



2016-2017 FBLA National Officer Team Program of Work

Goal #1: Customer Service: To be responsive to the need of our students, advisers, and business customers!

Objective	Tactic	Officers	Due Date	Status
To increase membership by 2,750 members over last year's FBLA ending membership number.	All national officers participate in the Home State Advantage Program and increase their state's membership by at least 75 paid members over last year's total	All Officers	April 1	Ongoing
	Regional Vice Presidents assist one more state in addition to their own and increase that state's membership by at least 75 paid members over last year's total	All Region VPs	April 1	Ongoing
	Regional Vice Presidents hold monthly conference calls with their state presidents	All Region VPs	Sept. - April	Ongoing
To increase participation in national programs by 7.5%	All national officers achieve at least the Leader level of the Business Achievement Awards (BAA)	All Officers	March 1	Ongoing
	Organize and implement "Battle of the States," which involves using each state's weighted involvement in national programs for recognition at the National Leadership Conference	Niel Patel Hattie Kruschek Vanessa Ting	May 15	Ongoing
	Sponsor a traveling trophy to honor the winning, most involved, state to incentivize participation in "Battle of the States"	All Officers	June 1	Ongoing
	Encourage artistic submissions to <i>Tomorrow's Business Leader</i>	Vanessa Ting	August 15	Ongoing
	Hold an American Enterprise Day Essay Contest for FBLA-ML and FBLA members to compete in	Vanessa Ting	August 15	Ongoing
To increase participation in Launchpad to 35 participants	Secure stipends from Catapult, an entrepreneurship incubator, to promote business development beyond Launchpad	Vanessa Ting	January 15	Ongoing

	Secure sponsorships to provide \$2250 in cash	Nikolas Lazar Niel Patel Sophia Danziger Emily Richey Ojus Jain Jeff Whiting	January 15	Ongoing
To provide an NLC scholarship	Work with corporate sponsors Work on a corporate sponsorship packet	Nikolas Lazar Jeff Whiting Niel Patel Ojus Jain Nikolas Lazar	Packet: August 27th Comp Events: TBD talk with Ms. Grant Scholarship: March 1st General: Ongoing	Ongoing Ongoing
To provide a free personal finance education	Create a personal finance lesson that members can use via the website Give members the opportunity to be certified in personal finance at the 2017 NLC	Nikolas Lazar Nikolas Lazar	Identify plan for curriculum: August 27	Ongoing Ongoing

Goal #2 - Relationships: To have the most effective partnerships of any career student organization!

Objective	Tactic	Officers	Due Date	Status
To promote March of Dimes activities and to raise \$500,000 in total contributions to the March of Dimes	Sell exclusive merchandise at NFLC and NLC March of Dimes dances	Hattie Kruschek Nikolas Lazar Emily Richey	August 20	Ongoing
To initiate communication with FBLA-ML chapters by having at least two e-mails sent to FBLA-ML chapters	Have Regional Vice Presidents send an introductory email regarding membership recruitment and retention and NFLCs	All Regional VPs	October 15	Ongoing
	Promote the online programs of MAP and the Diamond Challenge in future e-mails	All Regional VPs	December 1	Ongoing
To increase communication with legislators by reaching out to at least 25 legislators.	Assemble a legislative affairs packet to distribute to state chapters, to promote legislative interactions	Sophia Danziger Myra Cheng	September 15	Ongoing
	Invite legislators to Regional/District and State Leadership Conferences	All Regional VPs	March 1	Ongoing
	Promote proclamation signing for American Enterprise Day, FBLA-PBL Week, and CTE Month	Emily Richey Ojus Jain	November 1	Ongoing
To facilitate communication with and between state officers through a centralized contact information page for each state officer team	Inform state advisers about the database and collect state officer contact information to be put on the boardroom.	Emily Richey Vanessa Ting Hattie Kruschek	December 1	Ongoing
To increase visibility and interaction with legislators, ACTE, and NBEA	100% of all FBLA national officers apply for the ACTE Outstanding Business Student Award.	All Officers	September 10	Ongoing
To invite at least 75 past national officers, national staff members, or national board of directors to the 2017 NLC.	Draft a letter documenting FBLA's history and the significance of the 2017 NLC to send to alumni.	Myra Cheng	August 15	Ongoing

Goal #3 - Resources: To focus on obtaining business and corporate sponsorships for our competitive events, membership, and scholarship programs.

Objective	Tactic	Officers	Due Date	Status
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To obtain three \$3,000 corporate sponsorships for a competitive event	Create a sponsorship packet	Nikolas Lazar	August 27	Ongoing
To obtain three college scholarships	Target schools with PBL chapters	Nikolas Lazar	March 1st	Ongoing
	Target business oriented schools, or schools with specialized business programs	Nikolas Lazar	February 17	Ongoing
	Target schools near our upcoming National Leadership Conference	Nikolas Lazar	February 21	Ongoing
To establish a Chapter Activity Packet	Include community service, fundraising, and recruitment ideas in an easily accessible and compact resource to help developing chapters	Emily Richey	March 30	Ongoing
	Communicate with local and state chapters to generate ideas for the Chapter Activity Packet	Emily Richey	February 1	Ongoing
To create a centralized, extensive resources tab on fbla-pbl.org	Discuss with Laura the idea of establishing the new resources tab	Vanessa Ting Nikolas Lazar	August 1	Ongoing
	Work with councils to provide new resources	Vanessa Ting Nikolas Lazar	March 1	Ongoing
To secure 40 items for the FBLA NLC silent auction.	Ask each national officer council member to submit at least one item for the FBLA NLC silent auction.	All Officers	June 1	Ongoing
	Collect a national officer team basket	All Officers	July 27	Ongoing

Goal #4 - Image and Awareness: To be the best known career student organization in the country.

Objective	Tactic	Officers	Due Date	Status
To raise awareness for the March of Dimes by having chapters participate in at least 75 March of Dimes walks that year	Constantly updating a visual diagram on the website that documents growth or “steps” towards the goal	Mr. White Ms. Morgan		Ongoing
To increase the social media presence on Facebook by 20%, Twitter by 20%, Youtube views by 7.5%, to garner 750 more followers on Instagram, and to utilize our national Snapchat.	<p>Highlight members on Facebook through “Humans of FBLA” and through FBLA alumni success stories</p> <p>Promote the 75th Anniversary History Video on Youtube, and invite the winner of the American Enterprise Day Essay Contest to read their essay</p> <p>Update the National Snapchat at fall leadership conferences and state conferences.</p> <p>Promote the National Snapchat and post the code on social media pages.</p> <p>Maintain Twitter throughout specific events, featuring photos and personal national officer experiences</p>	<p>Niel Patel Ojus Jain Sophia Danziger</p> <p>PDC Vanessa Ting</p> <p>All Officers</p> <p>Ms. Morgan All Officers</p> <p>Ojus Jain</p>	<p>September 10</p> <p>August 15</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>