Memorandum

Date: August 2020
To: FCCLA Chapter Advisors and Chapter Presidents
From: 2020-2021 FCCLA State Officers and Melissa Webb, FCCLA State Advisor
Subject: FCCLA Program Information for 2020-2021 Program Year: Students Taking Action with Recognition (STAR) Competitors

Welcome to the 2020-2021 program year! This year marks 74 years of leadership and career development opportunities provided by California FCCLA. A strong state association is dependent upon the active involvement and support of the members, officers, and advisors. Your role as either an Advisor or Chapter President is critical in helping members to actively participate in and achieve life/career goals through FCCLA.

The enclosed materials contain important information that chapters will need to plan for a successful year, including planning an effective chapter program of work, recognizing members and advisors, and participation in leadership and career development activities. As student and adult FCCLA leaders at the local level, please carefully review and inform your members of the exciting opportunities available for involvement and recognition so that your chapter can fully benefit from the FCCLA experience. For easy reference, we suggest that you put this mailing as well as all of the other mailings and email messages you receive during the year in a binder.

The theme, “Leadership Beyond Measure” focuses on the importance of enhancing your leadership skills in your community and during your FCCLA journey. The 2020-2021 State Officers are challenging members to enhance their abilities further than they thought they could and have identified the following goals for the year:

1. **Membership** – Go beyond measure and increase the number of chapters by 25% in each region, encouraging more schools, members, and advisors to lead in FCCLA.
2. **Leadership** – Take your chapter’s leadership beyond measure by nominating at least one member to run for region office.

**FCCLA: Leadership Beyond Measure!** We invite you and your chapter to start planning for your active involvement. With your assistance, this year will be one of growth, achievement, and increased participation in FCCLA at all levels of the association. If you have any questions about the information in this packet, please contact the FCCLA State Office at 916-319-0890. Best wishes for a great year in FCCLA!

The 2020-2021 FCCLA State Officer Team

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*Polly Miller*  
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Melissa Webb, FCCLA State Advisor