

## NC FBLA State Officer Program of Work 2020-2021

- **Chapter recruitment/reactivation**
  - Each VP will recruit or reactivate 3 chapters total, one being ML(middle school)
  - Mentor chapter program
    - each VP will pair a ML and HS together for the year
  - Recognizing new/reactivated chapters at SLC(states) ceremonies\*
    - Slideshow of spotlight members and new chapters from the year to send to production team to stream as chapters enter
    - Each VP will submit an image(as jpeg preferably, however pdf and png work) from 2 new/reactivated chapters to the *New Chapter Photos* team folder by February 1st
  - Recruitment methods:
    - BYLAW HAS BEEN PASSED, push this information out: you do not need to be taking a business/CTE course to join FBLA anymore
    - FBLA is not just business, FBLA helps all students of all career interests. Almost every career needs an interview, professional dress, strong communication, presentation, and other professional skills
- **Increase NC participation in BAAs(Business Achievement Awards)**
  - Each officer will recruit one chapter to participate and complete two levels of BAAs
  - Each officer will complete 2 levels of BAAs
- **ML(middle level)**
  - Each VP will continue middle level shadow program
    - At regional competition, a middle level member will spend the day with the officers to learn about the officer experience
    - Application Template: <https://forms.gle/hheoc7zhirab8svv8>
    - Each Officer can have a middle level assistant(via application) to assist them with POW duties as well as with ML recruitment/engagement. If this proves successful, a ML state officer will be considered.
- **Community Service**
  - Each officer will raise awareness for the March of Dimes
- **Professional Division Recruitment**
  - Each Officer will recruit 2 new members
  - <https://www.fbla-pbl.org/pd/>
- **Advisers**
  - Brief Monthly Newsletter to Advisers
    - president will send out deadlines, helpful tips, updates, and promotions about programs and events each month
- **Social Media**
  - Continue member spotlight program
    - **Advisers** may nominate 2 members by October 1st by submitting an image (jpeg, pdf or png) of their member along with a description in a

google doc (titled by their name and chapter) of what they are doing in their chapter to be nominated

- President will select members
- Parliamentarian will create posts for NC\_\_FBLA account to post on the second Monday of each month as part of “Member Mondays” series
- Each officer will promote and participate in FBLA week
- Each VP will create a region-wide account so that followers are passed down year to year

### **Monthly Reports**

- Each officer will submit a T-chart to our state adviser by the 1st of each month with accomplishments from the current month and plans for the following month
- You will give a brief verbal report of this at each board meeting