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**2021-22 State Theme: ELEVATE!**

**MN FCCLA State Goals**

1. **Membership**- reinstate chapters who dropped during covid, increase state membership, increase efforts for inclusion, attract lump sum chapters.
* MN FCCLA will increase membership to over 4500 members in 2021-22.
* Membership campaigns will include national membership packages, invite diverse membership, and seek to include co curricular chapters.
1. **Service Efforts** **for 911, MLK day, GYSDAY**
* MN FCCLA will conduct 3 service campaigns to involve 500 students or more at each. Chapters will report their projects and results by deadlines.
* 911 Day of Service- 500+ students involved
* MLK Day of Service -500+ students involved
* Global Youth Service Day of Service-500+ students involved.
1. **Program Accomplishments.-National Programs, STAR Events.**
* The 7 National Programs will have award applications from 35 chapters.
* STAR Events participation will increase to over 1000 involved in midwinter level and 900 in state level.
* Increase sponsorships for individual and corporate support for MN FCCLA programs and state conference.
1. **Power of One** participants in 5 units
* 75 or more members will do the 5 units of Power of One and apply for national recognition to receive state recognition.
* 50% of chapters have members who do at least 1 Power of One module.
1. **Fall Webinars- Chapter engagement.**
* FCCLA series of webinars done by Area and State Officer teams will be viewed by chapters.
* Area and state officers will conduct 5 webinars which will be viewed by 80% of the chapters.
1. **Public Relations**
* 70% of the chapters will do FCCLA Week activities.
* 50% of chapters will submit articles to Horizon and 25% to Teen Times.
* 50 examples (Articles, photos, project reports) of public relations efforts will be done and reported on the website.
1. **Chapter Operations**
* 85% of chapters hold regular chapter meetings and use FCCLA ceremonies, train officer teams.
* Chapters will use the State Theme for promotion of FCCLA.
1. **State and National Involvement**
* Area Officer candidate applications will increase 100%. 20+ candidates in 2022
* State Officer candidate applications will increase 20%. 25 candidates in 2022.
* 40 chapters or more attend the Fall Conference.
* 900 or more members attend State Conference 2022.