

Future Business Leaders of America
Chapter Officer
Training Resource Guide

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Mission and Pledge

The mission of FBLA is to bring business and education together in a positive working relationship through innovative leadership development programs

I solemnly promise to uphold the aims and responsibilities of Future Business Leaders of America-Phi Beta Lambda and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader

Code of Ethics

I will be honest and sincere

I will approach each task with confidence in my ability to perform my work at a high standard

I will willingly accept responsibilities and duties

I will seek to profit by my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work

I will abide by the rules and regulations of my school

I will exercise initiative and responsibility and will cooperate with my employer and fellow workers

I will dress and act in a manner that will bring respect to me and my school

I will seek to improve my community by contributing my efforts and my resources to worthwhile projects

Goals

Develop competent, aggressive business leadership

Strengthen the confidence of students in themselves and their work

Create more interest in an understanding of American business enterprise

Encourage members in the development of individualized projects which contribute to the improvement of home, business and community

Develop character, prepare for useful citizenship and foster patriotism

Encourage scholarship and promote school loyalty

Assist students in the establishment of occupational goals

Facilitate the transition from school to work

Dress Code

Parliamentary Procedures Role Play Directions:

Presidents split and create groups with people from other schools.

President will ask for new business.

One member volunteers to make a motion.

President handles motion. The maker of the motion will speak for it, and another member will debate against it. Anyone else can speak on the motion.

Other members will listen to the thoughts shared and vote.

After the motion is disposed of, another member can make another motion and the process of handling a motion is repeated.

Note: We are not roleplaying a complete meeting at this time, so we are not running through the complete Order of Business. We are starting at 'New Business' to practice making motions correctly, and so the president has practice handling a motion. At the end the president will close the meeting.

Sample motions:

I move that our chapter hold a carwash, and send all proceeds to the local food bank.

I move that our chapter host a movie night to welcome new members.

I move that our chapter create spirit props to hand out to the student section at football games.

I move that our chapter purchase a new camera for publicity purposes.

I move that our chapter buy our adviser a pillow pet for FBLA trips.

I move that our chapter go on a vacation to Hawaii for team bonding.

*You can use any of these motions or create your own!

Chapter Officer Roles

Well-qualified and dependable officers are crucial to the growth of any FBLA-FBLA chapter. Effective leaders will:

- Provide an environment where all members will grow professionally
- Include all members in a dynamic program of work
- Conduct the business of the chapter in proper parliamentary procedure
- Maintain complete, current records and minutes
- Encourage individual and chapter participation
- Develop and implement a strong publicity program

Candidates should be willing to accept a leadership role and work hard in preparation to perform their duties

President

- Presides over and conducts meeting according to accepted parliamentary law
- Keeps members and discussions on track
- Makes sure all members have dues paid
- Appoints committees and serves as an ex-officio member to each
- Coordinates chapter activities by keeping in close touch with the other offices, the membership, and the advisors
- Encourages participation of all members in an enthusiastic manner

Vice President

- Assists the president in the discharge of duties; presides at meetings in the absence of the president
- Is prepared to assume the duties and responsibilities of the president should the need arise
- Oversees all committee work and management of assignments
- Serves as community service chairperson
- Serves as an ex-officio member of chapter committees
- Encourages participation of all members in an enthusiastic manner

Secretary

- Prepares and reads the minutes of meetings
- Provides the president with a written agenda for each meeting
- Counts and records votes when taken
- Prepares chapter reports
- Attends to official correspondences
- Sends out meeting notices
- Reads communications at meetings

Works with the treasurer in keeping an accurate member roll and issue membership cards

Historian

Maintains an accurate and up-to-date history to include a state newsletter and an annual report of chapter activities

Treasurer

Works with an advisor in depositing fund in the Student Activities Account and preparing documents for disbursement of funds

Keeps financial records in Excel

Oversees appropriate fund-raising activities

Counts money and prepares deposit slip of monies collected from fund-raisers

Parliamentarian

Advise the president and other chapter members on parliamentary procedure

Have reference materials pertaining to parliamentary procedure available for each meeting

Make sure that chapter meetings are conducted in an orderly manner according to *Robert's Rules of Order Newly Revised*

Executive Committee

Comprised of all officers

Meets at an established time with adviser(s) to plan meetings and prepare an agenda for upcoming meetings

What makes a good leader?

BE WELL PREPARED. Know leadership takes work as well as practice

BE GROUP MINDED. Regard yourself as a part of the group. Say "we" instead of "I" do not try to run the crowd. Instead, be guided by the crowd's wishes

LIKE PEOPLE. Be understanding and friendly

BE POISED. Do not let irritations bother you

HAVE HUMILITY. Be confident, but not cocky. Do not be afraid to reveal yourself, you do not know everything

BE A HARD WORKER. Do not ask anyone to do something that you would not be willing to do yourself

BE RESPONSIBLE. Live up to your word and duties

BE COOPERATIVE. Know how to work with others and enjoy working with them

BE A FUN-LOVER. Enjoy life, the simple things as well as the big

HAVE A VISION. Help the persons in your group to learn and grow through the activities

BE CLEAR. Be able to express yourself effectively

BE PROUD of what you do. Take pride in being a leader, but earn it

BE NEAT. Always be neat in dress and personal appearance

BECOURTEOUS. The words "please" and "thank you" pay dividends. Use them.

THINK AHEAD. Know members' opinions and be ready to meet changing situations.

SET GOALS. Make them high, but be sure to reach them

TAKE ADVICE. But do your own thing

GET THE FACTS. Analyze them before you draw conclusions

DO YOUR BEST AT ALL TIMES. Plan to make the most effective use of your time

Selling FBLA

Thirty Second Elevator Pitches help you answer the question "what is FBLA?" You can use them in different situations to achieve goals for your chapter. Here are some examples of pitches that you can use! Try using the space below to create one that is unique to your chapter and its goals.

To prepare for the business world you can learn from business professionals what they have learned from their business conferences and their business experience, OR you can BE the business professional, Go to your own business conferences, and DO things on your own to gain business experience. Be, Go, Do is what Future Business Leaders of America is all about.

Future Business Leaders of America is the largest business career student organization in the world. FBLA recognizes and rewards excellence in a broad range of business and career-related areas. Students compete in events testing their business knowledge and skills. We also learn to lead among our peers and grow as individuals. Through FBLA there are so many opportunities and place for everyone. Come see what doors it will open for you

Future Business Leaders of America is a student organization that has a place for everyone. Whether you are looking for leadership, competition, networking, new friends, or just a good time, FBLA has something for you. FBLA can open up endless opportunities for expanding your future outside of the business world. FBLA is an investment in your future outside of the business world. FBLA is an investment in your future that can also turn out to be the best experience of your life.

CREATE YOUR OWN

Membership Recruitment

Promotion Video

Create a video with the members of your chapter. Make it funny and informal, but slightly informative (just enough to make it clear what FBLA is). Then choose an evening and on that evening have your entire chapter post the video on Facebook. With so many people posting at once, many of the students will see the video that night, creating an interest. The State Office is also creating a Promotional Videos that chapters are able to use! Watch out for those!

FBLA Recruitment Party

To attract new members it is important to use ideas and products that promote interest. Kicking off your first meeting with a pizza party is a great way to get members of your school to join FBLA. At the pizza party have beverages and organized games for everyone to play. Invite everyone you can possibly think of including members from the previous years. Allow everyone to chat and get to know each other. In this informational meeting give an overview of what FBLA has to offer and how each person can benefit from the program. Do not forget to remind them how much dues are and when and where they need to be turned in.

Junior High Recruitment

Before your upcoming year in FBLA begins, send chapter volunteers to local middle schools that feed into your high school. Set up a booth during lunch time and speak with the incoming freshman about joining FBLA. OR if your school has an FBLA-Middle Level help them out with recruiting. The State Office's goal is to grow the number of active FBLA-ML chapters in the state. Let your Regional VP know if your local middle school is interested in starting an FBLA-ML Chapter!

Pizza Lunch Meeting

Host your first FBLA meeting at lunch. To encourage people to attend, consider buying pizza, soda pop, or snacks for them to enjoy! Everybody loves free food, so take this opportunity to have your chapter's president give information and opportunities to get involved to the attendees at the meeting.

Classroom Presentations

Chapter Officers can go to classrooms with students of all ages to promote the benefits of joining FBLA. They can promote the successes of FBLA can provide by joining and the opportunities that arise at conferences and other FBLA-related events; stress that you do not need to be a future business leader to join our association; it is open to anyone who would like to join.

Business Attire

Have your entire local chapter officer team dress up for a day or even a week in professional business attire. This will spark attention at your high school. When other students ask why the chapter officers are dressed up, prepare them with a thirty second explanation about FBLA.

Utilize Returning Members

To multiply your membership by a factor of 2 or even 3, ask all of your chapter's existing members to bring a friend or two to each meeting. Encourage returning members and the friend to pay their dues.

Facebook

Create a Chapter Facebook Fan Page and invite past and incoming members to "like" the page. Update the page with useful information to help them meet deadlines, events and other activities. Provide them with documents and links to help them become more involved. Connect with local businesses and promote the page on posters around your school. Ask members to invite other people they know that may be interested in FBLA.

FBLA Spirit Items

Everyone loves to get fun t-shirts, sweatshirts, or other kinds of goodies that show off their FBLA pride. These fun items can attract other students to join FBLA so that they too can wear awesome, eye-catching apparel. So in the first couple of weeks of school have your chapter officers and veteran members wear these spirit items around your school to gain attention for FBLA.

State Officer Chapter Visit

Invite a State Officer to a chapter meeting/event. Have them talk to members about the numerous leadership opportunities FBLA offers. Explaining of holding a State Office may inspire some members to join and can provide a change of pace that differentiates FBLA from other groups in your school. The link to invite a State Officer is on the WAFBLA website (wafbla.org).

End of the Year Recruitment

In May/June when school is coming to an end, go to your local junior high schools promote FBLA. Make posters, pass out brochures, and talk with incoming freshman about joining FBLA in the fall. To keep them interested make sure your information is short, fun, and to the point!

Business Development

Professional Members

A great way of connecting FBLA with your community members is through local organization, such as the Rotary, Lions Club, Kiwanis, or Chamber of Commerce. Contact and schedule a presentation at one of their meetings. This is a chance of community leaders to hear about the importance of FBLA from local youth and consider participation in our association as a professional member. Sending letters to businesses and these organizations will give notoriety to your chapter.

Guest Speakers

Have FBLA members invite family members that are in business careers to speak at chapter meetings. This has multiple benefits, as it connects members to business leaders in their community. This insight from the business world can help prepare members for their regional/state/national competitive events!

Job Shadowing

Ask a local business executive if a member or two would be able to shadow them to learn about the business and what that job entails. Ask these members to present to the chapter about what they learned, and build a relationship with the business they shadowed.

Business Tours

Hold tours of local businesses to give members the opportunity to see the application of the business skills that they learned from FBLA. For convenience, choose a business that is already a contact, owned by an alumni, or has an established business tour program. Also, try to schedule the tour so that students do not have to miss school.

Partnership

Locate a business that students from your high school use for special events, such as a tuxedo rental warehouse, flower shop, or photographer. Form a partnership with this business; offer to advertise their company at your school. For every student from your school that purchases from them, your FBLA chapter will take part of the profit they receive.

Advertising Sponsors

Talk to local businesses to get advertising deals, such as free chapter t-shirts that has the company's logo on them. The best choice for companies are ones in your communities that have a large teenage customer base.

Career Fair

Host a career fair at your high school and invite local business professionals to have booths and talk about their jobs and what they do for a living. Make sure to invite professionals from many different career fields so students can explore options! This also makes a for a great senior project for senior FBLA members who's schools require them for graduation.

Invite Help

During an FBLA study night or practice session, invite a local expert in this field. For example, invite an accountant to help with Accounting I and II, or a radio personality with Impromptu Speaking. Input from a business professional is good for building a business relationship and helping members of your chapter succeed at their events.

Chapter Events

Pasta Feed

Athletes load up on carbs before a game or meet, right? So FBLA members should be able to do the same thing before conference! Host a pasta feed for all your competitive members, so you can get energized and focused before competing against the region or state!

Dress for Success

Try hosting a dress for success day. Having a tie tying contest, hair styling sessions, clothing swap, or a group trip to the thrift store for discounted prices on business professional clothing! This helps new and veteran members prepare for conference mornings. You can also all dress in business professional for the school day!

Chapter Birthday Party

Discover when your chapter was started. Use that date as the date you invite all members to have an after-school party to celebrate the birth of your local FBLA chapter. Purchase a cake, ice cream, soda, and other food to celebrate the occasion! If you can't discover the birth of your chapter, celebrate the birth of FBLA!

Study Night

Hold an FBLA Study Night before Winter Conference or State to help competitors with their presentations and methods of taking tests. Be sure to have practice tests available for the events your chapters are competing in/ Grouping together can provide a great opportunity for people to bounce ideas off of each other.

Member Induction

Hold a get-together at the beginning of the year that includes member induction/installations is a way to "formally" induct members into FBLA and give new members a chance to network with officers.

Summer Barbeque


Set a date for a summer barbeque, a party, or game night. Keeping the bond between chapter members through the summer is an excellent way to keep momentum to start the year strong. Find a public or private place to host the event.

BAA Day

Many of the activities in the Business Achievement Awards can be accomplished as a group. Organize a date where your chapter's interested members can attend. Get multiple requirements done over a few hours, and get your members one, two, or more steps closer to the Future, Business, Leader or America level!

Member Award Night

At the end of the year, host an event/ dinner for the members and their families to recognize the outstanding achievements your local chapter members made. In addition, recognize officers and advisers of your local chapter. Create special awards for intervals who have potential to lead but do not currently hold a chapter office.

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Fundraising

Fall/Winter Concessions

Sign your chapter up to operate a football, volleyball, basketball, and or/ other sports concessions stand during the fall/winter sport season. This is an excellent project for students who order items, maintain an inventory and chart profits. Use your fundraising money to help pay for the first FBLA conference of the year.

Movie Night

Host a movie/ social night for your entire school and/ or community. Purchase a movie that has just been released and set up a projector in your school' s gym/auditorium. Charge an entrance fee for all participants. To earn extra money, your chapter can sell food while the movie is playing. This not only makes money for your chapter, but gets the words out there about FBLA.

T-Shirt Sales

Have someone in your chapter design a unique personalized FBLA t-shirt for your chapter and sell these to members. Members can pre-order t-shirts to ensure that you do not have to buy more shirts than the number you sell. This is an easy way to make money and also being strengthen your FBLA chapter' s brand and public image.

Rose Gram

Every year during Valentine' s Day, organize the purchase and distribution of a thoughtful gift. Members can sell pink and red roses for \$2.50 and \$12 for a dozen with a card, and with delivery on Valentine's Day. It' s a great way to make money and provides student with a convenient way to purchase something for their loved ones.

Selling School Spirit Items

Design school spirit gear that you can sell to your chapter, student body, and athletic teams. Rather than selling shirt, which many clubs and teams already use, look for less common items such as socks, shorts, or beanies. Brand them with your FBLA logo, or just your school colors.

Krispy Kreme

The donuts are relatively inexpensive and students will be attracted to snack food at a reasonable price. This is a low maintenance fundraising idea. The donuts can be delivered directly to the school and sold by members during sports games. Research local donut prices and set the appropriate prices to make a large profit.



Helping Your Chapter Prepare for Competitive Events

Business Achievement Awards

The Business Achievement Awards (BAA) is an aggressive, self-directed, results-based business and leadership program designed to complement academics. The awards focus on the words surrounding the FBLA crest: Service, Education, and Progress. Have your adviser sign you up today on our National FBLA Website: www.fbla-pbl.org. The individual program has a March 1 deadline. The BAA has four distinct levels:

Future Award

This award focuses on basic business skills, introduction to community service, and FBLA involvement at the local level. Pins will be sent to local chapter advisers for presentation at local awards ceremony or local FBLA event.

Business Level

This award focuses on local and district/regional and state involvement; intermediate business skills; and community leadership. Pins will be sent to local chapter advisers for presentation at local awards ceremony or local FBLA event.

Leader Award

This award focuses on local, district/regional, state, and national involvement in community. Students qualifying for this award will receive pins at the State Business Leadership Conference.

America Award

This awards focuses on total association leadership, business skills, and involvement in community. Students qualifying for this award will receive pins at the National Leader Conference.

The local chapter adviser determines a member's ability to advance in award levels. Work and documentation will be completed online through interactive forms. Activities not completed in one year will be carried over into the next year. Projects completed for each level must be different.

Membership Opportunities

Scholarships

FBLA offers numerous scholarships from across the state. Your eligibility will be determined by the documentation of the application. **ADD SPECIFIC SCHOLARSHIPS**

Running for State Office

Do you want to take your leadership to the next level? Running for State or National Office is a once in a life-time experience! Learn from the best and apply your business skills! All applications for the office of Regional Vice President, Parliamentarian, Public Relations Officer, Secretary, Executive Vice President, President, and National Officer Candidates can be downloaded from www.wafbla.org

Gold Seal Chapter

If your Local Chapter is active in activities that encourage growth in membership, business involvement, and community service, creating a Local Chapter Annual Business Report is just the thing for you! To receive this award at the State Business Leadership Conference, your chapter must put together a report that states the various activities your chapter sponsored in the course of the year. For more information visit www.wafbla.org



State Officer Initiatives

Developing a Program of Work

Why create a Program of Work?

Creating a Program of Work is a great way to outline goals that you have for the year. By putting all your ideas into one place, as well as giving yourself deadlines to work toward, you are setting your chapter up for a successful and productive year. Statistics show that when you write down your goals, you are 42% more likely to achieve them, so by collating your ideas into one document you are increasing your chances of having a big impact on FBLA on a local, state, and national level.

How to start?

Begin with big ideas and a “dream cycle.” Think of where you want to be at the end of the year. What kinds of experiences do you want to have had within your chapter? In what ways do you wish to grow? What does your membership want/need? Address these things in your Program of Work. Collaborate with your adviser and decide which ideas are realistic within the next year and which can you begin to take small steps towards.

Things to include:

1. Goals: These should include, but are not limited to:
 - Member recruitment methods
 - Fundraisers
 - Community service projects
 - Chapter activities
 - FBLA’s presence in the school
2. S.M.A.R.T. Goals
 - **S: Specific:** Make sure you are making your goals as precise as possible. Include: who, what, when, where, why, and how.
 - Ex. (BAD) “I want to show members FBLA is fun!”
 - Ex. (GOOD) “I will create a set of 3 social media posts per week to post on all social media platforms to highlight how fun FBLA is!”
 - **M: Measurable:** Do your best to create goals that have an outcome that can be measured. Include a specific outcome; a number increase or a percentage increase. You should be able to produce concrete evidence for what you do.
 - Ex. (BAD) Create a social media presence that increases student engagement.
 - Ex. (GOOD) Create an FBLA presence that increases student

engagement on social media by 25%.

- **A: Achievable:** Although big dreams are good, do your best to stay away from farfetched ideas. Make sure you have the power, and/or resources to achieve you goal.
 - Ex. (BAD) "We want our WHOLE school to join our FBLA chapter." In most cases this is simply unrealistic.
 - Ex. (GOOD) "We want to increase our membership this year by 20%."
- **R: Relevant:** Think about the needs of your chapter and whether your goals are going to help those needs.
 - Ex. (BAD) If your chapter has an outstanding membership but is struggling with paying for conferences, DO NOT create a goal that is based on increasing membership. Instead;
 - Ex. (GOOD) Create a goal that gives your members an easy way to fundraise. (or do both)
- **T: Timely:** Set a deadline for every step of every goal that you have. Time is money. You only have a limited amount of time as an officer, so use it well!
 - Ex. (BAD) "We will finish creating 3 social media posts when I get around to it."
 - Ex. (GOOD) "We will finish creating 3 social media posts by December 3, 2018."
 - Know that it is okay to change deadlines if you need to. As long as the task is on your radar and you know when you will complete it, don't feel bad about changing the date on paper. Nothing is set in stone. 😊

3. Main objectives: How do you plan to achieve your main goal?

- What are the checkpoints you need to hit between where you are now and where you wish to be? Think about the things you can DO to make it to that point.
- Ex. If your main goal is to give members a way to fundraise, your objectives could be:
 - Create a "How to Fundraise Easily" guide that members can use to plan and carry out fundraisers.

4. Action Items: Specific steps within each objective that you and your team must take to achieve the goal.
 - These are especially useful for tasks that would qualify as “big kahunas.” If you and your team have experience with a certain task, these specifications might not be necessary. However, they are helpful for tasks that need more attention to detail.
 - Ex. If your goal is to have a party, steps could be:
 - 1. Secure location for event
 - 2. Invite people
 - 3. Get decorations
 - 4. Advertise

Overall, the Program of Work is a way for your chapter to plan the upcoming year. We encourage each chapter to create a POW, not only to stay organized for the year, but to make the most of it. If you need any help with your Program of Work, please contact your region Vice President or fill out a chapter visit request.

Chapter Program of Work Plan

Month	Activities	Officer Assigned	Due Date	Comments
August/September				
October				
November				
December				
January				
February				
March				
April				
May/June				



National Dress Code

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world.

Appropriate professional attire is required in all conference areas for all attendees—advisers, members, and guests—at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise stated in the conference program.

Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

Dress for Success



ACCEPTABLE

- Business suit with:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Dress pants or skirt with:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Business dress
- Blazer with dress pants and:
 - Blouse
 - Collared dress shirt and neck or bow tie
- Dress shoes/dress boots

UNACCEPTABLE

- Jewelry in visible body piercing, other than ears
- Denim or flannel clothing of any kind
- Shorts
- Athletic clothing
- Leggings or graphic designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses
- Swimwear
- Flip flops or casual sandals
- Athletic shoes
- Industrial work shoes
- Hiking boots
- Boat shoes
- Any canvas or fabric shoes
- Hats
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

No dress code can cover all contingencies, so FBLA-PBL members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local or state adviser.