

OREGON



FUTURE BUSINESS LEADERS OF AMERICA

2017-2018
PROGRAM OF WORK

SERVICE | EDUCATION | PROGRESS

Goal 1: Increase the presence of the Middle Level throughout Oregon FBLA.

Objectives	Actions	Accountable	Date
Promote recruitment of Middle Level Chapters among current high school chapters.	Create a presentation to give to current high school chapters about the benefits of recruiting Middle Level Chapters and how to recruit them.	Sarah Caitlyn	9/8/17
	Share two social media posts a month encouraging Middle Level Recruitment.	Jaelen	Monthly
	Include Middle Level Recruitment in the monthly newsletter.	Sarah	Monthly
	Create an award going to the high school that recruits the most Middle Level Chapters.	Nick	8/11/17
Increase Competitive Events offered for Middle Level members at SBLC.	Research all events and other activities offered for Middle Level members at SBLC in previous years.	Gavin	9/20/17
	Create a proposal to the board for more Middle Level Events at SBLC.	Gavin	9/29/17
Ensure that beginning Middle Level Chapters have resources available to achieve success.	Create a sample initial email and phone call script that High School members can send to their local Middle Level administrators.	Jaelen	9/8/17
	Write a blog explaining SBLC for Middle Level and encouraging attendance.	Jaelen	2/9/18

Goal 2: Improve awareness and education of competitive events offered through FBLA.

Objectives	Actions	Accountable	Date
Amass all available information about competitive events into simplistic pictures, videos, and documents including descriptions, tips, and other information.	Gather all available resources including rubrics, event guidelines, example videos for presentation events, and sources used for objective tests.	Gavin, Josie, Madelyn, & Nick	8/25/17
	Conduct interviews with judges and members who experienced success in their event about tips and recommendations to achieve success in events.	Madelyn	2/20/18
	Compile information into different forms of media to be released throughout the year to FBLA members and advisers.	Madelyn	9/15/17
Use direct communication with members to improve competitive event awareness.	Integrate competitive event education and awareness into chapter visits.	All Officers	8/5/17
	Create a social media campaign: #CompetitionWednesday, in which lesser known competitive events will be explained.	All Officers	Weekly

Goal 3: Improve communication and increase networking opportunities throughout individual regions within the state.

Objectives	Actions	Accountable	Date
Improve communications between local chapter presidents, advisers, and state officers in their respective regions.	Gather contact information of all advisers by region and gather contact information for as many chapters presidents as possible.	Nick	8/25/17
	Create a monthly newsletter for individual regions to be sent out to all advisers in order to inform them of upcoming events, tips for their chapter, and other news.	All RVP's	Monthly
	Expand regional conferences by incorporating recognition for dedication to Pay it Forward, Valiant Seed, and March of Dimes.	Nick	9/14/17
Create opportunities for collaborative projects within regions.	Initiate a Presidents Council (conducted through monthly virtual meetings overseen by each region's RVP) for individual regions where chapter presidents can share ideas, successes, and collaborate on projects.	Nick	8/15/17

Goal 4: Increase statewide Business Achievement Award (BAA) completion by 10%.

Objectives	Actions	Accountable	Date
Create awareness about benefits, rewards, and strategies for Business Achievement Awards.	Send an email to all advisers explaining the benefits of Business Achievement Awards as well as tips on how to be more successful in them.	Sarah	9/22/17
	Share two social media posts per month promoting Business Achievement Awards.	Sarah	Monthly
Recognize Business Achievement Award completion at SBLC.	Determine recognition plan for Future, Business, and Leader Level recipients.	Sarah	9/8/17
	Take pictures at America Level dinner as well as pictures of members wearing Business Achievement Award Pins to share on social media.	Sarah	10/6/17

Goal 5: Increase membership by 7.5% through a new membership campaign designed for immediate success, as well as longevity.

Objectives	Actions	Accountable	Date
Create new membership campaign	Adjust level names, percentages, and theme from last year's membership campaign in order to achieve a more standard membership campaign for years to come.	Caitlyn	7/5/17
Promote newly inaugurated campaign to all chapters throughout the year.	Design ten themed graphics to post on different social media platforms to promote the membership campaign.	Kambi Caitlyn	8/11/17
	Include the membership campaign in the chapter success guide and monthly emails.	Caitlyn	7/28/17
	Create a promotional flyer to send out to all chapters explaining the new membership campaign.	Madelyn	7/13/17
Recognize chapters successful in the campaign.	Confirm recognition plans for SBLC (Reserved seating, awards, ribbons, on-stage recognition, etc.)	Caitlyn	12/15/17

Goal 6: Increase community service involvement throughout Oregon FBLA.

Objectives	Actions	Accountable	Date
Establish and promote charity partnerships for the 2017-2018 year.	Work in conjunction with Teresa Mankin in order to establish a partnership with Valiant Seed.	Caitlyn, Kambi, Sarah	8/2/17
	Continue working with our national partner, the March of Dimes Foundation.	Kambi, Madelyn, Gavin	8/2/17
	Integrate Pay it Forward Week into this year's service initiative.	Josie, Kambi, Jaelen	8/2/17
	Create a new "Super Service Award" for chapters partaking in all three of this year's service projects. This award will be promoted throughout the year on social media and in newsletters.	Josie & Jaelen	8/2/17
Increase promotion and recognition for Community Service Awards.	Incorporate Achievement Level CSA recipients into the America Level dinner banquet	Rylie	1/13/17
	Promote Community Service Awards through social media and blogs.	Kambi Rylie	9/1/17