

Objective	Tactic	Officer(s)	Deadlines
Public Speaking Series	<p>Creation of workshop videos on October, November, January, February, event competition end of February</p> <ul style="list-style-type: none"> - October (Introduction to Public Speaking) - November (Impromptu) - January (Presentational Speaking) - February (Delivery) - Competition (End of February) - Officers are judges and we give prizes 	Yasha, Madison, Jocelyn	Meet to plan bi-weekly in August/September
Increase North Carolina Membership to 5,000	<p>Use Regional Chapter Roster to contact inactive or potential FBLA chapters in your region via email template, visit, or phone call.</p> <p>Regional Increase</p> <p>Central - 32</p> <p>Northwest - 22</p> <p>Southeast - 54</p> <p>Southwest - 70</p> <p>Triangle East - 96</p> <p>Western - 38</p> <p>Focus on the middle level chapters by each Regional VP obtaining one new middle level chapter through contacting the principal of that school and seeing if FBLA would have a possible teacher to be in charge of it.</p>	Each Regional VP	Each RCEC

<p>Raise Value for March of Dimes</p>	<p>Provide history of March of Dimes through Social Media</p> <p>Highlight World Prematurity Day on November 17th. (November is world Prematurity month)</p> <p>Make a MOD highlight on Instagram consisting of the same theme and everything concerning MOD</p>	<p>Jeslyn, Madison</p>	<p>Post in July and August and November highlighting MOD</p>
<p>Email chains (presidents of chapter & adviser) with website for competitor resources along with updates on competition changes</p>	<p>To create an email chain that includes advisors and presidents of each local chapter. This chain will include competition updates and reminders before each competitive competition</p> <p>Create a google folder with resources for around 20 of the most popular events with links to resources. Attach to emails sent to advisors for a basic resource to help competitors.</p>	<p>Isaac and Jeff</p>	<p>Resources+competition updates(1 month before regionals and states)</p> <p>Website up several weeks before regionals(latest 1 month before states)</p>
<p>Virtual Workshops</p>	<p>Contact business leaders/FBLA Alumnus from around the State</p> <p>Provide a platform (Zoom) for these leaders to connect with members</p> <p>Have period for questions</p> <p>Advertise through email, social media, and through Advisors</p> <p>Collaboration with other state officers</p> <p>Business Professionals</p> <p>Create template for contact</p> <p>Create a workshop schedule</p>	<p>Matthew, Yasha</p>	<p>Aim for monthly seminars starting in August</p> <p>Create template and gauge interest from presenters by July 15th</p>

	Interest Form		
Social Media	<ul style="list-style-type: none"> - Motivational Mondays - FBLA Fridays??? - Holidays - Updates - **WEEKLY POST** - Member of the Month 		

Public Speaking Series - every month/workshop on zoom/YouTube

- October, November, January, February: Release a public speaking workshop and online game to chapters - send this out via email
- October: Intro to public speaking
- November: Impromptu
- January: Presentational speaking
- February: Delivery
- February End: Public Speaking Critic Workshop on Zoom (20 attendees)

Social media - 100 followers (Deadlines)

-

Personal Connection (RCEC), Apply Content (Infographics), Officers Visiting Schools

-

ML Membership increase (contact for RCEC) / Increase membership by deadline

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Email chains (presidents of chapter & adviser) Virtual/in-person and standardize access to resources for FBLA competitors

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Virtual workshop (Alumni Network)

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\$ value on March of Dimes

- \$1500