

**North Carolina FBLA
State Leadership Team 26
Your Future Starts Today**



**2016-2017
State Program of Work**

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

Objective	Tactic	Partners	Deadlines
Increase Overall State Membership to 6500	<ul style="list-style-type: none"> - Contact inactive and non-existent potential FBLA chapters in their region via phone call, visit, letter, or email. - Speak with Middle Level FBLA Chapters to encourage them to join FBLA, and to connect with their local high school so members can continue with the organization throughout high school. - Create a recruitment video to be shown at active chapters and to be shared with inactive chapters potential advisers. 	Team	State Officers are to communicate with inactive/non-existent FBLA Chapters in their respective regions by September 16.
Promote National FBLA Programs	State Officers will promote the National FBLA programs in their region, including Business Achievement Awards, Community Service Awards, Middle Level Achievement Programs, and Membership Recruitment Programs.	Regional Vice Presidents	Promotion in respective regions through the use of letters, social media, and the state website.

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

Objective	Tactic	Partners	Deadlines
Strengthen Internal Relationships	Each regional vice president will host a workshop at either their Fall Leadership Conference or Regional Competitive Events exclusive to Chapter Officers to discuss chapter membership, state leadership conference, etc.	Regional Vice Presidents	At Regional Competitive Events or Fall Leadership Conferences.
Strengthen External Relationships	The State Officer Team will encourage chapters to get involved with their <i>local</i> government and businesses by speaking with local officials, attending school board meetings, and raising awareness about FBLA.	Team	Throughout the year involvement.
Strengthen and Increase Professional Division Members	Each region will work toward increasing Professional Division members through recruitment processes.	Team	Registration ends in the middle of January.

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

Objective	Tactic	Partners	Deadlines
Increase State Sponsorships	Each state officer will contact and remain in contact with at least two businesses for sponsorship and partnership with NC FBLA.	Team	Send by December 1 to Ms. Thomas.

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

Objective	Tactic	Partners	Deadlines
Promote an Effective Channel of Communication	Each Officer will post monthly on the NC FBLA website, as well as connect with fellow members thorough social media, chapter visits, or video chats.	Team	Post before 10 th day of each month.

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

Objective	Tactic	Partners	Deadlines
March of Dimes goal \$1,600.00	State officers will continue to ask for a \$1.00 or more donation at the State Leadership Conference Blue Jeans for Babies Dance. Additionally, NC FBLA will accept donations throughout the year, and schools who donate by February 1 st will receive a purple March of Dimes ribbon to wear at the State Leadership Conference.	Team	February 1 st and the SLC Blue Jeans for Babies Dance. Also Officers will promote the new ribbons in their region.
Regional Competitive Event Conference	Each Vice President will plan and organize a can food donation drive, through the state level Lead 2 Feed program, at their respective Regional Competitive Events conference. The region that collects the most items will be rewarded with reserved priority seating at the State Leadership Conference, and the school from each region that donates the most canned food items will receive a plaque.	Regional Vice Presidents	Regional Competitive Events