Kansas Family, Career and Community Leaders of America
Strategic Plan
2010-2015

(updated on October 5, 2011 at State Board of Directors meeting)

Goal I:Increase availability of FCCLA related information to the members and the public.

1. Create relationships influencing connections between state, district, and local level informational policies
   A. 2010 – 2011: Present the 2010 –2015 Strategic Plan to Kansas FCCLA State Board of Directors.
   B. 2010 – 2011: Launch 2010 –2015 Strategic Plan on state website (www.ksde.org/ksfccla). Selected state board members e-mail strategic plan to advisors, district presidents, chapter officers, Alumni and Associates, and Peer Education members.
   C. 2011 – 2012: Provide opportunity to district president and district advisors to create basic district policies and procedures throughout the state.
   D. 2011 – 2015: Continue keeping the Strategic Plan updated and practical for all members of Kansas FCCLA
   E. 2010-2015: Inform and utilize instructional media for advisors concerning FCCLA curriculum**.**
2. Have elected student leaders become advocates of FCCLA and family and consumer sciences education
   A. 2010-2012: Request elected student leaders at all levels attend school board meetings and local civic groups meetings to share about what they have learned in FCCLA at least once during their elected term.
   B. 2010-2015: Place public service announcements and news articles in local and area newspapers about what FCCLA is and what students have learned about it
   C. 2010-2015: Request all state elected student leaders to visit with government officials about what FCCLA is and the leadership opportunities it provides

Goal II: Increase the number of members, advisors, and chapters affiliated with Kansas FCCLA

1. Members
   A. Conduct ongoing analysis of member's interests to help in planning future activities, such as STAR Events and the Kansas State Leadership Conference through evaluations after events
   B. Expand STAR Event Involvement
      i. 2010 – 2011: 2009-2014 Analyze star event involvement for state leadership conferences.

ii. 2011-2012: Expand STAR Event involvement for state leadership conferences.
iii. 2012-2015: Review and act upon annual assessment of STAR event involvement 2012-2015.

C. Expand State Leadership Conference Attendance
i. 2011 – 2012: Expand incentives for members to attend SLC and participate in the conference
ii. 2011 – 2014: Implement promotional items for SLC.

2) Advisors
A. 2010-2015: Provide updates for all advisors about FCCLA, Star Events, and leadership opportunities.
B. 2011-2015: Provide recognition for advisors based on their accomplishments and efforts towards FCCLA.

3) Chapters
A. Provide assistance and training to all chapter members and officers through technology.
i. 2010-2015: Keep the website updated with information for chapters to utilize.
ii. 2010-2015: Use the Kansas web site to inform others about Kansas FCCLA news.
B. Identify perspective and inactive chapters in Kansas.
i. 2010 – 2015: Present information to middle level chapters and new FCCLA chapters.
ii. 2011 – 2015: Analyze chapter after first year and utilize information for future prospective and inactive chapters.

Goal III: Expand relationships with businesses and corporate partnerships.

A. 2010-2011: Develop a database of all past and present corporate partners.
B. 2011-2015: Analyze alumni and associates database for prospective corporate partnerships.
C. 2012-2015: Continue contacting all past and present corporate donors for donations to Kansas FCCLA