

## IDENTIFY CONCERNS



One of our main concerns is that our members feel they are not always aware about what's going on in FCCLA. Another concern we have is to increase membership and member involvement. With more active members, we will be able to do more for our community. We wanted to find a way to keep our members informed about conferences, field trips, community service projects and competitive events to increase member involvement. We also want to educate them on the importance of FACS education and the benefits of being an active member in FCCLA.

## SET A GOAL



Our goal is to keep members informed on the upcoming events and opportunities that our FCCLA chapter provides by creating a chapter website by the end of August 2017. We want to create a website that highlights the benefits of FCCLA and FACS education to encourage members to get involved so we can do and accomplish more projects helping the community.

## FORM A PLAN (WHO, WHAT, WHEN, WHERE, HOW, COST, RESOURCES, AND EVALUATION)



**Who?** Members of FCCLA and people who are interested in joining.  
**What?** To inform members about our chapter's upcoming events, encourage students to join, and highlight the importance of FCCLA and FACS education  
**When?** August 2017  
**Where?** Mossy Creek Middle School  
**How?** Creating a chapter website using weebly.com and spreading the word to students at our school through instagram, our school website, and chapter meetings  
**Cost?** \$0 We used Weebly. This website creator is free.  
**Resources?** Weebly, FACS, gafcla.com, fcclainc.org

## ACT



We created a website using Weebly by gathering information and pictures from our FCCLA adviser, Ms. Moore. Information we gathered included a list of activities for the year and dates, conference and competition information, field trip details and dates, past awards and accomplishments and pictures to put on the website. We advertised our chapter meeting and community service projects by highlighting them on our homepage. After we created the weebly website, we distributed flyers about it at our September chapter meeting. We posted the link to the website on our FCCLA Instagram account with help from our public relations representatives, Madi and Lynzi.

## FOLLOW UP



Last year, we had 61 members. This year we started off with 55 members which means some people had withdrawn from FCCLA. That is one of the main reasons why we wanted to make this chapter website, to inform our members and add features like member of the month and feature them in the next chapter meeting to make more people/members get more involved with FCCLA. And our solution worked. Right now, we have 73 members and aiming for 80! We have also seen an increase in our numbers at chapter and committee meetings and have had more members participate in our community service projects. Our members told us that the website has been very useful, especially when it comes to upcoming events and dates. We plan to continue updating the website weekly with new pictures and information, and recognizing our members who are active in our chapter.