Leisure activities counselor
- Recreation worker
- Consumer credit counselor
- Personal financial advisor
- Consumer goods or services retailing representative or buyer
- Cosmetologist, hairdresser, or hairstylist

EDUCATION AND TRAINING

Planning, managing, and providing education and training services and related learning support services.

Possible careers include:

- Superintendent, principal, or administrator
- Teacher or instructor
- Preschool or kindergarten teacher
- Clinical, developmental, or social psychologist
- Social worker
- Counselor
- Teacher assistant
- Parent educator
- Child care worker
- Coach
- Recreation worker
- Sign language interpreter

HOSPITALITY AND TOURISM

The management, marketing, and operations of restaurants and other food services, lodging, attractions, recreation events, and travel-related services.

Possible careers include:

- Restaurant, food service, lounge, casino, coffee shop, or catering owner, operator, or manager
- Hotel, motel, resort, or bed and breakfast owner, operator, or manager
- Tour company owner, operator, or manager
- Meeting and convention planner
- Interpreter or translator
- Tourism and travel services marketing manager

VISUAL ARTS AND DESIGN

Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Possible careers include:

- Stage designer
- Fashion/apparel designer or illustrator
- Interior designer
- Home furnishing coordinator
- Textile designer or chemist
- Costume designer

REAL WORLD SKILLS

Individuals require many skills to be college and career ready, including academic knowledge, technical expertise, and a set of general, cross-cutting abilities called "employability skills."

Possible careers include:

- Applied Academic Skills: Communications, Math, Science, Basic Literacy
- Critical Thinking Skills: Problem Solving, Organization & Planning
- Resource Management: Time, Money, Materials & Personnel
- Information Use
- Communication Skills
- Interpersonal Skills: Leadership, Teamwork & Negotiation
- Personal Qualities
- Systems Thinking: Teamwork & Project Management
- Technology Use



"Say YES! To FCS" See all the ways you can support FCS programs at www.FCSed.net.

Explore Career Pathways Through FCCLA COMPETITIVE EVENTS



Competitive Events can help members develop and refine skills for career success in the following Career Pathways: Human Services, Hospitality and Tourism, Education and Training, and Visual Arts and Design.

Use this chart to identify which Competitive Events are most suited to each Career Pathway.



Skill Demonstration Event
Star Events
Other
Education and Training
Hospitality and Tourism
Human Services
Visual Arts and Design
Real World Skills

Competitive Event	Human Services	Hospitality and Tourism	Education and Training	Visual Arts and Design	Real World Skills
FCCLA/LifeSmarts Knowledge Bowl			●	●	●
Knowledge Matters Virtual Business Challenges			●		●
Challenge Events (Testing)	●			●	●
Culinary Food Art	●			●	●
Culinary Knife Skills	●			●	●
Fashion Sketch	●				●
FCCLA Creed Speaking & Interpretation	●				●
Impromptu Speaking	●				●
Interior Design Sketch	●				●
Interviewing Skills	●				●
Pastry Arts Technical Decorating Skills	●			●	●
Speak Out for FCCLA	●				●
#TeachFCS	●			●	●
Technology in Teaching	●			●	●
Toys that Teach	●			●	●
Baking and Pastry		●		●	●
Career Investigation		●	●	●	●
Chapter in Review Display		●		●	●
Chapter in Review Portfolio		●		●	●
Chapter Service Project Display		●	●	●	●
Chapter Service Project Portfolio		●	●	●	●
Culinary Arts		●		●	●
Culinary Math Management		●		●	●
Digital Stories for Change		●	●	●	●



Skill Demonstration Event
 Star Events
 Other
 Education and Training
 Hospitality and Tourism
 Human Services
 Visual Arts and Design
 Real World Skills

	Skill Demonstration Event	Star Events	Other	Education and Training	Hospitality and Tourism	Human Services	Visual Arts and Design	Real World Skills
Early Childhood Education	●		●		●		●	
Entrepreneurship	●		●	●	●	●	●	●
Event Management	●			●				●
Fashion Construction	●							●
Fashion Design	●							●
FCCLA Chapter Website	●				●			●
Focus on Children	●		●	●	●			●
Food Innovations	●			●				●
Hospitality, Tourism, and Recreation	●			●		●		●
Instructional Video Design	●		●			●		●
Interior Design	●					●		●
Interpersonal Communications	●		●	●	●	●		●
Job Interview	●		●	●	●	●		●
Leadership	●		●		●			●
National Programs in Action	●		●	●	●	●		●
Nutrition and Wellness	●		●	●	●			●
Parliamentary Procedure	●		●		●			●
Professional Presentation	●		●	●	●	●		●
Promote and Publicize FCCLA!	●					●		●
Public Policy Advocate	●		●		●	●		●
Repurpose and Redesign	●					●		●
Say Yes to FCS Education	●		●					●
Sports Nutrition	●			●	●			●
Sustainability Challenge	●		●	●	●			●
Teach and Train	●		●					●

This poster reflects information effective March 2020. Please review this chart in the 2021-2022 Competitive Events Guide for the most current information. For more information, visit fcclainc.org or email us at competitiveevents@fcclainc.org.



"Say YES! To FCS" See all the ways you can support FCS programs at www.FCSed.net.



HOW TO ADVOCATE FOR FCS

These simplified tips are adapted from the two sources listed here. We encourage you to access this material directly for more robust suggestions.

 **Building Relationships With Policymakers** - <https://tinyurl.com/bdzcc6vc>

 **Key Tips for Briefing Policymakers on CTE** - <https://tinyurl.com/kwn9695a>

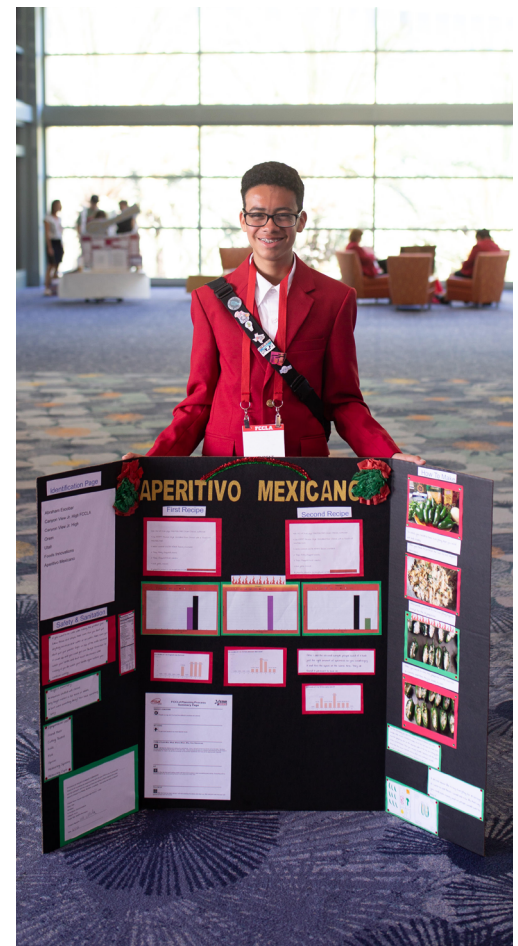
Being a persuasive communicator is an important skill to cultivate as an educator and advocate. When administrators, parents, community partners and legislators have questions, you want to be a credible and influential resource. Make their lives (and decisions) easier by practicing these habits:

Build a relationship before you need it

- Engage with decision makers at events, through social media, in letters or by making a phone call BEFORE you ask them for something. Look for opportunities to be helpful to them by providing missing information, commenting on related topics, or sharing a win.
- Send a thank you letter or submit a letter to the editor celebrating them for actions taken. Be among those who show appreciation for their support, and you will be remembered!

Become a Trusted Resource

- Use the materials in this Toolkit, and in the Marketing Playbook found on www.FCSed.net, to prepare to be someone administrators can count on for the facts.
- Sharing news articles or research studies on your program are ideal ways to publicize your program and highlight the impact it has made on individuals, families, and communities. You are giving them information they can use to justify their support of your program.





Prepare Your Core Messages, and Make Them Memorable

- You may be tempted to share “all the things” about your programs and why they deserve proper support. Unfortunately, that usually is less effective than providing a simple, repeatable set of key concepts. The FCS Marketing Playbook found on www.fcsed.net is a great place to start.
- When you are concise and consistent in every communication and conversation, you are making your message memorable. Add your own local examples from your programs to make it personal and relatable. Know and use statistics and facts to strengthen your perspective.

Be specific when asking for what you want

- There should be no confusion about your “ask.” Have a clear call-to-action, such as visiting your program, committing to funding, supporting a legislative bill, or scheduling a follow-up conversation.

Follow up

- Your persuasion does not end when the meeting ends. If a positive commitment was made, send a summary of what you understood to be the commitment in a thank-you note. If those you met with had questions that you could not answer during the meeting, make sure to follow up with the answers they need. Provide additional, helpful details when communicating with your contacts.
- You may have to ask more than once to get a decision. Politely repeat your request, providing additional supporting evidence, until you have an answer.



READY-TO-USE MESSAGES

Hit the easy button with these resources that are approved to download and share. With minimal time, you can connect your champions and partners with these materials and messages that reinforce program outcomes and garner support.

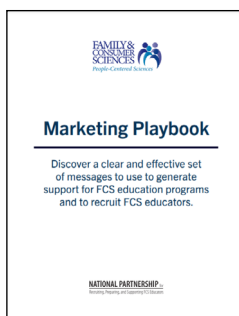
FCCLA | fcclainc.org

Promote and publicize your FCCLA accomplishments! Make use of National FCCLA's press release templates to send to your local media outlets to inform your community about your chapter success and spread the word about FCCLA.


 View the **Press Release Templates** <https://tinyurl.com/34h3nv3a>


National Partnership to Recruit, Prepare and Support FCS Educators | www.fcsed.net

A Marketing Playbook was released in 2021 by the National Partnership, a group of fourteen FCS professional organizations that are working together under a grant for the purpose of producing and distributing resources that recruit, prepare, and support FCS Educators. A large focus was placed on defining core messages and creating ready-to-use materials that you are encouraged to download and share. You can find these materials and more on www.FCSed.net.



 View the **FCS Marketing Playbook** at <https://tinyurl.com/4h4ay9fe>

 Access the **Ready-to-Use Content Resource Library**, including approved images, press releases, and pre-made social media posts at <https://tinyurl.com/ppu39nf9>

 Numerous **YouTube videos that promote FCS programs** are identified and ready to share at <https://tinyurl.com/3f8dd22u>



SUGGESTED TIMELINE OF ACTIVITIES

When it comes to reinforcing support for FCS programs, the best defense is a good offense. Don't wait until your programs are on the line to start highlighting success and engaging with your champions.

To help you optimize the natural ebb and flow of a typical year, here are some idea starters for monthly activities, starting in the summer.

“
***Dig your well
before you're
thirsty.***
- Chinese proverb

AUGUST

- Prepare and share FCS [and your program or FCCLA chapter] materials at back-to-school events.
- Ask FCS students to connect with your program on social media and share positive accomplishments on the platforms using the hashtag #fcsed

OCTOBER

- Plan a career exploration leadership project to complete before the end of the year. Take photos and share the experience in real time on social media. Use the hashtag #fcsed.
- Grab a ready-to-use piece of content from www.fcsed.net and publish it. There are press releases, social media posts and videos available for your use.

SEPTEMBER

- Start a bulletin board to celebrate student progress and accomplishments. Share this with parents and administrators whenever they visit your program. Reproducible posters and images can be found in the Resources tab in the FCCLA Portal.
- Grab a ready-to-use piece of content from www.fcsed.net and publish it. There are press releases, social media posts, and videos available for your use.

NOVEMBER

- Send a gratitude card before Thanksgiving to people who have been particularly supportive of FCS programs, like administrators, parents or community partners in business and media.
- Create a "Giving Tuesday" fundraiser to involve community members and highlight program activities that require some funding.

AMPLIFY PROGRAM SUCCESS



DECEMBER

- Celebrate FCS Day on December 3. Find lesson plans and activities at: <https://tinyurl.com/23mtkka5>
- Help students work on their resume. Talk about how to work what they've learned from FCS (sometimes called "transferable skills") into a cover letter and application.
- Ask students to write a Twitter-sized goal statement about how they will use their FCS skills in the new year. Share these goals in print and social media.

MARCH

- Organize an Employer Tour with local businesses aligned with FCS programs. Ask your local Office of Economic Development, Chamber of Commerce, or Office of Workforce Services to help set up and promote the day. Share the event details with the media.
- Gather success stories from your students, parents, and community partners. Share these with administrators and take these to the next budget discussion.

JANUARY

- Host an FCS Career Pathways information night or job fair to connect students with employers who value what they've practiced in FCS programs. Invite the local media.
- Grab a ready-to-use piece of content from www.fcsed.net and publish it. There are press releases, social media posts, and videos available for your use.

APRIL

- Have students update their resumes and apply for summer jobs. Celebrate the wins with parents and administrators.
- Acknowledge Tax Day by highlighting student skills in personal finance.
- Celebrate "National Superhero Day" by highlighting careers that intersect with FCS programs where people do something selfless, compassionate, and heroic. What's Your FCS Superpower?

FEBRUARY

- Celebrate FCCLA Week the second full week in February
- Celebrate FCS Educator Day - always the Wednesday of FCCLA Week
- Celebrate Career and Technical Education Month, use the #CTEMonth
- Send "love notes" before Valentine's Day to people who have been particularly supportive of FCS programs, like administrators, parents, or community partners in business and media.

MAY

- Grab a ready-to-use piece of content from www.fcsed.net and publish it. There are press releases, social media posts, and videos available for your use.
- Celebrate Mother's Day by talking about the everyday life skills the students have developed through FCS. Include knowledge and soft-skills like listening, planning, and leadership.

AMPLIFY PROGRAM SUCCESS



JUNE

- Celebrate Father's Day by talking about the everyday life skills the students have developed through FCS. Include knowledge and soft-skills like listening, planning, and leadership.
- Acknowledge the start of summer travel by highlighting students in hospitality and tourism.

JULY

- Ask students and alumni to share something about how FCS programs help them in their careers (maybe their first summer job) and community.

Additionally, consider bookmarking these websites that provide time-sensitive notices on legislative activity, budget concerns, and other FCS-relevant educational news. Replying to or republishing information from these sites can also become part of your advocacy efforts to Save FCS.



Take Action: Action Alerts - <https://tinyurl.com/mshrc88c>

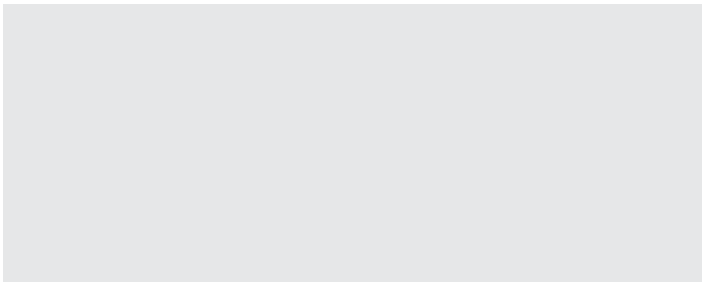
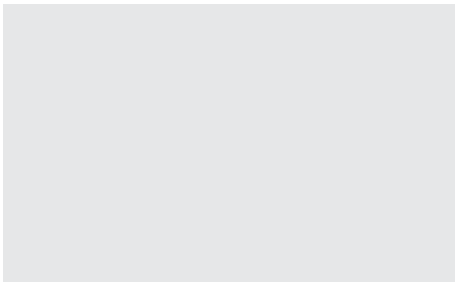
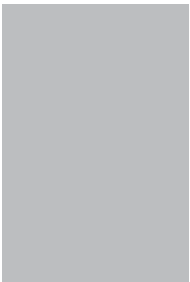


FCCLA Communications Calendar - <https://tinyurl.com/3jfkpmn9>



CTE Policy Watch - <https://tinyurl.com/4pke9nc3>

SAVE FCS TOOLKIT



Activate Your Allies





You've Built the Case for Support, Now Ask for What You Want

Programs that have strong support from their administration and community are more likely to achieve their goals and have an easier time doing so. Expressing gratitude while highlighting program success is one of the best ways to reinforce a relationship of support.

Here are some templates for letters that you can use to strengthen your position and get administrators and community members to "Say YES! To FCS."

Be sure to customize sections **[noted like this]** to personalize the letter, and use these to help grow your programs!

Letter Templates

Gaining Support from an Administrator	pg. 27
Gaining Support from a Community Partner or Sponsor	pg. 28
Gaining Commitment from the Parent of an FCS Student	pg. 29

GAINING SUPPORT from an Administrator



Copy the text below and paste it into an email or word processor then replace the bolded areas with your information.



Contact: **Your Name and Title**
Phone: **Your Work Phone Number**
Email: **Your Email**

(Optional: Insert Photo of Students in Chapter)

Dear **[Administrator name]**:

On behalf of **[your program name]**, I would like to sincerely thank you for supporting our Family and Consumer Sciences (FCS) programs and **[insert your program name or chapter here]**.

Our students are learning the skills that will help them strengthen their own lives, as well as their families and communities. A highlight of our past semester/year was **[describe the success your students achieved. This could be a service activity, a competition, a leadership moment, or a significant project. If it was featured in any news articles, posted on the school website, etc. include the link. Include details about what the students discovered and the skills they demonstrated.]**

Through FCS programs, our students are empowered to contribute to their families and communities. FCS successfully prepares today's students for tomorrow's careers. These new skills and experiences help students have a positive impact on all those around them.

Will you commit to continuing to support FCS programs? "Say YES! To FCS" by maintaining funding for FCS programs **[or insert your specific program or chapter name]**, and facilitating time and travel for FCS Educators and students to participate in learning opportunities.

Kind Regards,
[Name, Position]

GAINING SUPPORT

from a Community Partner or Sponsor



Copy the text below and paste it into an email or word processor then replace the bolded areas with your information.



(Optional: Insert or attach a photo of Students in Chapter)

Dear **[Community Partner's Name]**,

"This field helped me live my life well and gave me the opportunity to help others do the same." I'm a Family and Consumer Sciences educator at **[organization]** and I hear comments like this from past students all the time.

You may not be familiar with the term "Family and Consumer Sciences" or FCS, but I assure you that you know the benefits of the programs.

We teach lifelong skills such as nutrition and food preparation, personal economics, household management, child development, and family relationships. Students are also able to practice and develop their leadership and decision making skills, communication, work-life balance, and more.

Through FCS programs, our students are empowered to contribute to their families and communities. FCS successfully prepares today's students for tomorrow's careers. These new skills and experiences help students have a positive impact on all those around them.

As an example, I teach **[program or chapter name]**. A highlight of our past semester/year was **[describe the success your students achieved. This could be a service activity, a competition, a leadership moment, or a significant project. If it was featured in any news articles, posted on the school website, etc. include the link. Include details about what the students discovered and the skills they demonstrated.]**

Sadly, FCS education programs are in danger of being cut because the decision-makers are not aware of the value of these programs, and the service provided to individuals, families, and communities. Without your support, how can FCS Educators teach individuals the knowledge and skills needed to build strong families and communities, prepare for careers, and lead better lives?

Will you commit to supporting FCS programs? "Say YES! To FCS" by contributing to **[insert a specific program or chapter fundraiser or scholarship fund]**, sponsoring an educational experience, advocating for programs, or joining an advisory board. Call or email me for details **[or insert a URL link for the reader to use]**.

Supporting FCS Education means helping foster success in youth and adults, and ensuring that their success will benefit all those around them. They will continue to use and share these lessons without even realizing it, and they will have you to thank for that.

P.S. See all the ways you can support FCS programs at www.FCSed.net.

Sincerely,

[signature]

[name and title], Family and Consumer Sciences Educator

[Work Phone Number]

[Work Email]

GAINING COMMITMENT from the Parent of an FCS Student to Join Their FCCLA Chapter



Copy the text below and paste it into an email or word processor
then replace the bolded areas with your information.



Dear Ms./Mr. **[parent/guardian's last name]**:

I am delighted that **[student's name]** is currently enrolled in the Family and Consumer Sciences (FCS) program called **[program name]**.

Family and Consumer Sciences education prepares students for family and work life and helps them learn to balance their roles and responsibilities. This program will help your child learn about **[nutrition, basic food preparation, career choices, real world skills, economics and management, family relationships, child development]**, as well as decision making, communication, work-life balance, and more.

Additionally, leadership development is an important part of the Family and Consumer Sciences curriculum. Young people need leadership skills to succeed in the workplace and in the home. To enhance their learning and leadership development, our students get to participate in a chapter of Family, Career and Community Leaders of America, Inc. (FCCLA).

FCCLA builds leaders for healthy families, successful careers, and strong communities. It is a dynamic and effective national student organization that helps students prepare for career success, become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences education.

All students in **[course name]** will participate in FCCLA chapter projects. Many of these activities will also take students beyond the classroom through assignments and/or career preparation projects in the community. These projects and activities are an important part of your student's total learning experience and can lead to awards and scholarships.

Your student will be encouraged to officially become an FCCLA Member. Like other leadership organizations, FCCLA membership opens access to scholarship opportunities, career preparation, leadership development, community service, recognition, travel, and expanded learning. We are eager to offer similar benefits to your students.

[Name of course] students **[have been asked/ are working]** to **[pay/raise]** the **[\$x]** FCCLA Membership dues by **[date]**. Please support your student's efforts in this area.

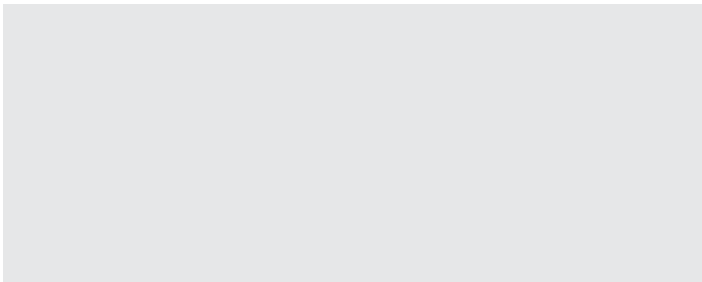
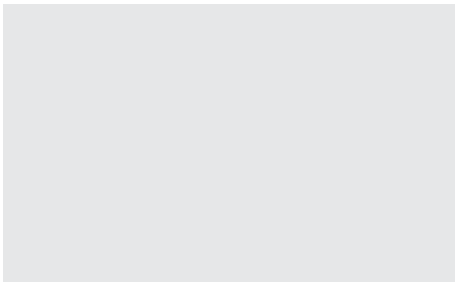
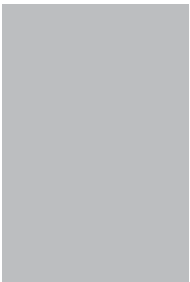
If you have any questions about the program, please feel free to call me at **[phone number]**. I hope we will have future opportunities to speak and work together to support your student's school, family, career, and community success.

Sincerely,

[signature]

[name], Family and Consumer Sciences Educator

SAVE FCS TOOLKIT



Additional Resources



ADDITIONAL RESOURCES



In addition to what FCCLA has provided in this toolkit, there are many more resources that have been developed and are maintained by various FCS-focused organizations and allies. We encourage you to explore these links and downloads, and use the materials that best fit with your needs.

TABLE OF CONTENTS

AAFCS Advocacy Tools	31
ACTE Developed Advocacy Resources	31
CTE Policy Watch.....	31
FCCLA Communications Calendar	32
FCCLA National Programs	32
FCS Advisers and FCCLA State Associations	32
FCS Marketing Playbook	32
Key Tips for Engaging Policymakers on CTE	32

AAFCS Advocacy Tools

<https://www.aafcs.org/resources/advocacy/tools>

Find samples, templates, fact sheets and strategies, including:

- AAFCS Public Policy Toolkit
- AAFCS FCS Media Kit
- FCS Storytelling Tips
- Essential Effectiveness Tools in Support of Family and Consumer Sciences Secondary Education

ACTE Developed Advocacy Resources

<https://www.acteonline.org/advocacy/advocacy-resources>

The tools here provide step-by-step directions and examples that will help you reach out to policymakers at the local, state, and federal levels, as well as your community and the media.

Includes extensive sections on:

- Working with Policymakers
- Media and Community Outreach
- Policy and Advocacy Publications

CTE Policy Watch

<https://ctepolicywatch.acteonline.org>

A blog for CTE Advocates, this frequently updated page provides updates on pending legislative action, federal and state policy updates, Department of Education announcements, and more.



FCCLA Communications Calendar

<https://fcclainc.org/communications/communications-calendar>

Find easy ways to amplify FCCLA-prepared communications by tapping into the online Communication Plan.

FCCLA National Programs

<https://fcclainc.org/engage/national-programs>

FCCLA offers eight peer-to-peer educational programs to help students develop real-world skills for life within Family and Consumer Sciences (FCS) education. Each National Program is designed to be integrated into the FCS classroom to help reinforce lessons with opportunities for hands-on practice. The programs Power of One and Stand Up specifically address advocating.

FCS Advisers and FCCLA State Associations

<https://fcclainc.org/about/state-associations>

FCCLA is active in 47 states associations plus American Samoa and Puerto Rico. There is one state FCCLA adviser per state/territory. Use the information above to contact state advisers.

FCS Marketing Playbook

<https://www.fcsted.net/home>

Created by the National Partnership for Recruiting, Preparing and Supporting FCS Educators, the resource contains core messages, ready-to-use content, tips and instructions to use to generate support for FCS education programs and recruit FCS educators.

Key Tips for Engaging Policymakers on CTE

<https://careertech.org/fact-sheets>

Individual, well-designed fact sheets and handouts are available from CTE on topics including:

- CTE: Career Technical Education: Myths and Facts
- CTE: Learning that works for America
- CTE: Key Tips for Briefing Policymakers on CTE
- CTE: Learning that works for America
- CTE: Tips for Briefing the Governor and his/her staff
- CTE: Tips for Briefing a Legislator and his/her staff
- CTE: Tips for Briefing the State Board of Education
- CTE: Tips for Briefing a K-12 State Superintendent
- CTE: Tips for Briefing a State Higher Education Executive Officer (SHEEO) or other Postsecondary Leadership
- CTE: Reference Resources

SAVE FCS TOOLKIT

This document was made
in collaboration with:

