

Program of Work – North Carolina Future Business Leaders of America 2021-2022

Goal #1: Utilize social media to increase engagement, increase membership, & teach members life and business skills.			
Objective	Tactic	Partners	Deadlines
To increase NC FBLA's presence on social media: Instagram, Facebook, Twitter, & TikTok.	<ul style="list-style-type: none"> - NC FBLA will post weekly business/life skill tips, host guest speakers to "take over" our Instagram page showing days in the life, answering questions, and discussing their profession, provide updates about the organization and important dates/deadlines, etc. 	NC FBLA SOT and members on social media.	N/A
Goal #2: Increase overall membership by 25% (including middle level members) and reactivate at least 10 chapters.			
Objective	Tactic	Partners	Deadlines
To increase membership within NC FBLA from 2,000 to at least 3,000.	<ul style="list-style-type: none"> - Have officers send emails and make phone calls to schools that do not have FBLA (or may have been deactivated) to answer questions and assist in reactivation. - Create templates to send to schools with information including, but not limited to: <ul style="list-style-type: none"> - "What is FBLA?" - "Why should my school have FBLA?" - "What do students do in FBLA?" - "How much does FBLA cost?" 	Adviser	Templates should be created by September 15.
Goal #3: Increase communication between the officer team and chapters/advisors.			
Objective	Tactic	Partners	Deadlines
To increase relationships between the NC FBLA officer team and its members/advisors.	<ul style="list-style-type: none"> - Send monthly emails/newsletters regarding important dates, deadlines, highlighting chapters and their accomplishments, etc. - Continue to utilize social media. - Provide templates to advisors that chapters are able to edit and print to promote membership and other FBLA-related events. - Update the section on the NC FBLA website for resources for advisors/chapters. - Create a GroupMe for advisors to ask questions and post updates for their chapters. - Have each officer visit at least 5 schools around the state and attend their regional conference (and others, if possible). 	NC FBLA SOT, chapters, advisors, and members.	Monthly newsletters by the 5th of each month. Other tactics N/A.

OTHER GOALS:

- Reach out to local businesses and alumni and hold virtual workshops so that students have more opportunities to learn and prepare for their future.
- Increase community service around the state, including March of Dimes.
- Work with middle school chapters to ensure steady growth in fbla members transitioning to high school
- Create an alumni network.