



FALL LEADERSHIP MEETING
STATE-LEVEL
COMPETITIVE EVENT STUDY GUIDE

FCCLA
NORTH CAROLINA



2025-2026

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EVENT OVERVIEW

WELCOME!

The North Carolina FCCLA Career Cluster Challenges are designed to help students explore career clusters, develop industry knowledge, and demonstrate critical thinking, problem-solving, and professional skills. This study guide book is your companion for preparing for the competitive events at the Fall Leadership Meetings.

Through these challenges, you will:

- Gain insight into the six Career Clusters: Arts & Design, Hospitality & Tourism, Financial Services, Education & Training, Human Services, and Public Service.
- Learn key skills, industry facts, and career awareness relevant to each cluster.
- Practice answering multiple-choice questions and solving case studies designed to reflect real-world scenarios.
- Develop strategies for analyzing problems, applying knowledge, and proposing effective solutions. .

HOW TO USE THIS GUIDE

1. STUDY THE CAREER CLUSTER GUIDE - Review the cluster's career information, skills, and industry facts.
2. PRACTICE WITH SAMPLE QUESTIONS - Test your knowledge with the provided multiple-choice questions.
3. WORK THROUGH CASE STUDIES - Apply your knowledge to realistic scenarios, considering ethics, problem-solving, and professional decision-making.
4. REVIEW KEY CONCEPTS - Use the guide to refresh your memory before attending the Fall Leadership Meetings.

TIPS FOR SUCCESS

- Pay attention to ethical and professional considerations in every cluster.
- Focus on the unique responsibilities and skills associated with each career cluster.
- Analyze case studies carefully and provide reasoned, clear, and practical solutions.
- Remember, preparation and understanding of the clusters, not just memorization, will help you succeed.

REMEMBER

This study guide, including the practice questions and case studies, is intended solely for preparation and review purposes. The materials provided are examples to help you understand the career clusters, develop your skills, and practice problem-solving. They do not represent the exact questions or case studies that will appear during the actual Career Cluster Challenge events.

GOOD LUCK, AND ENJOY EXPLORING YOUR CAREER POSSIBILITIES!

CAREER CLUSTER CHALLENGES | QUICK OVERVIEW

ARTS & DESIGN

Students explore careers in visual, media, and performing arts by demonstrating creativity, design skills, and problem-solving. Participants may be asked to analyze scenarios, or develop creative concepts that reflect industry practices.

HOSPITALITY & TOURISM

This challenge focuses on careers in hotels, restaurants, event planning, and travel services. Students apply knowledge of guest services, operations, and problem-solving to scenarios that simulate real-world hospitality and tourism situations.

FINANCIAL SERVICES

Students engage with careers in banking, accounting, investments, insurance, and financial planning. The challenge emphasizes understanding financial concepts, ethical decision-making, and analyzing situations to make sound financial recommendations.

EDUCATION & TRAINING

This challenge highlights careers in teaching, training, curriculum design, and educational administration. Participants apply instructional knowledge, planning strategies, and problem-solving to scenarios that reflect classroom or training environments.

HUMAN SERVICES

Students explore careers in social work, counseling, healthcare support, and community services. The challenge emphasizes ethical decision-making, client-focused problem solving, and strategies to meet diverse social and health needs.

PUBLIC SERVICE

This challenge focuses on careers in law enforcement, emergency management, government, and community outreach. Students demonstrate knowledge of public safety, civic responsibility, and problem-solving through realistic scenarios that affect communities.



CAREER CLUSTER CHALLENGE | ARTS & DESIGN

STUDY GUIDE

INTRODUCTION TO ARTS & DESIGN

The Arts & Design career cluster focuses on creativity, visual communication, and innovation. Careers in this cluster involve designing, creating, and presenting artistic works in various media. Professionals may work in graphic design, fashion, performing arts, visual arts, interior design, media production, and more.

Purpose:

- Encourage innovative and creative problem-solving
- Support artistic industries and cultural development
- Provide visual solutions for businesses, organizations, and communities

KEY SKILLS & COMPETENCIES	
Soft Skills	
<ul style="list-style-type: none"> • Creativity and imagination • Critical thinking and problem-solving • Communication and collaboration • Attention to detail • Time management and project planning 	
Technical Skills	
<ul style="list-style-type: none"> • Knowledge of design software • Drawing, illustration, or 3D modeling • Color theory, composition, and typography • Photography or videography basics • Digital media production and editing 	

COMMON CAREERS & JOB RESPONSIBILITIES

Career	Responsibilities
Graphic Designer	Create visual content for print, digital media, and marketing materials
Interior Designer	Plan and design interior spaces for functionality and aesthetics
Fashion Designer	Develop clothing, accessories, and fashion collections
Photographer	Capture and edit images for media, marketing, and events
Animator/Game Designer	Create animations, interactive content, or video game visuals
Art Director	Oversee creative projects, manage teams, and ensure artistic quality
Multimedia Specialist	Develop digital content including video, audio, and graphics
Illustrator	Produce illustrations for books, advertisements, or digital media



INDUSTRY FACTS & STATISTICS
<ul style="list-style-type: none"> • Many arts careers require a combination of formal education, portfolio experience, and internships. • Median salaries vary widely; for example, graphic designers average \$55,000/year, while art directors average \$100,000/year. • Freelancing is common, especially in graphic design, illustration, and photography. • Professional certifications and awards enhance credibility.

CAREER CLUSTER AWARENESS
<ul style="list-style-type: none"> • Ethical considerations include respecting intellectual property, copyright, and client confidentiality. • Creativity impacts business marketing, culture, and entertainment. • Collaboration is common across industries; designers often work with clients, engineers, marketers, or performers. • Continuous learning is vital due to evolving technology and design trends.

SAMPLE TOPICS TO REVIEW FOR QUIZZES

LEVEL 1 | GENERAL KNOWLEDGE | MIDDLE SCHOOL

- Identify common arts careers
- Basic understanding of design principles
- Awareness of tools and materials used in arts professions

LEVEL 2 | MODERATE | 9TH - 10TH GRADE

- Intermediate knowledge of industry practices and career responsibilities
- Recognition of software, design tools, and media types
- Understand ethical and professional behavior in arts

LEVEL 3 | ADVANCED | 11TH - 12TH GRADE

- In-depth knowledge of creative processes and advanced tools
- Case study problem-solving with leadership, project management, or ethical dilemmas
- Analysis of real-world scenarios in arts and design industries

CASE STUDY TIPS
<ul style="list-style-type: none"> • Identify the main challenge or problem in the scenario • Determine which career skills are required to solve the problem • Consider ethical, professional, and collaborative aspects • Propose a clear solution with reasoning and justification • Use specific examples of tools, techniques, or processes when applicable

CAREER CLUSTER CHALLENGE | ARTS & DESIGN

SAMPLE QUESTIONS & CASE STUDY

SAMPLE QUESTIONS	SAMPLE CASE STUDY
<p align="center">Question #1</p>	<p align="center">Scenario</p>
<p>Which principle of design refers to the arrangement of visual elements to create stability?</p> <p>A. Contrast B. Emphasis C. Balance D. Rhythm</p>	<p>A small local coffee shop wants to rebrand its interior and visual identity to attract younger customers. As a designer, you are asked to propose a cohesive look that includes logo redesign, interior layout, and social media visuals.</p>
<p align="center">Question #2</p>	<p align="center">Questions</p>
<p>What is the primary function of typography in design?</p> <p>A. Communicate written content effectively B. Produce color schemes C. Arrange physical objects D. Enhance photographic techniques</p>	<p>What design principles would you prioritize to create a visually appealing and functional space?</p>
<p align="center">Question #3</p>	<p>How would you ensure that the new branding aligns with the target audience’s preferences?</p>
<p>A mood board is used to:</p> <p>A. Present concepts, colors, textures, and ideas visually B. Track financial records C. Plan employee schedules D. Create marketing budgets</p>	<p>Which software tools would you use to create your proposals?</p>
<p align="center">Question #4</p>	<p>How would you incorporate color and typography to communicate the brand’s message?</p>
<p>Which software is most commonly used for vector graphics?</p> <p>A. Photoshop B. Microsoft Word C. Excel D. Adobe Illustrator</p>	<p>What ethical or sustainability considerations might you include in your design choices?</p>
<p align="center">Question #5</p>	
<p>In interior design, “space planning” involves:</p> <p>A. Painting walls only B. Organizing furniture and traffic flow efficiently C. Designing clothing patterns D. Writing marketing plans</p>	

*Answer key provided for sample questions on page 17.

CAREER CLUSTER CHALLENGE | HOSPITALITY & TOURISM

STUDY GUIDE

INTRODUCTION TO HOSPITALITY & TOURISM

The Hospitality & Tourism career cluster focuses on providing services that enhance travel, leisure, and guest experiences. Careers in this cluster involve planning, managing, and delivering hospitality services in hotels, restaurants, resorts, event planning, travel agencies, and tourism management.

Purpose:

- Deliver exceptional guest experiences
- Support tourism and travel industries
- Promote cultural exchange, recreation, and business travel

KEY SKILLS & COMPETENCIES	
Soft Skills	
<ul style="list-style-type: none"> • Customer service and communication • Problem-solving and conflict resolution • Teamwork and collaboration • Adaptability and flexibility • Time management and multitasking 	
Technical Skills	
<ul style="list-style-type: none"> • Knowledge and booking/reservation system • Event planning and management • Food and beverage service management • Hospitality accounting and budgeting • Knowledge of tourism trends and cultural awareness 	

COMMON CAREERS & JOB RESPONSIBILITIES

Career	Responsibilities
Hotel Manager	Oversee daily operations, staff, guest satisfaction, and budgeting
Event Planner	Plan, coordinate, and execute events and conferences
Travel Agent	Arrange travel plans, bookings, and itineraries for clients
Restaurant Manager	Manage operations, staff, customer service, and inventory
Tour Guide	Lead tours, provide information, and ensure safety and engagement
Concierge	Assist guests with services, reservations, and local recommendations
Cruise Director	Plan onboard entertainment and guest activities
Tourism Marketing Specialist	Promote destinations and travel experiences



INDUSTRY FACTS & STATISTICS

- The hospitality and tourism industry is one of the largest employers globally.
- Salaries range widely; for example, hotel managers average \$60,000/year, while executive chefs may earn \$75,000/year or more.
- Customer service excellence is essential; repeat business depends on guest satisfaction.
- Certifications such as Certified Meeting Planner (CMP) or ServSafe enhance professional credibility.
- Knowledge of international travel regulations and cultural customs is highly valued.

CAREER CLUSTER AWARENESS

- Ethics in hospitality include fair pricing, accurate billing, and respecting privacy.
- Tourism impacts local economics, cultural preservation, and environmental sustainability.
- Collaboration between departments is critical in hotels, resorts, and event management.
- Adaptability is essential due to fluctuating demand, seasonality, and unforeseen challenges.

CASE STUDY TIPS

- Identify the main challenge (guest complaint, event issue, or operational problem)
- Determine which skills and knowledge areas are needed to resolve it
- Consider ethical, professional, and teamwork factors
- Propose a clear, reasoned solution with examples of tools, processes, or procedures
- Include customer satisfaction and business continuity in your reasoning

SAMPLE TOPICS TO REVIEW FOR QUIZZES

LEVEL 1 | GENERAL KNOWLEDGE | MIDDLE SCHOOL

- Identify common careers in hospitality and tourism
- Basic understanding of customer service and guest experience
- Awareness of tools and environments used in hospitality

LEVEL 2 | MODERATE | 9TH - 10TH GRADE

- Intermediate knowledge of industry practices and responsibilities
- Recognition of technology, reservation systems, and operational procedures
- Understand ethical and professional standards in hospitality

LEVEL 3 | ADVANCED | 11TH - 12TH GRADE

- In-depth knowledge of management practices, budgeting, and event planning
- Case study problem-solving with leadership, ethics, and guest satisfaction
- Analysis of complex scenarios in hotels, resorts, travel, or tourism marketing

CAREER CLUSTER CHALLENGE | HOSPITALITY & TOURISM

SAMPLE QUESTIONS & CASE STUDY

SAMPLE QUESTIONS
Question #1
<p>Which of the following is a primary responsibility of a hotel front desk clerk?</p> <p>A. Check in guests and manage reservations B. Cook meals C. Organize tours only D. Design advertising campaigns</p>
Question #2
<p>The term "concierge" refers to:</p> <p>A. A restaurant chef B. A bus driver C. A hotel employee who assists with services and recommendations D. A travel agent who sells airline tickets only</p>
Question #3
<p>Seasonal fluctuations in tourism affect:</p> <p>A. Only menu design B. Graphic design only C. Staffing, room rates, and service planning D. Curriculum development</p>
Question #4
<p>What is the purpose of ServSafe certifications?</p> <p>A. Ensure proper food safety practices B. Improve marketing techniques C. Enhance hotel interior design D. Teach photography</p>
Question #5
<p>Which factor most influences guest satisfaction in a hotel?</p> <p>A. Restaurant menu alone B. Social media presence only C. Hotel location only D. Service quality, cleanliness, and responsiveness</p>

*Answer key provided for sample questions on page 17.

SAMPLE CASE STUDY
Scenario
<p>A hotel receives multiple guest complaints about delayed check-ins and confusion with reservations during peak season. As a hotel manager, you are tasked with creating a plan to improve operations and guest satisfaction.</p>
Questions
<p>What steps would you take to streamline check-in procedures?</p>
<p>How would you communicate solutions to staff effectively?</p>
<p>What strategies could you implement to reduce future complaints?</p>
<p>How could technology help improve guest experience?</p>
<p>How would you balance staff workload during peak times?</p>

CAREER CLUSTER CHALLENGE | FINANCIAL SERVICES

STUDY GUIDE

INTRODUCTION TO FINANCIAL SERVICES

The Financial Services career cluster focuses on managing money, investments, and financial transactions. Careers in this cluster involve banking, accounting, insurance, investment management, financial planning, and risk management. Professionals help individuals, businesses, and organizations achieve financial stability and growth.

Purpose:

- Provide financial guidance and management
- Support business operations and economic growth
- Ensure compliance with laws, regulations, and ethical standards

KEY SKILLS & COMPETENCIES	
Soft Skills	
<ul style="list-style-type: none"> • Analytical thinking and problem-solving • Communication and client relations • Ethical decision-making • Attention to detail and accuracy • Time management and organization 	
Technical Skills	
<ul style="list-style-type: none"> • Financial analysis and accounting principles • Risk assessment and management • Investment and portfolio management • Banking systems and financial software • Knowledge of tax laws, regulations, and compliance standards 	

COMMON CAREERS & JOB RESPONSIBILITIES

Career	Responsibilities
Accountant	Prepare financial statements, audits, and tax reports
Financial Analyst	Analyze investments, market trends, and financial data
Loan Officer	Evaluate and approve loans for individuals and businesses
Insurance Agent	Sell and manage insurance policies, advise clients on coverage
Financial Planner	Assist clients with budgeting, retirement, and investment plans
Bank Manager	Oversee branch operations, staff, and customer service
Investment Banker	Adviser on mergers, acquisitions, and capital raising
Risk Manager	Identify, assess, and mitigate financial risks for organizations



INDUSTRY FACTS & STATISTICS
<ul style="list-style-type: none"> • Financial services is a highly regulated industry, compliance is critical • Median salaries vary; accountants \$70,000, financial analysts \$85,000, and investment bankers \$100,000+. • Technology plays a significant role; financial software, data analytics, and digital banking are essential tools. • Professional certifications enhance credibility (CPS, CFA, CFP). • Ethics and fiduciary responsibility are central to client trust and professional success.

CAREER CLUSTER AWARENESS
<ul style="list-style-type: none"> • Financial professionals influence personal wealth, business decisions, and economic stability. • Ethical behavior includes honest reporting, protecting client data, and transparency in financial advice. • Collaboration occurs within firms, with clients, and across industries for financial planning and analysis. • Continuous learning is necessary due to regulatory changes, technology, and market trends.

SAMPLE TOPICS TO REVIEW FOR QUIZZES
<p>LEVEL 1 GENERAL KNOWLEDGE MIDDLE SCHOOL</p> <ul style="list-style-type: none"> • Identify common financial service careers • Basic understanding of money management, banking, and savings • Awareness of basic financial tools and concepts
<p>LEVEL 2 MODERATE 9TH - 10TH GRADE</p> <ul style="list-style-type: none"> • Intermediate knowledge of industry practices/responsibilities • Recognition of financial tools software, and procedures • Understanding of ethical and professional behavior in financial services
<p>LEVEL 3 ADVANCED 11TH - 12TH GRADE</p> <ul style="list-style-type: none"> • In-depth knowledge of investing, accounting, and financial analysis • Case study problem-solving with ethics, regulatory, and client-focused decisions • Analysis of real-world scenarios in banking, investment, or insurance

CASE STUDY TIPS
<ul style="list-style-type: none"> • Identify the financial problem or challenge (budgeting, loan approval, investment decision) • Determine the tools, skills, and knowledge required to solve it • Consider ethical, regulatory, and professional responsibilities • Propose a clear solution with reasoning, examples, and potential outcomes • Include financial impact, client satisfaction, and risk management in your answer

CAREER CLUSTER CHALLENGE | FINANCIAL SERVICES

SAMPLE QUESTIONS & CASE STUDY

SAMPLE QUESTIONS	SAMPLE CASE STUDY
<p align="center">Question #1</p>	<p align="center">Scenario</p>
<p>A diversified investment portfolio helps:</p> <ul style="list-style-type: none"> A. Increase risk only B. Replace accounting tasks C. Avoid taxes automatically D. Reduce risk and improve potential returns 	<p>A small business applies for a loan to expand operations. As a financial advisor, you must assess the company's financial health and recommend a course of action.</p>
<p align="center">Question #2</p>	<p align="center">Questions</p>
<p>What is a common responsibility of a loan officer?</p> <ul style="list-style-type: none"> A. Evaluate creditworthiness of borrowers B. Teach classes C. Plan events D. Design graphics 	<p>What financial statements would you review to evaluate the business's viability?</p>
<p align="center">Question #3</p>	<p>How would you assess potential risks associated with the loan?</p>
<p>Ethics in financial services primarily ensures:</p> <ul style="list-style-type: none"> A. Quick personal gains B. Trust and fair treatment for clients C. Ignoring regulations D. Random decision-making 	<p>What recommendations would you give to improve financial stability?</p>
<p align="center">Question #4</p>	<p>How would you communicate your findings ethically to the business owner?</p>
<p>Which of the following is an example of a financial product?</p> <ul style="list-style-type: none"> A. Graphic design software B. Savings account C. Restaurant menu D. Curriculum guide 	<p>How would interest rates and repayment schedule impact your recommendation?</p>
<p align="center">Question #5</p>	
<p>Risk management involves:</p> <ul style="list-style-type: none"> A. Identifying, assessing, and mitigating financial threats B. Designing marketing campaigns C. Teaching lessons D. Managing hotel reservations only 	

*Answer key provided for sample questions on page 18.

CAREER CLUSTER CHALLENGE | EDUCATION & TRAINING

STUDY GUIDE

INTRODUCTION TO EDUCATION & TRAINING

The Education & Training career cluster focuses on teaching, training, and supporting learning for individuals and groups in schools, workplaces, and community programs. Careers in this cluster involve instruction, curriculum design, educational administration, training development, and assessment.

Purpose:

- Facilitate learning and skill development
- Support academic, professional, and personal growth
- Ensure quality education and training programs for diverse learners

KEY SKILLS & COMPETENCIES

Soft Skills

- Communicate and presentation skills
- Leadership and mentorship
- Patience, empathy, and adaptability
- Problem-solving and critical thinking
- Organization and time management

Technical Skills

- Lesson planning and curriculum design
- Classroom management and instructional strategies
- Assessment and evaluation techniques
- Educational technology
- Knowledge of learning theories and standards

COMMON CAREERS & JOB RESPONSIBILITIES

Career	Responsibilities
Teacher	Plan lessons, instruct students, and assess learning outcomes
Instructional Coordinator	Develop curriculum, monitor teaching standards, and evaluate programs
Corporate Trainer	Design and deliver professional development programs
Educational Administrator	Oversee school operations, staff, and student programs
Special Education Teacher	Support and instruct students with diverse learning needs
Adult Education Instructor	Teach literacy, vocational skills, or continuing education programs
Librarian/Media Specialist	Manage resources and support learning environments
Tutor/Mentor	Provide individualized guidance and support for learners



INDUSTRY FACTS & STATISTICS

- Teaching is one of the largest employment sectors worldwide
- Salaries vary: K-12 teachers \$40,000-\$60,000, instructional coordinators \$70,000, corporate trainers \$65,000
- Effective educators require a combination of subject knowledge, pedagogical skill, and interpersonal ability
- Professional certifications and advanced degrees enhance career advancement
- Technology is increasingly important for virtual learning, online assessments, and educational software

CAREER CLUSTER AWARENESS

- Ethical considerations include fairness in assessment, confidentiality, and professionalism.
- Education impacts communities, workforce readiness, and societal development.
- Collaboration with colleagues, parents, and stakeholders enhances learning outcomes.
- Lifelong learning is critical for educators to stay current with new teaching methods and content.

SAMPLE TOPICS TO REVIEW FOR QUIZZES

LEVEL 1 | GENERAL KNOWLEDGE | MIDDLE SCHOOL

- Identify common careers in education and training
- Basic understanding of teaching roles and learning environments
- Awareness of classroom tools and educational settings

LEVEL 2 | MODERATE | 9TH - 10TH GRADE

- Intermediate knowledge of instructional methods, assessments, and career responsibilities
- Recognition of educational tools, technology, and standards
- Understanding ethical and professional behavior in education

LEVEL 3 | ADVANCED | 11TH - 12TH GRADE

- In-depth knowledge of curriculum design, training strategies, and assessment methods
- Case study problem-solving with leadership, ethics, and learner outcomes
- Analysis of complex scenarios in schools, workplaces, or training programs

CASE STUDY TIPS

- Identify the main learning or training challenge in the scenario
- Determine the skills, strategies, and resources needed to address it
- Consider ethical, professional, and learner-focused factors
- Propose a clear, reasoned solution with examples of instructional strategies or tools
- Include potential outcomes, learner engagement, and program effectiveness in your answer

CAREER CLUSTER CHALLENGE | EDUCATION & TRAINING

SAMPLE QUESTIONS & CASE STUDY

SAMPLE QUESTIONS	SAMPLE CASE STUDY
<p align="center">Question #1</p>	<p align="center">Scenario</p>
<p>Which is an essential responsibility of a teacher?</p> <ul style="list-style-type: none"> A. Cook meals for students B. Design hotel interiors C. Manage financial investments D. Plan and deliver lessons to facilitate student learning 	<p>A high school implements a new online learning platform. Some teachers are struggling to integrate it effectively, and students report inconsistent access to lessons. You are an instructional coordinator tasked with addressing these issues.</p>
<p align="center">Question #2</p>	<p align="center">Questions</p>
<p>An instructional coordinator primarily:</p> <ul style="list-style-type: none"> A. Develops curriculum and monitors teaching standards B. Provides counseling for clients only C. Organizes events exclusively D. Conducts photography workshops 	<p>What steps would you take to train teachers on the new platform?</p>
<p align="center">Question #3</p>	<p>How would you ensure equitable access for all students?</p>
<p>Technology in education can improve:</p> <ul style="list-style-type: none"> A. Only physical activity B. Engagement, assessment, and accessibility C. Restaurant services D. Design layouts 	<p>What strategies could improve student engagement?</p>
<p align="center">Question #4</p>	<p>How would you monitor and evaluate the platforms’s effectiveness?</p>
<p>Ethical teaching practices include:</p> <ul style="list-style-type: none"> A. Fair grading, confidentiality, and professionalism B. Favoritism in assessments C. Ignoring student needs D. Focusing only on personal gain 	<p>How would you communicate challenges and solutions to school leadership?</p>
<p align="center">Question #5</p>	
<p>Continuing education is important for teachers because:</p> <ul style="list-style-type: none"> A. It replaces classroom responsibilities B. It only teaches software skills C. It keeps them updated on best practices and new methods D. It avoids student interaction 	

*Answer key provided for sample questions on page 18.

CAREER CLUSTER CHALLENGE | HUMAN SERVICES

STUDY GUIDE

INTRODUCTION TO HUMAN SERVICES

The Human Services career cluster focuses on helping individuals and communities improve their quality of life. Careers in this cluster involve providing support, counseling, social services, and advocacy to meet emotional, social, and health needs.

Purpose:

- Promote personal well-being and social development
- Support families, children, and vulnerable populations
- Provide services to improve mental, emotional, and physical health

KEY SKILLS & COMPETENCIES

Soft Skills

- Empathy and active listening
- Communication and interpersonal skills
- Problem-solving and critical thinking
- Patience, adaptability, and cultural awareness
- Ethical decision-making and confidentiality

Technical Skills

- Counseling techniques and case management
- Crisis intervention and conflict resolution
- Knowledge of social service programs and resources
- Health and wellness education
- Record keeping and documentation

COMMON CAREERS & JOB RESPONSIBILITIES

Career	Responsibilities
Social Worker	Support clients, connect them with resources, and advocate for their needs
Counselor/Therapist	Provide mental health support, guidance, and therapy sessions
Childcare Specialist	Supervise and educate children in early childhood programs
Community Service Manager	Oversee social programs and coordinate community services
Rehabilitation Specialist	Assist individuals recovering from illness, injury, or addiction
Case Manager	Develop and implement care plans for clients in need of services
Public Health Worker	Educate and promote wellness in communities
Nonprofit Program Coordinator	Manage programs, volunteers, and community outreach initiatives



INDUSTRY FACTS & STATISTICS

- Human Services careers are focused on improving the lives of individuals and communities
- Salaries vary widely; social workers \$55,000, counselors \$60,000, program managers \$65,000.
- Many roles require certification or licensure, such as LCSW (Licensed Clinical Social Worker) or LPC (Licensed Professional Counselor).
- Cultural competence and ethical practice are essential for trust and effectiveness.
- Collaboration with other professionals, agencies, and clients is a core part of the work.

CAREER CLUSTER AWARENESS

- Ethics include confidentiality, fairness, and acting in clients' best interests.
- Human Services impact public health, education, social welfare, and family stability.
- Professionals often collaborate with healthcare providers, educators, and community organizations.
- Continuous professional development is critical for understanding emerging social issues and best practices.

CASE STUDY TIPS

- Identify the main learning or training challenge in the scenario
- Determine the skills, strategies, and resources needed to address it
- Consider ethical, professional, and learner-focused factors
- Propose a clear, reasoned solution with examples of instructional strategies or tools
- Include potential outcomes, learner engagement, and program effectiveness in your answer

SAMPLE TOPICS TO REVIEW FOR QUIZZES

LEVEL 1 | GENERAL KNOWLEDGE | MIDDLE SCHOOL

- Identify common careers in human services
- Basic understanding of support and community services
- Awareness of client needs and ethical behavior

LEVEL 2 | MODERATE | 9TH - 10TH GRADE

- Intermediate knowledge of counseling, case management, and social programs
- Recognition of tools, technology, and professional responsibilities
- Understanding ethics, confidentiality, and client advocacy

LEVEL 3 | ADVANCED | 11TH - 12TH GRADE

- In-depth knowledge of social work, counseling techniques, and program management
- Case study problem-solving with ethics, leadership, and client outcomes
- Analysis of complex scenarios in mental health, community services, or family support

CAREER CLUSTER CHALLENGE | HUMAN SERVICES

SAMPLE QUESTIONS & CASE STUDY

SAMPLE QUESTIONS	SAMPLE CASE STUDY
<p align="center">Question #1</p>	<p align="center">Scenario</p>
<p>A social worker’s primary role is to:</p> <ul style="list-style-type: none"> A. Teach classroom lessons only B. Plan hotel events C. Support clients and connect them with resources D. Manage investments 	<p>A community center serves families affected by unemployment. Some clients struggle to access housing, food, and mental health services. As a case manager, you must develop a plan to support these families effectively.</p>
<p align="center">Question #2</p>	<p align="center">Questions</p>
<p>Confidentiality is critical in human services because:</p> <ul style="list-style-type: none"> A. Clients’ privacy must be protected B. It helps with marketing C. It replaces teamwork D. It is optional 	<p>What are the immediate priorities to address clients’ needs?</p>
<p align="center">Question #3</p>	<p>How would you coordinate with other organizations or agencies?</p>
<p>Crisis intervention involves:</p> <ul style="list-style-type: none"> A. Designing social media campaigns B. Teaching lessons only C. Cooking meals D. Assessing and responding to urgent client needs 	<p>What strategies would you use to support mental health and wellness?</p>
<p align="center">Question #4</p>	<p>How would you track outcomes and effectiveness of your interventions?</p>
<p>Case management helps clients by:</p> <ul style="list-style-type: none"> A. Developing care plans and coordinating services B. Avoiding communication C. Ignoring their needs D. Planning marketing events 	<p>How would you ensure cultural sensitivity in your services?</p>
<p align="center">Question #5</p>	
<p>Cultural competence in human services ensures:</p> <ul style="list-style-type: none"> A. Using the same approach for everyone B. Ignoring client differences C. Respect and understanding of diverse clients D. Focusing only on paperwork 	

*Answer key provided for sample questions on page 19.

CAREER CLUSTER CHALLENGE | PUBLIC SERVICE

STUDY GUIDE

INTRODUCTION TO PUBLIC SERVICE

The Public Service career cluster focuses on serving and protecting communities, enforcing laws, maintaining public safety, and promoting civic engagement. Careers in this cluster involve law enforcement, firefighting, emergency management, government services, and community outreach.

Purpose:

- Protect the health, safety, and welfare of the public
- Provide essential community services
- Ensure ethical and responsible governance and emergency response

KEY SKILLS & COMPETENCIES	
Soft Skills	
<ul style="list-style-type: none"> • Communication and interpersonal skills • Leadership and teamwork • Problem-solving and critical thinking • Ethical decision-making and integrity • Stress management and adaptability 	
Technical Skills	
<ul style="list-style-type: none"> • Knowledge of laws, regulations, and public policies • Emergency response procedures • Public safety planning and risk assessment • Recordkeeping and documentation • Community engagement and public outreach strategies 	

COMMON CAREERS & JOB RESPONSIBILITIES

Career	Responsibilities
Police Officer/Law Enforcement	Protect citizens, enforce laws, respond to incidents, and investigate crimes
Firefighter	Respond to fires, emergencies, and rescue situations
Emergency Management Specialist	Plan for disasters, coordinate response, and ensure community preparedness
Public Administrator	Manage government programs, budgets, and public services
Community Service Coordinator	Organize outreach programs, support vulnerable populations, and promote civic engagement
Probation/Parole Officer	Monitor individuals in the justice system and provide guidance for rehabilitation
Public Health Official	Oversee public health initiatives, monitor community health, and educate citizens
Regulatory Inspector	Ensure compliance with laws and regulations in various industries



INDUSTRY FACTS & STATISTICS
<ul style="list-style-type: none"> • Public service careers are essential for community safety, emergency preparedness, and effective governance. • Salaries vary widely: policy officers \$60,000, firefighters \$55,000, emergency management specialists \$70,000. • Many roles require certifications, training programs, or licensure. • Ethics, accountability, and community trust are central to the profession. • Collaboration across departments, agencies, and communities is critical for effective service delivery.

CAREER CLUSTER AWARENESS
<ul style="list-style-type: none"> • Ethical considerations include integrity, fairness, and transparency in all actions. • Public service impacts societal safety, economic stability, and community well-being. • Professionals often collaborate with law enforcement, healthcare, emergency services, and local government. • Continuous professional development is vital due to changing laws, technologies, and community needs.

SAMPLE TOPICS TO REVIEW FOR QUIZZES

LEVEL 1 | GENERAL KNOWLEDGE | MIDDLE SCHOOL

- Identify common careers in public service
- Basic understanding of roles in law enforcement, firefighting, and emergency management
- Awareness of community service and public safety responsibilities

LEVEL 2 | MODERATE | 9TH - 10TH GRADE

- Intermediate knowledge of industry responsibilities, procedures, and policies
- Recognition of tools, technology, and community resources
- Understanding ethical and professional behavior in public service

LEVEL 3 | ADVANCED | 11TH - 12TH GRADE

- In-depth knowledge of public safety, emergency planning, and government operations
- Case study problem-solving with ethics, leadership, and community impact
- Analysis of complex scenarios involving law enforcement, public health, or disaster response

CASE STUDY TIPS
<ul style="list-style-type: none"> • Identify the main problem or threat to public safety or community well-being • Determine which skills, resources, and procedures are needed to address it • Consider ethical, professional, and community-focused factors • Propose a clear solution with reasoning and examples of strategies or tools • Include measurable outcomes, collaboration, and long-term impact in your response

CAREER CLUSTER CHALLENGE | PUBLIC SERVICE

SAMPLE QUESTIONS & CASE STUDY

SAMPLE QUESTIONS	SAMPLE CASE STUDY
<p align="center">Question #1</p>	<p align="center">Scenario</p>
<p>Which of the following is a key responsibility of a public service professional?</p> <ul style="list-style-type: none"> A. Managing hotel reservations B. Designing fashion collections C. Protecting and serving the community D. Preparing financial statements 	<p>A city experiences an increase in traffic accidents in a specific neighborhood. As a public service coordinator, you are tasked with developing a plan to improve safety, coordinate with local law enforcement, and educate the community.</p>
<p align="center">Question #2</p>	<p align="center">Questions</p>
<p>Public service careers often require:</p> <ul style="list-style-type: none"> A. Strong ethical standards and accountability B. Creative illustration skills only C. Knowledge of graphic design software D. Event planning exclusively 	<p>What steps would you take to analyze the root causes of the accidents?</p>
<p align="center">Question #3</p>	<p>How would you collaborate with law enforcement, city planners, and community members?</p>
<p>Emergency management professionals primarily focus on:</p> <ul style="list-style-type: none"> A. Marketing campaigns B. Classroom instruction C. Accounting tasks D. Planning, responding, and coordinating efforts during disasters 	<p>What educational strategies could you implement to raise awareness about traffic safety?</p>
<p align="center">Question #4</p>	<p>How would you measure the effectiveness of your plan over time?</p>
<p>Community outreach programs are designed to:</p> <ul style="list-style-type: none"> A. Improve public awareness and support community needs B. Increase individual profits only C. Teach interior design D. Manage investment portfolios 	<p>What ethical and professional considerations should guide your actions in addressing this public safety concern?</p>
<p align="center">Question #5</p>	
<p>A key factor in effective law enforcement is:</p> <ul style="list-style-type: none"> A. Only using technology B. Fairness, impartiality, and adherence to laws C. Ignoring community needs D. Designing marketing materials 	

*Answer key provided for sample questions on page 19.

CAREER CLUSTER CHALLENGE QUESTION ANSWER KEY

ARTS & DESIGN PAGE 6
Question #1
<p>Which principle of design refers to the arrangement of visual elements to create stability?</p> <p>A. Contrast B. Emphasis C. Balance D. Rhythm</p>
Question #2
<p>What is the primary function of typography in design?</p> <p>A. Communicate written content effectively B. Produce color schemes C. Arrange physical objects D. Enhance photographic techniques</p>
Question #3
<p>A mood board is used to:</p> <p>A. Present concepts, colors, textures, and ideas visually B. Track financial records C. Plan employee schedules D. Create marketing budgets</p>
Question #4
<p>Which software is most commonly used for vector graphics?</p> <p>A. Photoshop B. Microsoft Word C. Excel D. Adobe Illustrator</p>
Question #5
<p>In interior design, "space planning" involves:</p> <p>A. Painting walls only B. Organizing furniture and traffic flow efficiently C. Designing clothing patterns D. Writing marketing plans</p>

HOSPITALITY & TOURISM PAGE 8
Question #1
<p>Which of the following is a primary responsibility of a hotel front desk clerk?</p> <p>A. Check in guests and manage reservations B. Cook meals C. Organize tours only D. Design advertising campaigns</p>
Question #2
<p>The term "concierge" refers to:</p> <p>A. A restaurant chef B. A bus driver C. A hotel employee who assists with services and recommendations D. A travel agent who sells airline tickets only</p>
Question #3
<p>Seasonal fluctuations in tourism affect:</p> <p>A. Only menu design B. Graphic design only C. Staffing, room rates, and service planning D. Curriculum development</p>
Question #4
<p>What is the purpose of ServSafe certifications?</p> <p>A. Ensure proper food safety practices B. Improve marketing techniques C. Enhance hotel interior design D. Teach photography</p>
Question #5
<p>Which factor most influences guest satisfaction in a hotel?</p> <p>A. Restaurant menu alone B. Social media presence only C. Hotel location only D. Service quality, cleanliness, and responsiveness</p>

CAREER CLUSTER CHALLENGE QUESTION ANSWER KEY

FINANCIAL SERVICES PAGE 10
Question #1
A diversified investment portfolio helps: A. Increase risk only B. Replace accounting tasks C. Avoid taxes automatically D. Reduce risk and improve potential returns
Question #2
What is a common responsibility of a loan officer? A. Evaluate creditworthiness of borrowers B. Teach classes C. Plan events D. Design graphics
Question #3
Ethics in financial services primarily ensures: A. Quick personal gains B. Trust and fair treatment for clients C. Ignoring regulations D. Random decision-making
Question #4
Which of the following is an example of a financial product? A. Graphic design software B. Savings account C. Restaurant menu D. Curriculum guide
Question #5
Risk management involves: A. Identifying, assessing, and mitigating financial threats B. Designing marketing campaigns C. Teaching lessons D. Managing hotel reservations only

EDUCATION & TRAINING PAGE 12
Question #1
Which is an essential responsibility of a teacher? A. Cook meals for students B. Design hotel interiors C. Manage financial investments D. Plan and deliver lessons to facilitate student learning
Question #2
An instructional coordinator primarily: A. Develops curriculum and monitors teaching standards B. Provides counseling for clients only C. Organizes events exclusively D. Conducts photography workshops
Question #3
Technology in education can improve: A. Only physical activity B. Engagement, assessment, and accessibility C. Restaurant services D. Design layouts
Question #4
Ethical teaching practices include: A. Fair grading, confidentiality, and professionalism B. Favoritism in assessments C. Ignoring student needs D. Focusing only on personal gain
Question #5
Continuing education is important for teachers because: A. It replaces classroom responsibilities B. It only teaches software skills C. It keeps them updated on best practices and new methods D. It avoids student interaction

CAREER CLUSTER CHALLENGE QUESTION ANSWER KEY

HUMAN SERVICES PAGE 14
Question #1
A social worker’s primary role is to: A. Teach classroom lessons only B. Plan hotel events C. Support clients and connect them with resources D. Manage investments
Question #2
Confidentiality is critical in human services because: A. Clients’ privacy must be protected B. It helps with marketing C. It replaces teamwork D. It is optional
Question #3
Crisis intervention involves: A. Designing social media campaigns B. Teaching lessons only C. Cooking meals D. Assessing and responding to urgent client needs
Question #4
Case management helps clients by: A. Developing care plans and coordinating services B. Avoiding communication C. Ignoring their needs D. Planning marketing events
Question #5
Cultural competence in human services ensures: A. Using the same approach for everyone B. Ignoring client differences C. Respect and understanding of diverse clients D. Focusing only on paperwork

PUBLIC SERVICE PAGE 16
Question #1
Which of the following is a key responsibility of a public service professional? A. Managing hotel reservations B. Designing fashion collections C. Protecting and serving the community D. Preparing financial statements
Question #2
Public service careers often require: A. Strong ethical standards and accountability B. Creative illustration skills only C. Knowledge of graphic design software D. Event planning exclusively
Question #3
Emergency management professionals primarily focus on: A. Marketing campaigns B. Classroom instruction C. Accounting tasks D. Planning, responding, and coordinating efforts during disasters
Question #4
Community outreach programs are designed to: A. Improve public awareness and support community needs B. Increase individual profits only C. Teach interior design D. Manage investment portfolios
Question #5
A key factor in effective law enforcement is: A. Only using technology B. Fairness, impartiality, and adherence to laws C. Ignoring community needs D. Designing marketing materials

STATE CONTACTS

If you have questions or concerns with information in this resource or general questions or concerns about the Fall Leadership Meeting, please submit them to state staff or one of the listed volunteers below.

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