



Chapter Image Worksheet

Our top three chapter projects for this school year are:

1. _____
2. _____
3. _____

Words people use to describe our chapter and the organization:

_____	_____	_____
_____	_____	_____

Am I satisfied with our current image? Yes No

The chapter image we want is:

Projects/Actions/Communications to earn this image are:

Projects/Actions/Communications to damage this image are:



Chapter Image Worksheet

INSTRUCTIONS

In the top section of the page, ask members to choose the three activities they feel most represent the year's projects.

DISCUSS—

What do these activities say about the chapter?

Are they issue-related, relevant, participatory?

Do they tackle the concerns facing teens and families today?

Does involvement with these projects help members develop skills they can use now and in the future, on the job, in the home, and in the community?

Have members ask family, friends, business people, and elected representatives about the chapter's image. Ask members to list words others use to describe the chapter and FCCLA. Discuss what kind of chapter image is reflected in these words.

Have students complete the rest of the sheet.

Discuss responses and ideas.

Are members satisfied with the image the chapter is projecting?

If so, great! If not, why?

What image does the chapter want? How can the chapter earn this image?

What kinds of chapter activities need to be carried out to deserve this image?

What kinds of activities should be avoided?

Invite interested members to join the chapter's Public Relations Committee and develop specific plans to build the chapter's image.