



LOUISIANA
STATE ASSOCIATION

**Louisiana FCCLA
State Officer Handbook**

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Qualifications

The following outlines the qualifications necessary to run for a State Officer position in Louisiana.

1. Be an active member in good standing of a local FCCLA chapter affiliated with the Association.
2. Be a freshman, sophomore, or junior in high school when applying
3. Have completed the equivalent of at least one semester of comprehensive family and consumer sciences or occupational classes
4. Agree to attend required conferences, events, and meetings
5. Have demonstrated leadership capacities at the local chapter or Regional levels
6. Is not running for state office in another CTSO

Each chapter may run two State Officer Candidates

Selection Procedure

The selection process for members to become part of a State Officer Team includes components from a variety of skills including written communication, interviewing, public speaking, team work, and oral communication.

The process begins with your application. The application is available by September 1 of the application year and can be found on the Louisiana FCCLA website. The application must be completed by the candidate and signed by the candidate, the candidate's parent/guardian, the candidate's adviser, and the school administrator. The application, which includes a variety of questions about the candidate's experiences in FCCLA, must be submitted to the State Adviser by the March deadline. In addition to the application, the applicant must mail all signed forms to the State Adviser. These must be completed by the local adviser and one other adult school staff member.

After the application is submitted, the candidate's work is not over. While the application is being reviewed and scored by a committee, the candidate should prepare for the next steps. This includes an FCCLA knowledge test. This test is administered at the State Leadership Conference. Another step includes preparation of a speech. This speech will be presented a few times, culminating at the Voting Delegate Session at the State Leadership Conference. The speech may be up to 2 minutes in length and must be presented on the topic given. The topic can be found at the bottom of the application form on the first page of the State Officer Candidate application. No visuals or props are to be used.

Candidates will be interviewed by a Nominating Committee of up to 3 individuals that represent a variety of stakeholders in the organization. All candidates will be scored using a

rubric and all candidates will be asked the same questions.

The application score, knowledge test result, and interview score will be combined to determine which candidates will advance to Level 2 at the State Leadership Conference.

Campaigning

To protect the process and integrity of elections for officers of Family, Career, and Community Leaders of America, the National and Louisiana Associations have very strict “no campaigning” policies. However, there is some confusion as to what this means and what it could look like in the process of elections.

According to the Louisiana FCCLA Operational Policies, campaigning includes but is not limited to the following:

- Soliciting/asking for votes prior to or during the election/meeting
 - “Vote for me as your next...”
 - “I would appreciate the opportunity to lead...”
 - “Consider voting for someone who...”
- Distribution or posting of printed materials in support of a candidate or bearing candidates name including brochures or business cards prior to or during the election/meeting
- Use of electronic devices or social networking sites to show support of a candidate by the candidate themselves or their supporters prior to or during the election/meeting
- Advisers, parents, members and/or supporters requesting votes for the candidate prior to or during the election/meeting
- Passing out paraphernalia including state pins, etc. prior to or during the election/meeting
- Using statements of merit outside the speech setting including but not limited to
 - “As a chapter/district/national officer I have...”
 - “Thanks to my outstanding leadership in FCCLA...”

In some situations it may be easy to say that something is campaigning when it is completely acceptable. The following outline examples of things that are not campaigning:

- Writing truthful statements about qualifications and experiences in a candidate's application
- Speaking truthful statements about qualifications and experiences in a candidate's interview or speech (Note: This is only okay in the interview and speech setting)
- Answering “Yes” when someone asks if you are a State Officer Candidate, however, this is where it would be prudent to redirect the conversation rather than be tempted to

Speak about your qualifications/goals/etc.

If a member or adviser feels that a candidate has violated this policy, such violation must be reported, in writing, to the appropriate adult staff personnel. A committee will be appointed to investigate the allegation. Alleged violations must be reported prior to the close of the voting process. If the review committee determines the candidate or his/her supporters have violated this policy, that candidate will be disqualified from the election. The decision of the review committee is final.

Questions about this policy should be directed to the Louisiana FCCLA State Adviser, Dinah Istre at (337) 581-3514 or distre@lafccla.org

Job Duties and Responsibilities

All Officers

All State Officers have the responsibility of serving the organization based on the mission and goals of the organization at that time. Many of these initiatives come from the current Strategic Plan. Each officer is responsible for setting and working toward individual, group, and organizational goals that will build their own leadership potential as well as serve the needs of the organization.

Specific Offices

In addition to the responsibilities of all members of the State Officer Team, each officer has additional responsibilities depending on their office according to the Bylaws.

State President

- Preside over all meetings of the organization and of the State Executive Council serve as a member of the State Board of Directors for the designated term, the executive committee, and other board committees by appointment.
- Appoint, after consultation with the state adviser, the chairperson and members of state executive council committees and be an ex-officio member of the committees;
- Meet with State Officers and State Advisers in the summer to develop a program of work for the year.
- Attend meetings with local chapters upon request and authorization from the State Adviser.
- Create information for the membership about leadership training and conferences to encourage attendance.
- Prepare and bring stage flag or state sign to be used at the National Leadership Conference.
- Contact Louisiana CTSO Presidents and extend invitations to bring greetings from their organizations at our State Conference.

- Prepare thank you notes and appreciations for speakers at the Fall Leadership Camp and State Leadership Conference.
- Create a save the date flyer for Fall Leadership Camp, and State Leadership Conference.
- Complete monthly report on google classroom, but the last day of each month.
- AT LEAST \$500.00 partnership due by Feb. 1

State First Vice-President

- Assume responsibility in the absence of the president and keep the minutes of all State meetings and meetings of the State Executive Council
- call the meeting to order in the absence of the president and entertain a motion for a temporary chair
- review minutes of the previous meeting and call president's attention to any unfinished business
- submit minutes to State Officer Coordinator/Advisor within 1 week of the meeting
- Upon approval of the minutes, send a copy of the monthly minutes to the SEC.
- have the following items on hand for business meetings: minutes of previous meeting
- provide leadership in assuring that the business sessions for the State organization and meetings of the State Executive Council are conducted in accordance with acceptable parliamentary law
- Shall prepare and print a state officer and state officer adviser directory
- Collect guest list from each state officer for State Leadership Conference and mail out invitations.
- Complete Monthly officer report in google classroom on the last day of each month.
- AT LEAST \$500.00 partnership due Feb. 1st.

Vice President of Service Learning

- Develop and implement a service learning project campaign for Louisiana FCCLA.
- Conduct workshops at Fall Camp promoting State Service Learning project and the National Outreach projects.
- Create a recognition program for chapters that participate in state service learning projects. (This needs to be done by Aug 1)
- Complete Monthly officer report in google classroom on the last day of each month.
- AT LEAST \$500.00 partnership due Feb. 1st.

Vice-President of Public Relations and Membership

- Make daily social media posts, regarding events and FCCLA chapter/member spotlights.
- Plan and implement programs for membership promotion and development, work with local chapters to engage members through recruitment, retention, and recognition efforts.
- Assume responsibility in the absence of the vice president and keep the minutes of all State meetings and meetings of the State Executive Council
- Develop a membership campaign for Spring and Fall: recruiting ideas, ways to retain and recognize members.
- Develop chapter membership campaign recognition at state: largest chapter, new members, etc.
- Conduct membership campaign workshop at Fall Camp
- Contact ROTC presentation of colors for SLC
- Secure someone to sing the National Anthem for Fall Camp and SLC
- Manage Louisiana FCCLA Facebook, Instagram, Twitter, Tiktok, and snap chat social media outlets. POSTING OFTEN!
- Take pictures at all state and national meetings, to be used in the slideshows for the state.
- Complete monthly officer report in google classroom on the last day of each month.
- AT LEAST \$500.00 partnership due Feb. 1st.

Vice-President of Competitive Events

- Shall provide assistance to the STAR Events Coordinator in planning and implanting the State STAR Events competition
- Shall develop plans for encouraging participation in competitive events;
- Read and understand the state and national competitive events manuals to develop a working knowledge of the policies and processes;
- Make copies of STAR Event rubrics and have folders organized and ready for competition.
- Make copies all skills tests needed.
- Contact judges for competitions (this can be an email)
- Conduct a STAR Event workshop at Fall Camp
- Shall plan and preside over the recognition ceremony at the state leadership conference.
- Participate with FCCLA social media
- Complete monthly officer report in google classroom on the last day of each month.
- AT LEAST \$500.00 partnership due Feb. 1st.

Vice-President of Finance

- Serve as a member of the State Board of Directors for the designated term, the executive committee, and other board committees by appointment.
- Collect all reimbursement forms from officers / advisers.

- Make copies of the financial reports for all SEC meetings
- Make copies of proposed budget for all voting delegates at SLC
- Keep track to make sure our spending is within the proposed budget.
- Conduct a workshop that is deemed needed by the council at Fall Camp.
- Complete monthly officer report in google classroom on the last day of each month.
- AT LEAST \$500.00 partnership due Feb. 1st.

Probation and Removal Process

The rationale for this officer removal process is to provide high expectations for each officer while providing them the support and accountability to grow and strengthen his/her leadership journey throughout his/her State Officer experience.

Policy

A demerit(s) will be assigned for discipline accountability based on the categories below. Emergency situations such as a major illness or family tragedy will NOT result in obtaining a demerit(s), but does require a written note from the parent, doctor, and/or administrator. For each demerit assigned, the State Officer and State Adviser will complete and sign a Disciplinary Action Form stating the classification of the demerit, date of occurrence, a written description of what occurred, & action steps for the officer moving forward. A copy of the completed Disciplinary Action Form will be emailed to the chapter adviser.

If an officer obtains 2 demerits, he/she will be placed on probation. Within the first 10 days of this probation, the State Officer will have a live or electronic meeting with his/her adviser, school administrator, State Adviser, parent/guardian and the State President. If the President is the officer that has received the demerits, the First Vice-President will be a part of this meeting. During this meeting a conversation will occur reflecting on the history of the demerits and completed. The probation period will not end however. If the State Officer obtains 2 actions steps assigned from the Disciplinary Action Form(s). From there, a Probationary Action Form complete with action steps for the State Officer to complete moving forward will be additional demerits he/she will be removed from office.

If a State Officer obtains 2 more demerits during their probation or completes an action warranting immediate removal, the Board of Directors will be convened in a live or electronic meeting within 10 days to vote to remove the State Officer. The State Officer, their adviser, and/or a parent/guardian may attend that meeting. The Board will be supplied with the Disciplinary Action Form, information from the probation meeting, and the Probationary Action

Form. The Board can choose to remove the State Officer from the State Officer Team or may assign additional probationary conditions.

The decision of the Board may be appealed by the former State Officer but must be done so in writing (email is acceptable) within 10 days of the decision. In this writing, the former State Officer must explain why they feel it should be appealed. The Board will then decide whether to reinstate given the additional information or to adhere to the previous decision.

Demerit Values

.5 demerits

- Tardy /leave early from a meeting, conference, or function, excused*
- Failure to support local chapter activity
- Failure to complete required activity identified by the SOT.

*Excused is defined as authorized by the adviser prior to the event.

1 demerit

- Missing a meeting, conference, or function (1 demerit/day) excused*
- Not completing Required SOT Duties in written work that continues throughout term including but not limited to social media posts, *Monthly* article(s), last day of the Month report, and/or SOT goals.
- Failure to conduct 1 chapter visits.

*Excused is defined as authorized by the adviser prior to the event.

2 demerits

- Unexcused absence or tardy
- Not fulfilling Individual Officer Duties, each occurrence
- Violation of the Louisiana FCCLA State Officer Team Leadership Pledge

Immediate Removal (referred to the Board of Directors)

- Two or more unexcused absences
- Violation of the Louisiana CTSO State Officer Conduct/Procedures Code
- Defiance/Insubordination of State Adviser, Chapter adviser, administrator or other school personnel
- Ineligible for two consecutive grading periods.
- Fighting, harassment (digital or in person), abuse (physical, emotional, social)
- Not following through with action steps and/or intervention plan on discipline form when given a demerit.

Being a Team

After the election process has been completed the real challenge begins. How do individuals from vastly different backgrounds come together to create a team meant to reach goals and move the organization forward? This is not a passive, but very active process that involves the entire Team.

State Officers need to first be supportive of one another. Whether it's finding out about receiving a scholarship or making it to State in basketball, a Team that is supportive in and out of FCCLA is going to be more productive. Encourage fellow team members and listen to the activities they are in. Support them whenever possible and expect the same in return.

Secondly, State Officers must be respectful of individual viewpoints and opinions. With different individuals there will inevitably be different viewpoints on many issues. Listening respectfully and responding appropriately are necessary not only when discussing FCCLA related items but also when getting to know the other members of the team as individuals. Your own positive attitude, flexibility, and willingness to be supportive of others' ideas will be returned.

Finally, State Officers need to communicate clearly and often. Effective communication between each other and with the State Adviser will be one of the greatest tools to building the Team and as a result, the organization. State Officers should be checking email at least once per day, engaging through text messaging, and completing the Monthly reports. Share your struggles, successes, and even failures. Each member of the team has been there before and could be one of the best resources for you to learn from and improve with.

State Officer Adviser Expectations

The role of the State Officer's adviser is important and in many ways the success of the State Officer depends on the support they receive from their adviser. Things the State Officer Adviser may be called on to do:

- Transport State Officer to and/or from events
- Listen to presentations
- Listen to script parts
- Assist in preparing presentations
- Assist in contacting individuals they need to reach out to
- Serve the student and school in addressing absences per the school's policies
- Support the State Officer in their efforts

- Assist and support State Officer in implementation of action steps for improvement, as needed
- Ensure their level of preparation of events and presentations
- Serve as a contact for the State Adviser as necessary
- Address issues that may arise with the State Officer in cooperation with the State Adviser

Reimbursement Policies

Hotels and meals for events and conferences are arranged by the State Association. When ordering meals, State Officers may be asked to keep overall cost below a certain threshold however, at least 75% of all items on any given menu will still be available below this threshold.

Breakfast: \$10.00

Lunch: \$15.00

Dinner: \$18.00

If partnerships are not attained by Feb. 1, officers may be asked to provide their own hotel arrangements for SLC.

Uniform, Dress, and Hygiene

As a representative of the organization, your uniform, dress, and hygiene are extremely important. Things that might be acceptable at one point or another in your life will not be appropriate when you are representing the organization. This section will outline uniform expectations as well as dress for other events and overall hygiene.

Each State Officer is responsible to purchase items for their uniform pieces. This will often include a polo, dress shirts, black skirts, slacks, shoes, belts.

Accessories such as ties, ascots are provided by the state association.

FCCLA Blazers are provided by the state association

ALL ITEMS PROVIDED BY THE STATE MUST BE RETURNED AT CLOSING OF SLC.

Other attire you will need to provide include:

Females

- FCCLA RED POLO
- 1-2 skirts (at least two inches from the top of the knee) Skirts must be black straight/pencil style.
- 1 pair black dress pants
- 1 pair dress khaki pants
- 2-3 white, button-down collar dress shirts (can be short or long sleeved; short sleeved recommended)
- nude/sheer pantyhose
- 1 pair black pumps, max of 2 inch heel, closed toe and closed back
- 1 pair dressy black flats

Males

- FCCLA RED POLO
- 2-3 pair black dress pants
- 1 pair dress khaki pants
- 2-3 white, button-down collar dress shirts (can be short or long sleeved; short sleeved recommended)
- Black dress socks
- 1 pair black dress shoes

All State Officers should consider their physical appearance as one of the first impressions you provide. All State Officers should keep their nails neat and trimmed and their hair washed and presented neatly. Female State Officers may wear nail polish however it should be a neutral tone or red. Nail designs should be avoided.

Male State Officers may have facial hair but it should be kept neat and trimmed. Female State Officers should also take care in selecting and applying make-up. Make-up is not required however if it is worn, it should be applied appropriately. Eye shadow, blush, and lip color should be neutral and applied lightly. Additional lip color may be necessary for lighted stage environments, however, care in color selection should be given. Eye color including shadow, liner, and/or mascara should remain neutral in color and application.

Hair color and styles should remain neutral and avoid extreme trends in color or style. It should be worn neat and professional when representing the organization.

Jewelry should also be considered and care should be taken in selection. Simple earrings, a bracelet, or watch may be worn. The FCCLA pin and guard are placed on the left lapel of the official blazer. The guard is placed to the left of the pin level to the lower edge of the pin. No other pin should be attached to it, as it alone designates membership in FCCLA. Only one office guard should be worn with the pin. Other program symbols such as Power of One or STAR Events should not be worn when representing Louisiana FCCLA as a State Officer. The official name badge should be worn on the right lapel of the jacket.

Events

Required

Required meeting dates change year after year however State Officers should be aware of these dates prior to running and make arrangements.

Required meetings include:

State Officer Leadership Training (SOLT)	June
National Leadership Conference	Late June-early July
Fall Leadership Conference	Early to Mid October
Regional Leadership Conference(s)	December / January
Winter Planning Meeting	Mid to late January
CTSO Legislative Day	Mid April
State Leadership Conference	Mid to Late March
Board of Directors Meetings*	Zoom call twice in the year
Monthly Zoom Conference Call Meetings	Once each month

Recommended

Officers are encouraged to participate in a variety of activities and events that will strengthen their leadership skills and promote Louisiana FCCLA.

These events could include:

National Fall Conference	Early to mid-November
Chapter Visits*	Throughout term

Meetings such as chapter visits must be arranged through the State Adviser. This is to ensure that students do not have excessive absences as well as the best possible savings for the

chapter, and/or State Associations. Meetings arranged on a State Officer's own accord will not be eligible for reimbursement and not promoted to the local chapter adviser and/or administrator.

Making Change Happen

As with any business or organization, FCCLA has a process of change for making updates to the organization. There are many individuals and groups that have a stake in implementing change.

Local Chapters

Local chapters set their own Program of Work. While they are encouraged to participate in State and/or National initiatives, it is their own decision. State Officers are encouraged to promote these initiatives to their own chapters as well as others they interact with in order to achieve goals and promote the opportunities in the organization.

State Officer Team

The State Officer Team is one of the main, driving forces for short-term decisions and programs of the organization. Long-term goal setting is possible however, Officers may not get to see the fruits of their efforts first-hand. Officers should recognize that they have an opportunity to leave a legacy of continued improvement and work to help achieve the goals set by previous State Officer Teams.

Many changes are set in motion by the work put in at SOLT. This is a crucial time in which the tone and direction of the organization will be determined. Items such as the Program of Work, Strategic Plan action items, and subject matter of sessions at state conferences will be decided and planned by the State Officer Team.

State Adviser

The State Adviser is responsible for the day-to-day operations of the organization. In addition, the State Adviser works to implement the plans of the State Officer Team and Board of

Directors. Decisions made by the State Adviser could include financial operations in line with a budget previously approved by the Board of Directors, steps toward implementation of approved programming decisions, and coordination of awards and recognition in line with Operational Procedures.

Board of Directors

The Board of Directors is the main decision-making body of Louisiana FCCLA. All financial, programmatic, and operational changes must be approved by this governing body. The State Adviser serves as a liaison to this group. The Board of Directors is made up of adviser representatives, business and industry, post secondary positions. The State President, VP of Finance serves as non-voting, ex-officio members of the Board and advises the Board of Directors on the workings of the State Officer Team and the perspectives from members.

Where to Look

Bylaws

The Bylaws provide the basic guidelines of the organization. They are written broadly to meet the evolving needs of the organization. They govern the large decisions that may be made by the organization. The Bylaws may only be changed by a vote of the delegates at the State Leadership Conference.

Operational Procedures

The Operational Procedures guide more of the day-to-day operations of the organization including programming, evaluation, and membership. The Operational Procedures provide guidelines for these things as well as answer many questions on the procedures the State Adviser and others must follow on behalf of the organization. The Operational Procedures may be changed by a vote of the Board of Directors.

Louisiana FCCLA Website

The Louisiana FCCLA website contains all forms and documents that a chapter member or adviser may need to reference, and necessary links to other opportunities for members, advisers, and chapters.

National FCCLA Website

The National FCCLA website includes promotional materials that are generic to all states as well as information about National Programs and initiatives. All National award applications can be found here as well as the National *Competitive Events Handbook*. Finally, this is also where you can link to the National FCCLA store for a variety of chapter supplies and emblematic apparel. The National website also has a search function to help you find items that may be available.

Who to Contact

Adviser

Your adviser is your immediate and best resource for information about FCCLA. They will serve as a connection to you and the local school and can assist you in ensuring all your paperwork is signed by the appropriate individuals.

National Network Team Leader

Each member of the National Executive Council heads up a group of similar leaders from each state that have similar job responsibilities. They will be able to assist you with development of new ideas or if you have questions about programs and initiatives that relate directly to your office. You will receive an email from this National Officer toward the beginning of your term and will interact with them through the year. If you're not sure of who your National Network Team Leader is, contact the State Adviser.

State Director

Mrs. Katelyn Bares is the State Adviser for FCCLA Her primary role is to plan and coordinate all FCCLA events, programs, and recognition. She works directly with the Board of Directors as well as advisers across the state. Mrs. Katelyn should be contacted prior to contacting a member of the National FCCLA staff for questions pertaining to FCCLA and processes. Her email address is kbares@lafccla.org and her phone number is **337-356-2240**

Communicating

Whether it is in written, oral, or even non-verbal, communication is incredibly important to the image you present of FCCLA as well as yourself. There are many right and many wrong ways of engaging in communication. It's often found that what works best for you isn't what works best for someone else. Here are just a few things to consider as you communicate:

- Watch your body language and ensure that you appear like you are interested and engaged.

- Get rid of umm, uh, like, ya know, and other fillers. This is very difficult but it is much better to have a quiet break rather than filler.
- Be prepared when possible. Practice what you are going to say by writing it out and reading through until you reach a comfort level with the information.
- Ask questions to learn what the other person is really saying. After asking, show appreciation (even if it's disagreement) for what they are saying.
- Put your cell phone away. Or any other distraction. If you are in the middle of a conversation and must get pulled away for a call, ask to be excused rather than picking it up to respond. The top of your head is not the image you want to send home with someone.
- Really listen to what the other person is saying. Don't use their time to talk to think of a response in your head. Don't interrupt, but instead take some notes to help you remember what they said and what questions you might still have.

Development

Development is about advancement. This could be done through monetary donations, volunteer time, or ideas that help advance the organization. However, with any of these methods, communication is vital to ensuring development is successful. Communication should be clear and concise. However, when asking for donations, for example, it is not the same as selling cookie dough. Those you speak to are not getting a direct product but a direct impact. Asking "Do you want to buy some cookie dough?" is very clear and concise, however, "Do you want to donate money to FCCLA?" is concise but not clear at all.

When seeking donations for FCCLA, here are some things to keep in mind:

- Have your case statement ready. Lead with something you are comfortable and confident in saying.
- Know who you are speaking to before you get there. Know their name or who to ask for so that you can get straight to the point with the person that will make the decision. In addition, knowing about the company or individual and knowing what is important to them will give you an opportunity to connect those passions to FCCLA.
- Lead the conversation. The conversation will only go the direction you want it to if you lead it that direction. Being concise will help in this but you must also work to avoid down time in the conversation. In addition, be aware of nonverbal cues of distraction or overstaying your welcome and respond accordingly.
- Have a leave behind. Have something that directs the individual to the next steps. The Circle of Friends handout would be an excellent resource to utilize because you can not only reference it for facts throughout your presentation but it has all the information about next steps for the individual or business to take.
- Kill it at closing. When it comes time to say goodbye, recap why you are there, thank them for their time, and wish them a good day. No matter how bad the meeting went, your closing should not indicate otherwise. You need to leave them with a positive impression of you and the organization.

Elevator Speeches and Case Statement

For too long, the incorrect practice has been promoted in the elevator speech. In all actuality, you need *many* elevator speeches. When you begin an interaction with someone who wants to know about something FCCLA you may begin at completely different locations. If someone is asking about what your role in FCCLA is you wouldn't start with what the organization is. In addition to the "What is FCCLA?" here are some topics that you should be prepared to give an elevator speech on:

- Activities as a member of the State Officer Team
- How chapters operate as a part of the FCS program
- What belonging to the organization means to you
- How participation in the organization's programs contribute to member's success in families, communities, and careers
- How FCCLA is unique
- How FCCLA is related to other CTSOs
- What the conference or meeting you are in right now is all about

A case statement is a great place to start. The purpose of a case statement is to make your claim and allow the other person to ask questions about the section(s) that interest or even confuse them. This is an example of a case statement that should be used when promoting the organization.

FCCLA: The Ultimate Leadership Experience is a dynamic and effective national student organization that helps young men and women become leaders and address important personal, family, work, and societal issues through Family and Consumer Sciences Education

Introductions

Introductions are an important part of your term as a State Officer. When interacting in a group, making an unnecessary introduction is better than finding out later that two individuals did not know each other. It is always appreciated when someone takes the lead in an introduction rather than leaving it up to those in the conversation.

If you know both parties that don't know each other, it is your responsibility to introduce them to each other. To do this, begin speaking with the person you would like to honor first. For example, "Mrs. Jones, this is another member of our State Officer Team, Billy Smith, the State President. Billy, this is my Principal, Mrs. Jones." From there you can work to begin a conversation where all parties feel included. In this situation you might say something like, "Mrs. Jones has been an outstanding supporter of FCCLA in our school district. I believe you are even evaluating STAR Events this week?" Don't leave the two individuals alone to begin their conversation at random.

Script Writing

There will be opportunities throughout the year to develop scripts for different state events. This includes NLC State Meetings, FLC, and SLC. While some sections of the scripts are developed independently by the State Adviser and Backstage Coordinator there are times where you will need to prepare something. Adherence to deadlines in these situations is absolutely necessary as there are multiple things going on at the same time that require attention.

When writing scripts, it is important to keep to the necessary information; remember what the purpose of your speaking should be. Before sending your script part, ensure that you have indeed communicated what needed to be communicated. While your own mannerisms will come through in your speaking, State Officers should take care to avoid slang, words with multiple meanings that could be confused, and colloquial language that is too casual for the audience.

Public Relations and Networking

Public relations in FCCLA is the constant practice of building a positive image for the organization. This takes place over time, across many interactions with many different people. A positive image can take years to build, and unfortunately, only a few moments to destroy. The way you look, act, speak, and listen all contribute to the impression people have of you and the organization. Your actions should show that you are well-informed, passionate, and prepared to speak on behalf of the organization.

There are many resources that can assist you in the area of public relations. One of the best things to check is the National FCCLA *Branding and Promotion Guide*. This guide provides information about logo usage, writing a press release, and basic information about the National Association that can be used for building your own and others' knowledge about the organization. The internet also provides multiple examples of good written and oral communication that can assist you in forming thoughts, checking for good form, and considering additional points of view. Finally, the State Adviser is a resource for building that positive image through advice and edits. All correspondence that you send as a State Officer should be approved by the State Adviser prior to sending/ mailing.

This helps ensure that we know what is going on as well as ensuring the consistent message and branding of FCCLA.

The following are some things to keep in mind as you build the positive image of FCCLA and of yourself:

- Foster positive relationships with local media. Keep them informed of events that would interest their readers/viewers/listeners/advertisers.
- Be prepared to speak about FCCLA at all times. Being prepared will help you appear professional and will calm your nerves.

- Have your own story prepared about your role, experiences, and history with the organization.
- Seek out opportunities to attend meetings and speak about FCCLA. These could include civic organizations, community groups, or schools' Board of Education.
- Work at remembering and/or recording names and contact information for people that you meet. Utilize networking cards to spread your message.

Chapter Visits

Many times you will be asked to visit chapters for a variety of events. This may include presenting in a classroom, attending a social event hosted by the chapter, or participating in a service project. These visits should be arranged with consideration of the State Officer Team's Program of Work, the organization's goals, and requests from chapters. If you are contacted by a chapter to arrange a visit, you should contact the State Adviser before finalizing arrangements.

The following are things to keep in mind before, during and after your chapter visit.

Before

- Make certain you have all details of the event including date, time, location, parking, and where to check in.
- Have a clear understanding of what your role at the event will be; are you presenting, attending, introducing someone, or giving an award.
- Align your dress to the nature of the event.
- Working with the State Adviser and chapter adviser, coordinate travel method and reimbursement procedures.
- Prepare any presentation materials. If you require copies of something, submit your request to the State Adviser at least 10 business days in advance of the date needed. You can also make your own copies.

During

- Arrive slightly early depending on your role at the event.
- Represent FCCLA and yourself in a positive light.
- Greet individuals at the event.
- Offer and follow through on assisting with set-up and tear-down.

After

- Write a thank-you note to the chapter adviser and members.
- Write a thank-you or follow up to other individuals that presented or attended as

appropriate.

Planning Sessions

As a State Officer you will prepare and present a wide variety of sessions. These will vary in length, audience, and content. You may even be asked to present on a topic on which you are not as knowledgeable on. However, you should consider these opportunities the chance to expand your FCCLA knowledge and further your own leadership development.

Resources

When planning a session, the most important resource for a State Officer is not their own knowledge. The most important resource for a State Officer is everything else around them. When you rely only on your own knowledge for a session, you will not have the best session you possibly can. State Officers should talk to their Team, adviser, State Adviser, and reference the Louisiana and National FCCLA websites. The first step to being successful is admitting that you may not have all of the answers.

Best Practices

There are a few things to keep in mind as a session takes shape. The first is to begin with the end in mind. This means that you need to consider and write what your objectives are first before you try to plan any events. Next, before you plan any activities, make certain that you know what your session specifics will be. Some things to consider include

- Audience
- Length of time
- Room set-up
- AV availability

Once you have resolved these issues, you can begin planning your session. Be certain that your activities relate to the objectives that you identified in the beginning. Everything from your introduction or ice breaker to your evaluation at the end should connect to those objectives.

When preparing a session, you need to plan the introduction, content, and ending. State Officers should be aware that activities may take longer or shorter. As a result, it's always a good idea to plan a few extra, purposeful activities or points just in case a session doesn't quite go as planned. In closing, the State Officer should be certain there are a few minutes for question/answer as well as sharing the latest updates with Louisiana FCCLA, directing them to Louisiana FCCLA on social media, and offering contact information for further questions that may arise.

Finally, as scary as it may sound, the final best practice to share is to gather an evaluation from the session. Getting feedback from the session will help you not only improve in your own presentation skills but will also help the State Association as a whole determine what topics and/or questions still need to be covered.

Format

Sessions that are planned should follow the Louisiana FCCLA Workshop Plan. This plan provides insight into all the necessary components to building a successful session. It should be completed fully with consideration to each section. When the session is for a state event, the Workshop Plan will be required at least 4-6 weeks prior to the event. The State Adviser will work with the State Officer Team to set the due date as well as ensuring any incomplete sections are completed.

The Workshop Plan can be found in the Appendix section of this Handbook as well as on Google Drive.

When it's Over

Return of Items

While many of the items you will receive to complete your duties are yours to keep, there will be some items that must be returned. While this is not a complete list the following items must be returned at the end of your term:

- ties and ascots, state blazers (if you borrowed one)
- SOT binder

These items must be turned in at a specific time to a specific individual at the State Leadership Conference. Any items that are not returned will be billed to the State Officer.

What's Next?

To be honest, the next thing is the let-down. You will be so exhausted at the end of the State Leadership Conference that once you finally get your sleep caught up and have time to reflect, you will have some happiness and some sadness. You have planned and carried out a State Leadership Conference that has provided motivation, leadership development, and new experiences for so many. You will soon come to the awareness that your term has ended and the position has been picked up by someone new. So what now?

It's time to bow out and prepare for the fact that things will be different. Different doesn't mean bad, it means that you can assume a new role in FCCLA. Your leadership skills are still a

valuable resource to FCCLA and those around you. You can be a good resource at the State and local levels so make your interest known to those around you.

When it's over, it will have been quite a year to reflect on! You will have accomplished so much but you still have so much more to look forward to. Take what you have learned with you and believe that the best is yet to come!

2025-2026 Calendar of Events

Please note that some of these dates are subject to change. For the most up-to-date information, check the Louisiana FCCLA website.

- State Officer Training-
- Fall Planning Meeting-
- Fall Leadership Conference – _____
- Winter Planning Meeting – January _____
- CTSO Legislative Day –
- State Leadership Conference