

**North Carolina FBLA  
State Leadership Team 22**



**2012-2013  
State Program of Work**

**Goal #1: Increasing Membership: To be responsive to the needs of our students, advisers and business customers**

<b>Objective</b>	<b>Tactic</b>	<b>Partners</b>	<b>Deadlines</b>
To increase overall membership to 7000	Operation Stepping Towards Tomorrow: Each state officer will contact inactive and non-existent potential FBLA chapters in their region via email.	Adrienne	Recruitment Letter will be sent to each state officer to send to inactive/non-existent FBLA chapters in their respective regions by August 10 <sup>th</sup>
Promote National FBLA Recruitment programs	Each State Officer will promote National FBLA Recruitment programs in their region, including but not limited to Membership Madness, Membership Mania, and Body Snatcher. <a href="http://www.fbla-fbl.org/web/page/665/sectionid/587/pagelevel/3/fbla.asp">http://www.fbla-fbl.org/web/page/665/sectionid/587/pagelevel/3/fbla.asp</a>	Each Regional VP	Promotion at RCE, through recruitment letters, and the website

**Goal #2: Relationships: To have the most effective partnerships of any career technical student organization!**

Objective	Tactic	Partners	Deadlines
To strengthen internal relationships	Officer will develop a guide for setting up a regional executive council at the discretion of the regional officer and adviser	Terrington	<p>August 10<sup>th</sup></p> <p>Application will be attached to the NC FBLA Officer Welcome Letter, which is to be sent to the respective regions by September 3<sup>rd</sup>. Applications will also be posted on the state website.</p> <p>Regional Executive Board Application will be due to the respective regional vice president by September 24<sup>th</sup></p> <p>Those selected to serve on the board and their adviser will be notified by October 8<sup>th</sup></p> <p>A list of selected members and their contact information should be sent in by October 15<sup>th</sup></p>

To improve State Leadership Conference workshops	<p>The State Officer Leadership Team will present three workshops at the State Leadership Conference.</p> <ol style="list-style-type: none"> <li>1. Stepping Towards Tomorrow-Career (Rachel, McKenzie, Ray)</li> <li>2. Stepping Towards Tomorrow-College (Blake, Adrienne, Kyle)</li> <li>3. Stepping Towards Tomorrow: ML- High School (Madison, Terrington, and Alan)</li> </ol>	Adrienne & Jasmine	Description of workshop is to be sent to Mrs. Thomas by December 1
	Each State Officer will contact at least one workshop presenter for the State Leadership Conference.	Madison	List of secured and/or prospective SLC workshop presenters are to be sent to Dillon by December 1
	The State Leadership team will suggest specific Middle School workshops for FBLA Middle grades.	Team	Workshop Topics sent to Mrs. Thomas by December 1
To strengthen external relationships	Government Awareness: The State Officer Leadership team will encourage chapters to get involved with their local government by speaking with local officials, attending school board meetings, and raising awareness about FBLA.	Team	Throughout the year

**Goal #3: Resources: To focus on obtaining business and corporate sponsorships for our competitive events, membership, and scholarship programs.**

Objective	Tactic	Partners	Deadlines
To increase state sponsorships	Each state officer will contact 3 businesses for sponsorship and partnership with NC FBLA.	Team	Send by December 1 to Blake
	Promote FBLA members to suggest businesses for sponsorship's	Team	

**Goal #4: Image and Awareness: To be the best known career student organization in the country!**

Objective	Tactic	Partners	Deadlines
To promote an effective channel of communication through print and digital media	NC State Newsletter Fbla.org	Team	10 <sup>th</sup> of each month

**Goal #5: Community Service: To provide assistance where and when duty calls.**

Objective	Tactic	Partners	Deadlines
March of Dimes goal \$1,500.00	Each officer will help their respective region in hosting a service project to raise money for March of Dimes. We will continue to ask for a \$1 donation at states.	Team	SLC Dance