



**Memorandum**

Date: August 2023  
To: FCCLA Chapter Advisors and Chapter Presidents  
From: 2023-2024 FCCLA State Officers and Melissa Webb, FCCLA State Advisor  
Subject: FCCLA Program Information for 2023–2024 Program Year:  
Students Taking Action with Recognition (STAR) Competitors

Welcome to the 2023–24 program year! This year marks 77 years of leadership and career development opportunities provided by California FCCLA. A strong state association depends on 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 actively participate in and achieve life/career goals through FCCLA.

The enclosed materials contain important information that chapters will need to prepare 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 packet and emails you receive during the year in a binder.

The theme “**The Ultimate Journey**” recognizes and encourages our members to take flight through FCCLA. This theme highlights the many opportunities that FCCLA offers through its many career pathways, and their ability to prepare members for college and career success as they navigate their future. The 2023-2024 State Officers are challenging members to reach the following goals this year:

- 1. Membership** – Encourage all Chapters to opt into 100% affiliation to increase our membership as we attempt to reach our membership goal of 20,000 members to complete **The Ultimate Journey**.
- 2. Leadership** – Encourage members to start their Ultimate Journey by having at least 1 Chapter Member per Chapter run for Region Office and 2 Region Officers per Region run for State Office.
- 3. Outreach** – Share your Ultimate Journey by promoting FCCLA through new experiences. Go out and beautify your neighborhood through community service, fundraise for your chapter, and participate in national programs. Share and repost all accomplishments at the chapter and region level through every social media platform.

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, please contact Melissa Webb, FCCLA State Advisor at [mwebb@cde.ca.gov](mailto:mwebb@cde.ca.gov).

**Best wishes for a great year in FCCLA from your 2023-2024 FCCLA State Officer Team!**

*Aileen Real*    *Milee Bryant*    *Emily Burroughs*    *Jasmin Suarez*    *Diana V*    *Jordan Thomas*

Aileen Real, President    Milee Bryant, Vice President    Emily Burroughs, Secretary    Jasmin Suarez, Treasurer    Diana Vasquez, Historian    Jordan Thomas, Reporter

*Melissa Webb*

Melissa Webb, FCCLA State Advisor