



Iowa Association
Family, Career and Community Leaders of America

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Our mission is to promote personal growth and leadership development through family and consumer sciences education.

Iowa FCCLA Emblem Ceremony

Person 1: The emblem of our organization is simple but has significant meaning. The ellipse portrays the dynamic and all-encompassing strength and presence of Family, Career and Community Leaders of America.

Person 2: The letter F represents FAMILY. Notice that the ellipse begins at the letter F which shows that family is the first teacher of truth, love security and faith.

Person 3: The second letter – C – stands for CAREER. As individuals grow and mature, they view people around them engaged in meaningful work that contributes to the needs and wants of our everyday social, intellectual, spiritual, emotional and economic lives.

Person 4: The desire to provide basic needs for individual and family members and to add pleasure to daily living drives men and women in today's society to exchange their time and talents in return for an income.

Person 5: Some career and occupational roles are NOT exchanged for a wage, however. The non- paid role of "Parent", for instance, is highly valued by FCCLA members for the contributions parents have made and will continue to make in guiding, nurturing and role modeling for their children. From this we learn that our worth as individuals cannot be determined by the income we make.

Person 6: Another C fills the center of the emblem. This represents COMMUNITY. A community means people living in close proximity to one another. These groups of people related by city, county, state or national borders are working together in churches, government agencies, or local action groups for the purpose of setting and achieving goals that benefit each person in the community.

Person 7: As FCCLA members we recognize the need to contribute our time, ideas and skills to better our community and ourselves.

Person 8: L stands for LEADERS. We can each think of peers or our elders who give meaning to the word "leader." Through FCCLA, we have an opportunity to assume leadership roles by participating in National Programs such as STAR Events (Students Taking Action with Recognition), Families First, Career Connection, Financial Fitness and Power of One. Through these projects, we discover and enhance personal skills and develop our potential to lead.

Person 9: The A stands for AMERICA. As the Family, Career, and Community Leaders of America, we take pride in our citizenship in the one country that nourishes the basic values we consider essential to our organization. The arrow symbolizes our ongoing quest for excellence as Family, Career and Community Leaders of America.

Person 10: The FCCLA logo and tag line play a very important role for the organization. It serves as an immediately recognizable visual identity for the people who know FCCLA-- FCS teachers, members, non-members, school administration and parents. Much like an individual's face, FCCLA's logo and tag line is our most recognizable feature.

Person 11: The logo and tag line of an organization with a history as rich and long as FCCLA's also represents the values and ideals of the organization – family, career, community, leadership, and youth. When FCCLA's audiences see a business card, brochure, Web site, or flyer displaying the FCCLA logo, those values and ideals come to mind.