

**North Carolina FBLA
State Leadership Team 27
Pursuit of Excellence**



**2017-2018
State Program of Work**

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

Objective	Tactic	Partners	Deadlines
To increase overall membership to 6250	<ul style="list-style-type: none"> - Each state officer will contact inactive and non-existent potential FBLA chapters in their region via phone call, visit, or letter. - Contact feeder schools of high schools - Visit middle level FBLA chapters to present the opportunities given through the middle level section of FBLA. - Each regional vice president will obtain 3 new or reactivated chapters with their region, while keeping all existing chapters. 	Team	Carry out this task by the membership deadline in October, 2017.
Promote National FBLA programs	Each State Officer will promote National FBLA Recruitment programs in their region, including but not limited to Business Achievement Awards, Community Service Award, Middle Level Achievement Programs, and membership recruitment programs.	Each Regional VP	Promotion in our region, through recruitment 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
To strengthen internal relationships	Each region will create a workshop at FLC for chapter officers to discuss chapter membership	Regional VP's	Open to regional officers
To strengthen external relationships	Promote Business Alliance In Regions: The State Officer Leadership team will encourage chapters to get involved with their <i>local</i> businesses by speaking with local officials, attending school board meetings, and raising awareness about FBLA.	Team	Throughout the year
Increase Professional Division Membership	With the aid of this year's President Elect, each region will work toward increasing Professional Division members.	Team	Mid-January

Goal #3: 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 social media and the monthly regional post.	NC State Regional post at www.ncfbla.org	Team	Post before 10 th of each month
To promote an effective channel of communication through social media and the Remind 101 messaging system.	Each State Officer will have access to a regional Remind 101 that will be used to send out updates and information. These accounts will be set as “sender only” and no replies will be sent. Those wanting to respond will respond through email.	Team	Membership deadline in October 2017

Goal #4: Community Service: To provide assistance where and when duty calls.

Objective	Tactic	Partners	Deadlines
March of Dimes goal \$1,800.00	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. Additionally, NC FBLA will provide a MOD ribbons to those chapters who donate more than \$50 to the foundation through NC FBLA. All checks must be payable to NC FBLA.	Team	SLC Dance

Regional Competitive Event Conference	Each officer will plan to hold and organize a can food donation at their respective Regional Competitive Event conferences and have reserved seating at State Leadership Conference for the schools in their region that donates the most.	Team	Each RCEC
State Wide Community Service Day	On February 24 th , 2018, the North Carolina chapter of FBLA will host a state-wide day committed to community service. The region with the most participation with chapters will be recognized at states with preferred seating at opening ceremony of the State Leadership Conference. To be added in with your region's percentage, email a photo and summary describing the activity and participation numbers to the respective regional vice president.	Team	Pictures or summary must be submitted by March 2 nd , 2018.