

## Table of Contents

Background	<b>3</b>
Permanent Membership Options And Their Impact On Growth	<b>4</b>
Analysis Of New Membership Type Adoption	<b>4</b>
Impact Of Unlimited Membership Option On FY 2025 Growth	<b>5</b>
Membership Retention And Re-Engagement Analysis	<b>6</b>
Gender Diversity Analysis	<b>6</b>
Demographic Diversity Trends Analysis	<b>7</b>
Conclusion	<b>8</b>
Chapter/Membership Total By State	<b>9</b>
2025 Chapter Membership Type By State	<b>10</b>
2024 Chapter Membership Type By State	<b>11</b>
Membership Map	<b>12</b>
State Ranking By Membership	<b>13</b>

## **MANAGEMENT DISCUSSION AND ANALYSIS (MD&A) OF 2025 MEMBERSHIP RESULTS**

### **BACKGROUND**

Family, Career and Community Leaders of America, Inc. (FCCLA) was founded in 1945 as the Future Homemakers of America (FHA) with the purpose to stimulate and promote the best interests of pupils of homemaking education, through programs involving matters of personal growth, family life, vocational preparation, and community involvement. In 1999, FHA was renamed to become Family, Career and Community Leaders of America, Inc. (FCCLA) with a renewed focus to prepare today's youth for careers through Family and Consumer Sciences education. FCCLA is governed by volunteer leadership elected by related organizations and groups, ex officio, youth members, and other business and industry leaders elected by the Board of Directors. In conjunction with National Staff and the National Executive Council (NEC), a strategic plan is created to guide the organization. FCCLA is operating in the last year of a three-year strategic plan that will take FCCLA through fiscal year 2025.

In response to the challenges posed by the COVID-19 pandemic, the Board introduced two temporary membership packages in September 2020. These packages were extended through the 2021-2022 and 2022-2023 affiliation years, with modifications. The Up to 20 Leadership Development package was revised to the Up to 25 Chapter Package, and the FCS Unlimited Development Package was rebranded as the Unlimited Membership Package. Both packages offer chapter benefits, including one Adviser Academy registration, one National Program (electronic version), and one Lifetime Alumni & Associates membership.

In July 2018, the Board launched a pilot program for 100% Middle-Level Affiliation, aimed at engaging middle school students and encouraging their continued involvement with FCCLA throughout high school. Under this program, Middle-Level chapters (comprising members in ninth grade or lower) can affiliate their entire class for a flat rate rather than an individual membership fee. States can opt into this program, allowing chapters within those states to choose this affiliation model or continue with the individual rate.

Since 1993, FCCLA has worked to increase membership in urban communities across the United States. The Urban Affiliation program allows local education agencies (LEAs) with a core city population of 100,000 or more to enroll all their students who are currently or previously enrolled in a Family and Consumer Sciences (FCS) education class for a flat rate.

For the year ended May 31, 2025, FCCLA had 257,014 members in 5,383 chapters across 47 states, and Puerto Rico.

For the fifth straight year, FCCLA saw an increase in affiliated chapters. 2024-2025 total chapters exceeded the Pre-COVID-19 level.

## **PERMANENT MEMBERSHIP OPTIONS AND THEIR IMPACT ON GROWTH**

At the 2023 National Leadership Conference held in Denver, CO, a pivotal resolution was passed to transition the temporary relief packages, initially created in response to the COVID-19 pandemic, into permanent chapter affiliation options. This decision was made to provide sustained support and flexibility for chapters. The newly established FCCLA Membership Types are: Regular, Middle- Level, Up to 25, Unlimited, and Urban.

State Associations were granted a two-year window to implement these membership types, ensuring that by the 2024-2025 fiscal year, all states were mandated to offer these five membership options to their chapters. This resulted in a notable increase in membership across all referenced packages.

The introduction of these new membership types has been met with a positive response from the FCCLA community. During the 2024-2025 fiscal year, FCCLA experienced a notable 5.35% increase in membership compared to the 2023-2024 fiscal year. This growth underscores the success and acceptance of the new membership structure.

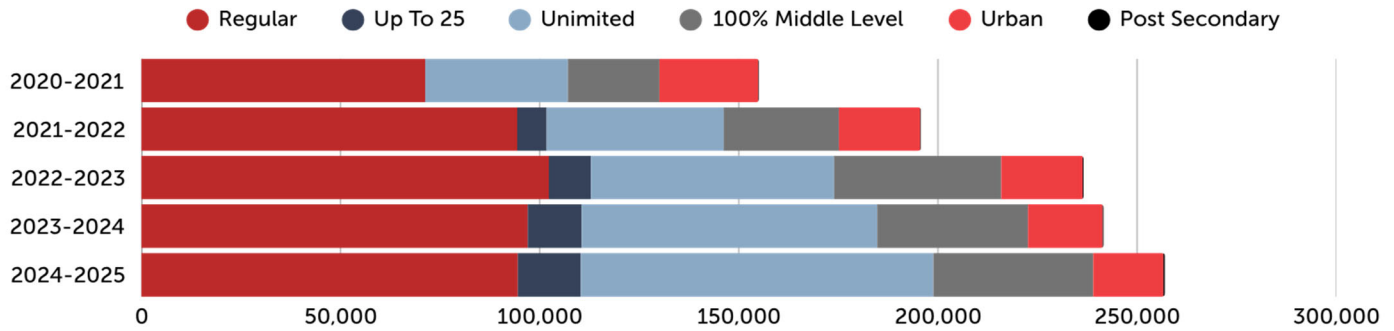
## **ANALYSIS OF NEW MEMBERSHIP TYPE ADOPTION**

Among the new membership types, the Regular option at 36% emerged as the most popular choice for the 2024-2025 fiscal year. However, the Unlimited membership type, which was previously available only as a temporary option, is only 2% away at 34% for the 2024-2025 fiscal year. This membership type now encompasses a total of 88,562 affiliated members. This figure highlights the substantial impact and value these options provide to the FCCLA community.

## **IMPACT OF UNLIMITED MEMBERSHIP OPTION ON FY 2025 GROWTH**

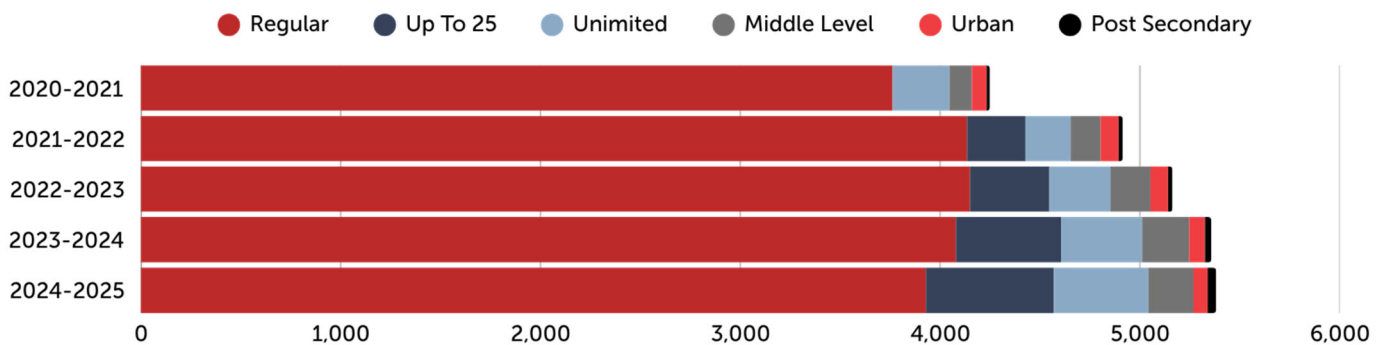
In 2025, FCCLA saw an increase in membership of 13,057 members. An increase in the Unlimited Membership option drove this increase. This fixed-rate chapter membership type increased 14,336 members. Chapters that were affiliated under the Unlimited Membership Package during the 2025 affiliation year saw this increase from 407 chapters and 74,237 members to 473 chapters and 88,573 members.

## Members - By Chapter Membership Type



	<i>Regular</i>	<i>Up To 25</i>	<i>Unlimited</i>	<i>Middle Level</i>	<i>Urban</i>	<i>Post-Secondary</i>
2020-2021	71,249	N/A	35,831	22,978	24,847	147
2021-2022	94,363	7,384	44,478	28,905	20,443	185
2022-2023	102,302	10,545	61,064	41,971	20,443	233
2023-2024	97,004	13,526	74,237	37,840	18,753	252
2024-2025	94,520	15,781	88,562	40,116	17,621	414

## Chapters - By Chapter Membership Type



	<i>Regular</i>	<i>Up To 25</i>	<i>Unlimited</i>	<i>Middle Level</i>	<i>Urban</i>	<i>Post-Secondary</i>
2020-2021	3,762	N/A	285	112	74	16
2021-2022	4,135	292	226	150	91	20
2022-2023	4,150	39	306	200	88	22
2023-2024	4,079	526	407	235	79	31
2024-2025	3,929	640	473	226	72	43

## MEMBERSHIP RETENTION AND RE-ENGAGEMENT ANALYSIS

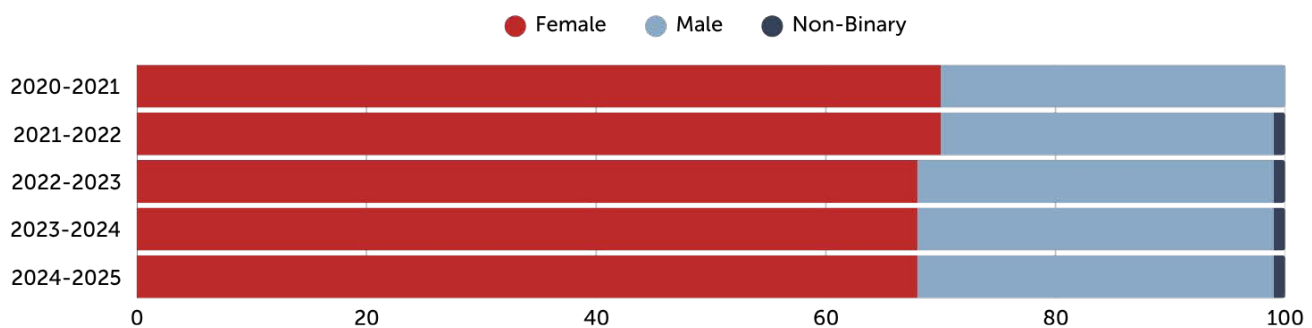
For the affiliation year ending May 31, **2025**, FCCLA achieved a total membership retention of **94,388**, equating to **49%** of eligible members. **This marks the third straight year FCCLA's total retention has increased**, with **92,425** members retained in the **2023–2024** affiliation year. Eligible members include students not in the 12th grade who were affiliated in the **2023–2024** membership year and post-secondary members.

FCCLA saw 1,843 members return in the 2024-2025 school year after not affiliating in the 2023-2024 school year but having been previously affiliated in the 2023-2024 affiliation year. This is an increase from the previous year's 1,710 returning members, continuing an upward trend in re-engagement among past members.

## GENDER DIVERSITY ANALYSIS

FCCLA saw the male population grow to 76,153 members, an increase of 3,220 members compared to the prior year. The male population represents 31% of the overall membership population. Additionally, during the 2021-22 affiliation year, FCCLA began tracking non-binary members. FCCLA saw the non-binary population grow to 2,382 members, representing 0.87% of the overall membership population. This is an increase of 327 members when compared to the 2023-2024 affiliation year based on those that preferred to respond.

Gender Allocation By Year

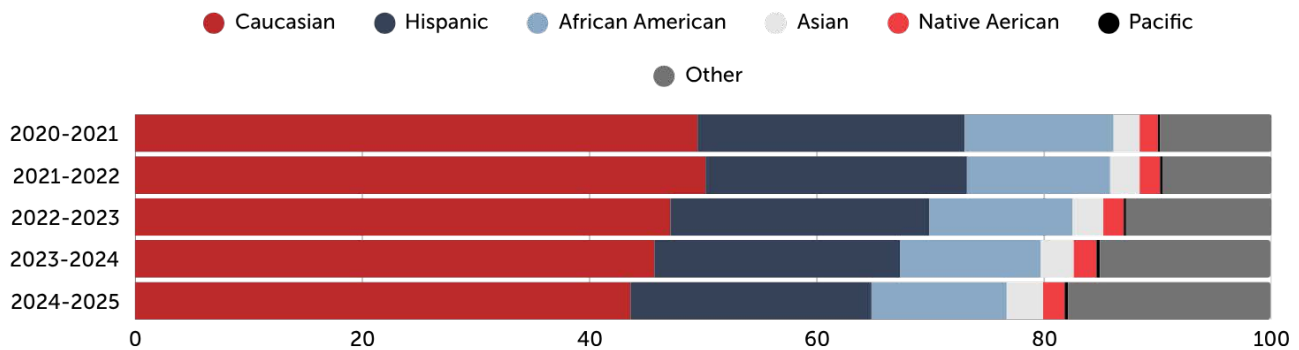


	2024-2025	2023-2024	2022-2023	2021-2022	2020-2021
Female	68%	68%	68%	70%	70%
Male	31%	31%	31%	29%	30%
Non-Binary	1%	1%	1%	1%	N/A

## DEMOGRAPHIC DIVERSITY TRENDS ANALYSIS

The affiliation year ending May 31, 2025, FCCLA continued to see increased diversity among members. For the seventh year in a row, FCCLA saw a decrease in Caucasian membership to 43.7%. This represents the fourth time since FCCLA reported on demographics that Caucasian membership made up less than 50% of the total membership. Hispanic membership was 21.2%, followed by African American (11.9%), Asian (2.3%), Native American (1.9%), Pacific Islander (0.3%), and Other (17.8%). FCCLA continues to work towards creating an inclusive environment that welcomes and values all youth.

Demographic By Year



	Caucasian	Hispanic	African American	Asian	Native American	Pacific	Other
2020-2021	49.5%	23.5%	13.1%	2.3%	1.6%	0.2%	9.8%
2021-2022	50.2%	23.0%	12.6%	2.6%	1.8%	0.2%	9.6%
2022-2023	47.1%	22.8%	12.6%	2.7%	1.8%	0.2%	12.8%
2023-2024	45.8%	21.6%	12.4%	2.9%	2.0%	0.3%	15.0%
2024-2025	43.7%	21.2%	11.9%	3.2%	1.9%	0.3%	17.8%

## **CONCLUSION**

The 2024-2025 membership results mark another successful year for Family, Career and Community Leaders of America, Inc. (FCCLA). The strategic initiatives, particularly the introduction and subsequent transition to permanent membership packages, have been instrumental in driving membership growth and enhancing chapter engagement.

The success of these new membership structures in meeting the diverse needs of chapters and members is evident in the notable 5.35% increase in total membership and a retention rate of 49%. This adaptability has been key to fostering a stronger, more resilient organization.

FCCLA's commitment to diversity is particularly commendable. The rise in male and non-binary members, along with the increasing representation of various ethnic groups, highlights the organization's dedication to inclusivity and its efforts to create a welcoming environment for all youth.

The ability to re-engage former members and attract new ones further demonstrates the effectiveness of FCCLA's programs and the value they provide. The significant growth in the Unlimited Membership option underscores its popularity and benefits, contributing substantially to the overall increase in membership.

As FCCLA ends the final year of its current strategic plan, the positive trends in membership growth and diversity are promising indicators of the organization's ongoing impact and relevance. The continued support and engagement of chapters, members, and stakeholders will be essential in maintaining this momentum and achieving the organization's goals.

In summary, the 2025 membership results reflect a robust and dynamic organization poised to continue its mission of preparing youth for successful careers through Family and Consumer Sciences education. FCCLA's strategic initiatives and inclusive approach will ensure its sustained vitality and influence in the years to come.



**FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC**  
**Chapter/Membership Total by State**  
**Membership Period Ending May 31, 2025**

State	2025		2024		Change in numbers	
	Chapters	Members	Chapters	Members	#	%
Alabama	289	8926	287	12199	-3273	-27%
Alaska	1	40	1	95	-55	-58%
American Samoa	0	0	2	45	-45	-100%
Arizona	274	5932	272	5462	470	9%
Arkansas	217	6371	240	6631	-260	-4%
California	104	17541	100	16969	572	3%
Colorado	107	2128	106	1953	175	9%
Connecticut	12	235	14	248	-13	-5%
Delaware	9	289	8	86	203	236%
Florida	86	14233	90	15115	-882	-6%
Georgia	280	26335	277	24389	1946	8%
Hawaii	16	275	16	303	-28	-9%
Idaho	78	1251	72	1148	103	9%
Illinois	118	2565	115	2357	208	9%
Indiana	72	6807	83	6726	81	1%
Iowa	241	10499	134	7393	3106	42%
Kansas	158	3539	169	3355	184	5%
Kentucky	164	10332	164	11002	-670	-6%
Louisiana	17	431	15	380	51	13%
Maryland	1	7	0	0	7	
Michigan	24	1218	25	1232	-14	-1%
Minnesota	50	4395	50	1480	2915	197%
Mississippi	61	1334	68	1501	-167	-11%
Missouri	329	9248	317	9001	247	3%
Montana	58	1252	63	1302	-50	-4%
Nebraska	93	2505	98	2635	-130	-5%
Nevada	30	2617	31	2197	420	19%
New Jersey	52	4526	53	4444	82	2%
New Mexico	37	1410	34	2242	-832	-37%
New York	28	869	25	939	-70	-7%
North Carolina	109	10026	100	5303	4723	89%
North Dakota	69	1544	68	1561	-17	-1%
Ohio	229	9890	257	10742	-852	-8%
Oklahoma	388	24197	375	21050	3147	15%
Oregon	12	316	11	243	73	30%
Pennsylvania	55	1150	61	1245	-95	-8%
Puerto Rico	152	5581	135	5246	335	6%
Rhode Island	1	13	1	23	-10	-43%
South Carolina	25	486	25	478	8	2%
South Dakota	64	1763	66	1791	-28	-2%
Tennessee	120	3612	124	3440	172	5%
Texas	485	26548	525	26401	147	1%
Utah	131	2826	128	2443	383	16%
Virginia	271	13691	302	13025	666	5%
Washington	119	5477	118	5750	-273	-5%
West Virginia	7	139	6	105	34	32%
Wisconsin	115	2066	99	1813	253	14%
Wyoming	25	579	27	469	110	23%
<b>Totals</b>	<b>5383</b>	<b>257014</b>	<b>5357</b>	<b>243957</b>	<b>13057</b>	<b>5%</b>

## FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.

### Chapter Membership Type by State Membership Period Ending May 31, 2024

State	100% Middle Level		Post Secondary		Regular		Unlimited		Up to 25		Urban	
	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members
Alabama	11	1,168	1	5	220	5,412	29	4,901	26	713	-	-
Alaska	-	-	-	-	-	-	1	95	-	-	-	-
American Samoa	-	-	-	-	2	45	-	-	-	-	-	-
Arizona	-	-	2	6	270	5,456	-	-	-	-	-	-
Arkansas	21	891	1	12	199	4,843	7	505	12	380	-	-
California	7	1,097	-	-	25	590	53	14,420	11	259	4	603
Colorado	2	67	-	-	104	1,886	-	-	-	-	-	-
Connecticut	-	-	-	-	11	185	-	-	3	63	-	-
Delaware	7	71	-	-	-	-	-	-	1	15	-	-
Florida	9	427	1	2	42	1,073	6	361	7	145	25	13,107
Georgia	18	9,586	1	14	189	6,335	20	4,838	30	1,003	19	2,613
Hawaii	-	-	-	-	16	303	-	-	-	-	-	-
Idaho	-	-	3	36	62	877	1	78	6	157	-	-
Illinois	-	-	-	-	113	2,320	-	-	2	37	-	-
Indiana	5	-	-	-	58	1,217	7	2,849	13	314	-	-
Iowa	7	2,776	1	6	90	1,807	14	2,275	22	529	-	-
Kansas	2	69	1	7	137	2,553	1	45	28	681	-	-
Kentucky	8	3,499	1	17	113	2,982	21	3,437	13	331	8	736
Louisiana	-	-	-	-	12	252	1	75	2	53	-	-
Michigan	-	-	-	-	18	345	7	887	-	-	-	-
Minnesota	2	636	-	-	48	844	-	-	-	-	-	-
Mississippi	2	63	-	-	61	1,292	1	51	4	95	-	-
Missouri	10	811	-	-	262	6,358	13	998	32	834	-	-
Montana	-	-	-	-	39	554	4	263	20	485	-	-
Nebraska	1	14	-	-	80	2,002	5	341	12	278	-	-
Nevada	-	-	-	-	22	546	7	1,563	2	88	-	-
New Jersey	5	962	-	-	27	711	8	1,778	5	196	8	797
New Mexico	3	234	2	16	16	430	6	1,378	7	184	-	-
New York	3	475	-	-	22	464	-	-	-	-	-	-
North Carolina	7	587	-	-	56	1,171	24	3,200	13	345	-	-
North Dakota	1	17	-	-	63	1,395	1	96	3	53	-	-
Ohio	10	1,796	-	-	192	3,432	17	4,612	38	902	-	-
Oklahoma	39	3,191	15	125	126	2,576	92	12,473	103	2,685	-	-
Oregon	-	-	-	-	8	141	-	-	3	102	-	-
Pennsylvania	-	-	-	-	61	1,245	-	-	-	-	-	-
Puerto Rico	10	510	1	1	120	4,287	2	310	2	138	-	-
Rhode Island	-	-	-	-	1	23	-	-	-	-	-	-
South Carolina	-	-	-	-	22	398	-	-	3	80	-	-
South Dakota	-	-	-	-	66	1,791	-	-	-	-	-	-
Tennessee	-	-	-	-	123	3,296	1	144	-	-	-	-
Texas	14	4,254	-	-	440	15,888	34	4,738	22	624	15	897
Utah	-	-	-	-	128	2,443	-	-	-	-	-	-
Virginia	27	4,079	-	-	236	4,215	13	4,082	26	649	-	-
Washington	2	535	-	-	72	1,101	11	3,444	33	670	-	-
West Virginia	2	25	-	-	4	80	-	-	-	-	-	-
Wisconsin	-	-	1	5	84	1,520	-	-	14	288	-	-
Wyoming	-	-	-	-	19	320	-	-	8	149	-	-

<b>Totals</b>	<b>235</b>	<b>37,840</b>	<b>31</b>	<b>252</b>	<b>4,079</b>	<b>97,004</b>	<b>407</b>	<b>74,237</b>	<b>526</b>	<b>13,525</b>	<b>79</b>	<b>18,753</b>
---------------	------------	---------------	-----------	------------	--------------	---------------	------------	---------------	------------	---------------	-----------	---------------

100% Middle Level	235	40,186
Post Secondary	31	252
Regular	4,079	97,004
Unlimited	407	74,237
Up to 25	526	13,525
Urban	79	18,753
<b>Grand Total Membership</b>	<b>5,357</b>	<b>243,957</b>

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.  
Chapter Membership Type by State  
Membership Period Ending May 31, 2025

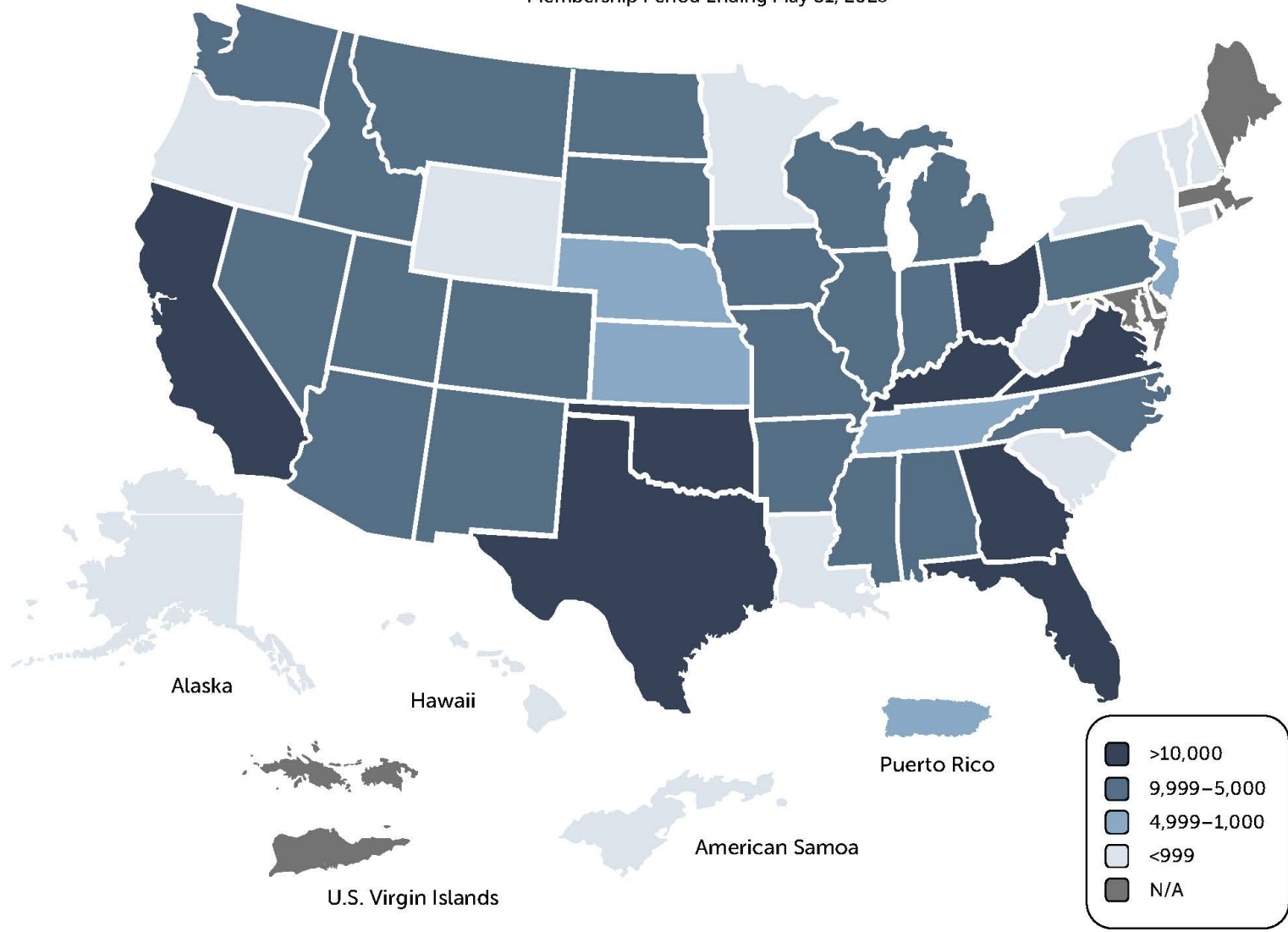
State	Middle Level		Post Secondary		Regular		Unlimited		Up to 25		Urban						
	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members	Chapters	Members					
Alabama	7	381	1	4	218	5314	23	2201	40	1026							
Alaska							1	40									
Arizona			4	28	260	5502	3	275	7	127							
Arkansas	15	645	1	11	178	4404	9	874	14	437							
California	6	1113			23	426	52	14713	18	477	5	812					
Colorado	3	89			98	1932			6	107							
Connecticut					10	196			2	39							
Delaware	9	289															
Florida	7	220	2	7	41	966	7	1198	7	161	22	11681					
Georgia	21	10171	1	14	180	5802	26	6105	30	991	22	3252					
Hawaii					16	275											
Idaho			3	32	61	886	3	93	11	240							
Illinois					111	2444			7	121							
Indiana	4	2206			48	910	8	3461	12	230							
Iowa	5	1907	7	90	169	2836	22	4940	38	726							
Kansas	3	85	1	5	121	2404	2	243	31	791							
Kentucky	6	2139	2	16	110	3376	21	3550	18	426	7	825					
Louisiana					14	316	1	49	2	66							
Maryland									1	7							
Michigan					16	376	7	832	1	10							
Minnesota	2	651			43	693	5	3051									
Mississippi					52	1022	3	212	6	141							
Missouri	8	633	2	15	269	6424	13	1214	37	962							
Montana					34	514	4	300	20	438							
Nebraska	1	18			80	2015	5	314	7	158							
Nevada					18	389	9	2156	3	72							
New Jersey	5	885			27	752	9	2270	7	232	4	387					
New Mexico	1	20	1	16	19	389	4	717	12	268							
New York	2	403			24	344	1	97	1	25							
North Carolina	11	2422			54	1109	30	6164	14	331							
North Dakota					62	1386			7	158							
Ohio	9	1450			165	2986	19	4593	36	861							
Oklahoma	47	5719	15	117	124	2718	94	12865	108	2778							
Oregon					9	216			3	100							
Pennsylvania					55	1150											
Puerto Rico	6	354			141	4715	3	357	2	155							
Rhode Island					1	13											
South Carolina					20	275	1	107	4	104							
South Dakota					63	1748			1	15							
Tennessee					109	2963	2	373	9	276							
Texas	12	3272	2	33	385	14626	55	7370	19	553	12	664					
Utah					131	2826											
Virginia	29	4393			198	4129	12	4405	32	764							
Washington	2	515			63	952	15	3198	39	812							
West Virginia	3	60			4	79											
Wisconsin			1	26	90	1458	2	93	22	489							
Wyoming	2	76			15	264	2	132	6	107							
Totals	226	40116	0	43	414	0	3929	94520	0	473	88562	0	640	15781	0	72	17621

	Chapters	Members
Regular Membership	3929	94520
Unlimited Membership Package	473	88562
Up to 25 Chapter Package	640	15781
100% Middle Level Membership	226	40116
Urban Membership	72	17621
Postsecondary Membership	43	414
Grand Total	5383	257014

FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.

Membership Map

Membership Period Ending May 31, 2025



## FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA, INC.

### State Ranking By Membership Membership Period Ending May 31, 2025

Rank	State	Chapters	Members	Advisers
1	Texas	485	26548	793
2	Georgia	280	26335	413
3	Oklahoma	388	24197	414
4	California	104	17541	173
5	Florida	86	14233	105
6	Virginia	271	13691	389
7	Iowa	241	10499	290
8	Kentucky	164	10332	273
9	North Carolina	109	10026	226
10	Ohio	229	9890	232
11	Missouri	329	9248	423
12	Alabama	289	8926	372
13	Indiana	72	6807	105
14	Arkansas	217	6371	270
15	Arizona	274	5932	341
16	Puerto Rico	152	5581	174
17	Washington	119	5477	202
18	New Jersey	52	4526	74
19	Minnesota	50	4395	63
20	Tennessee	120	3612	177
21	Kansas	158	3539	183
22	Utah	131	2826	246
23	Nevada	30	2617	61
24	Illinois	118	2565	173
25	Nebraska	93	2505	102
26	Colorado	107	2128	182
27	Wisconsin	115	2066	141
28	South Dakota	64	1763	69
29	North Dakota	69	1544	84
30	New Mexico	37	1410	49
31	Mississippi	61	1334	94
32	Montana	58	1252	67
33	Idaho	78	1251	103
34	Michigan	24	1218	38
35	Pennsylvania	55	1150	78
36	New York	28	869	33
37	Wyoming	25	579	31
38	South Carolina	25	486	44
39	Louisiana	17	431	24
40	Oregon	12	316	18
41	Delaware	9	289	11
42	Hawaii	16	275	40
43	Connecticut	12	235	13
44	West Virginia	7	139	9
45	Alaska	1	40	3
46	Rhode Island	1	13	1
47	Maryland	1	7	1
Total		5383	257014	7407