



SOUTH CAROLINA FBLA STATE OFFICER CANDIDATE GUIDE 2019-2020



L to R: Dawson (VP 1), Malcolm (Secretary), Kerry (Parliamentarian), Anna (VP II), Travis (President), Andrea (VP III), Peyton (Treasurer), and Bennett (VP IV)

Congratulations! You have taken the first step toward serving as a South Carolina Future Business Leaders of America State Officer!

Before You Begin...

Read this guide closely. It covers:

- Important Dates
- Application Guidelines
- Preparing to be a Candidate
- Campaign Guidelines
- SLC Candidate Procedures
- Voting Procedures
- Newly-Elected Officer Duties/Responsibilities

Candidate files are located on the state website. You will need to download and complete the following files:

- Candidate Application
- SC FBLA State Officer Code of Conduct
- Application Certifications
- Candidate Study Guide

Contact the State Officer Adviser by email, if you have any questions: rbeard@scfbla.org.

Important Due Dates...

- Submit by February 21st (US Mail) or February 22 (email):
 - Officer Candidate Application,
 - Transcript with business or business-related classes highlighted
 - Resume highlighting FBLA experience
 - SC FBLA Code of Conduct
 - Application Certifications
 - Samples of desktop published work by Reporter Candidates
- Submit by February 28th
 - Completion of the required levels of the Business Achievement Awards
 - Presidential Candidates must complete all four levels of the BAAs.
 - All other candidates must complete the Future and Business Levels of the BAAS.
 - Email to rbeard@scfbla.org the following:
 - Keyed, (12-point Calibri font, double-spaced) rough-draft copy of candidate's campaign speech
 - Flyer containing the candidate's FBLA platform—theme and goals
 - Completed Study Guide

State Leadership Conference...

- March 22nd – Candidate Interviews/Rehearsal, 5:30 p.m., North Charleston Convention Center Ballroom

QUALIFICATIONS AND PROCEDURES FOR STATE OFFICE

Officer Candidate Qualifications

1. Candidates must have an official representative of their school serving as the chapter adviser.
2. Candidates must have completed or be currently enrolled in a business or business-related class.
3. Candidates must currently hold an elective chapter office.
4. Candidates for State President must complete all levels of the Business Achievement Awards by **February 28, 2019**. All other candidates must complete the Future and Business Levels of the Business Achievement Awards by **February 28, 2019**. The BAA confirmation email must be forwarded to the SC FBLA State Officer Adviser (rbeard@scfbla.org).
5. Candidates must possess Microsoft Word and PowerPoint skills.
6. Candidates must have a 3.0 GPA or higher.
7. Candidates for Reporter must have experience using desktop publishing software (Adobe In-Design/Microsoft Publisher). Reporter candidates must submit two copies of sample desktop published documents with the officer application.

State Officer Candidate Procedures

1. Candidate Packet:
 - State Officer Candidate Application (computer-generated—no handwritten applications will be accepted)
 - Transcript with GPA and business or business-related classes highlighted
 - Resume highlighting FBLA experience/activities
 - Copy of Adviser's email Confirming BAA Completion
 - Signed SC FBLA State Officer Code of Conduct
 - Application Certifications
 - Samples of desktop published work (candidates for Reporter)
2. Candidates shall **mail** the completed candidate packet (see #1 above) to the state officers' adviser, **postmarked no later than February 21, 2019 or PDF of application materials (no jpeg files) by February 22, 2019. (Rita K. Beard, FBLA State Officers' Adviser, 6120 Tarleton Rd., Dalzell, SC 29040)**
3. **All candidates must attend the officer candidate interviews/rehearsal on Friday, March 22, 2019, 5:30 p.m.,** at the North Charleston Convention Center. The adviser must also attend the interview/rehearsal.
4. The following materials must be submitted to the SC FBLA State Officers' Adviser, by **February 28, 2018:**
 - a. Email the following to the SC FBLA Officer Adviser, Mrs. Beard: rbeard@scfbla.org
 - A keyed, rough-draft copy of candidate's campaign speech
 - A flyer containing the candidate's FBLA platform—theme and goals
 - A completed candidate study guide (file on state website)
 - Signed State Officer Code of Conduct

Social Media

1. There shall be no campaigning or posting candidacy on social media prior to the Candidate Interviews on March 22nd. If campaigning is reported prior to this time, candidates may be disqualified.
2. If you plan to use a conference slogan or hashtag, these must not appear on social media prior to the indicated time.
3. Current state officers and national officers cannot be included on campaign social media posts (whether in photos, tags, or comments). Exemption: Current State Officer
4. It is the candidate's responsibility to ensure that all campaign staff and your chapter are aware of the timeframe for social media campaigning. This includes local chapter social media accounts, state officers, and members.

State Officer Election Rules and Procedures

1. Candidates for State President, Secretary, and Reporter shall be elected by a majority vote of the local chapter voting delegates at the State Leadership Conference. Candidates for Vice President will be elected by a majority vote of the District's local chapter voting delegates. Candidates must attend the Banquet Rehearsal on Saturday, March 23, 2019, 5:00 p.m.
2. Candidates for Treasurer and Parliamentarian will be appointed, and winners announced during the Awards Banquet.
3. All candidates, along with his/her adviser and one campaign manager, must attend the candidate interviews and rehearsal meeting. Candidates will be notified of the time and location. If the candidate has a conflict with an official competitive event at that time, another time will be arranged for the interview.
4. Current state officers cannot endorse or support the campaign for any candidate. Candidates may not include quotes, photos, recommendations, or statements from current SC FBLA State Officers or Current FBLA National Officers.
5. Samples of all campaign materials must be approved at the rehearsal meeting. At that time, candidates will be apprised of final campaign rules and procedures and be allowed to ask appropriate questions.
6. Campaigning time begins upon the completion of the Candidate Interviews/Rehearsal. Members of the Candidate's chapter may begin setting up the campaign booth at 6:30 p.m. There will be no formal campaigning on social media or outside of a candidate's chapter before this time. Officer candidates must not mail campaign letters, etc., to chapters before the State Leadership Conference. Officer candidates may not include any campaign information on any website, (Facebook, Twitter, chapter website, etc.) or smart phone applications. Specific campaign hours (e.g. when booth can be open) will be communicated with other SLC details.
7. Each candidate will be assigned a draped campaign table in the designated campaign area. Approved banners, posters or any other promotional materials are to be displayed in this assigned area only. Items may not be pinned, taped, tacked, or in any way adhered to walls, draping, floors, or furniture. Officer candidates may bring an easel to display ONE large poster. It is recommended that candidates use "science project boards" to display candidate information. **No more than three campaign workers, plus the candidate, may be in the campaign area at any given time.** If additional members want to

help with your campaign, you should establish a rotating schedule so that everyone has an opportunity to work in the campaign area.

8. Candidates for President, Vice President, Secretary, and Reporter will state their platforms at the opening general session. A total of **two (2) minutes** is allowed. These time limits will be strictly enforced. Candidates are encouraged to make their presentations professional and dignified. No props or costumes are allowed. (A timekeeper will stand at 1½ minutes to warn the candidate that only 30 seconds remain. If the candidate is still speaking at 2 minutes, the candidate will be asked to leave the stage.) Business attire is required. Please review the FBLA Dress Code.
9. A period of 5 minutes will be allowed for questioning the state presidential candidates. Members in attendance may submit possible questions during the officer candidate campaigns.
10. Money, alcohol, tobacco, and helium-filled balloons may not be displayed or distributed. If the hotel site has any further restrictions on campaign items, candidates will be notified at the time of the officer interview.
11. Due to hotel guidelines, no beverages (including bottled water) may be distributed at the campaign table.
12. No equipment requiring an electrical outlet may be used at a campaign table or as part of the campaign. (Battery-operated laptops may be used.)
13. No music or cheering will be allowed during the campaign rally and campaign speeches.
14. The amount of campaign literature should be limited so that there is not an excess of paper wasted. It is recommended that no more than 500 copies of the main brochure, fact sheet, etc., be printed.
15. Candidates and their chapters are responsible for collecting all campaign literature and items from floors, etc., during and after the campaign table visitations before going to the Opening General Session. Candidates must also collect all campaign materials left on the ballroom chairs.
16. Campaign literature may not be placed on the chairs for any general session, campaign session, or workshop. But, candidates and their campaign staff may display signs and distribute campaign materials at the entrance to the General Session Ballroom. Candidates are responsible for picking up any discarded campaign materials left in the Ballroom.
17. No campaigning may be done using the hotel's phone system, in the hotel's elevators, or other public areas, which are open to guests not associated with FBLA. Campaigning is only allowed in the campaign area and before the Opening General Session in the Ballroom.
18. Elections will be held at a special voting delegate session immediately after the Opening General Session on Friday and results will be announced at the Awards Banquet. **All candidates for state office MUST be present during the voting session. Candidates may not serve as voting delegates for their local chapter.**
19. The SC FBLA State Advisers reserve the right to fill by appointment or leave vacant any office for which there is no candidate.

20. Newly elected officers will be installed during the Awards Banquet. (Officers will be required to attend a rehearsal.)
21. Violations of these regulations by candidates or their campaign committee shall be considered by the State Officer Adviser and the State Adviser/Chairperson and can result in disqualification of the candidate.

CAMPAIGN TIPS

One of the highlights of FBLA conferences is the election of officers. To determine the best candidate for each office, information must be gathered on each candidate. Campaigning is a series of organized, planned actions necessary for electing a candidate. It is an efficient way to provide information on the qualifications and characteristics of a candidate. It is not too early to start planning! Scheduling of specific tasks that need to be done is a good idea so that the ideas and plans will be accomplished in a neat and thorough manner. By having a set schedule and sticking to it, all campaign materials will be finished before the date of campaigning, and there won't be a mad rush at the last minute.

Several campaigning suggestions include:

1. Select a theme that will be easy to build different, attractive ideas upon and which will have a positive, memorable effect on the delegates.
2. Integrate the campaign theme throughout the campaign speech.
3. Develop some way to state the candidate's qualities, ideas, and goals such as a fact sheet or brochure.
4. Give out candy, pens, etc. Any food items must be commercially prepared and sealed.
5. Make posters and other means of catching attention.
6. Be visible and prepared to talk to people and answer questions.
7. Ask your local chapter members to assist at the campaign table to show their support.
8. Choose a dependable person from your chapter to serve as your campaign manager. Select a committee to organize your campaign and your campaign table.
9. Develop a campaign budget and stick to it.
10. Practice your campaign speech in front of others.

Candidates and/or their chapters are responsible for keeping the campaign area clean and cleaning up campaign materials outside the campaign area. It is not the hotel's responsibility to do this. Failure to comply will result in all campaign tables being shut down.

DUTIES AND RESPONSIBILITIES OF ALL STATE OFFICERS

1. As a state officer, you are a member of the SC FBLA State Executive Board. This officer team plays a vital role in planning projects, workshops, and conferences. Your main duty is to be a contributing member of the team and provide support not only for your fellow officers, but also for South Carolina FBLA.
2. Officers are required to attend all State Executive Board meetings, the State Officer Training, assigned chapter trainings, the State Fall Rally, and the District and State Leadership Conferences.
3. State officers are expected to possess a strong base of knowledge about the organization. State officers are capable of discussing ideas and issues affecting the state chapter intelligently.
4. Officers must keep up to date on correspondence. Copies of all official correspondence must be sent to the state adviser and state president promptly. All correspondence and reports should be co-signed by the officer's local chapter adviser. The state president will maintain a master file of all correspondence.
5. Each officer is responsible for a monthly report based on the program of work that will be developed at the State Officer Training.
6. State officers must communicate daily with his/her local adviser. It is recommended that a time and place for these meetings be scheduled at the beginning of the school year.
7. It is **strongly recommended** that the state president attend the following conferences in order to represent the State Chapter: National Leadership Conference, SC FBLA Fall Leadership Rally, National Fall Leadership Conference, District Leadership Conference, and the State Leadership Conference.
8. All state officers **SHOULD** plan to attend the national conferences listed in #8. All state officers are required to attend all district and state conferences.
9. Additional responsibilities of state officers include:
 - Prepare and present workshops for the state conferences and deliver presentations to schools, businesses, and civic groups
 - Communicate with FBLA members via email, SC FBLA Facebook page, and chapter visits.
 - Support and promote the activities of the state chapter and help your chapter complete the Business Achievement Award chapter recognition.
 - Recruit new members and chapters.
 - Contribute ideas for improving South Carolina FBLA.
10. Work closely with your local adviser and the state advisers. Keep advisers informed at all times.
11. State officers shall serve as model representatives for FBLA public relations. State officers are called upon many times to make presentations before adult and student organizations and at times will need to miss school to represent FBLA.
12. Failure to perform state officer duties will result in automatic removal from office. Refer to the State Officer Code of Conduct.

Note: If a candidate is involved in athletics, student government, band, etc., which require much time and preparation, then the candidate should seriously think about making the decision to run for a state office. Missing state meetings or not fulfilling state officer duties because of other school activities will result in the officer being removed from office. **STATE FBLA OFFICER DUTIES WILL HAVE PRIORITY OVER ALL OTHER EXTRA-CURRICULAR ACTIVITIES.**

DUTIES OF THE STATE PRESIDENT

In addition to the duties listed for all state officers, the state president shall:

1. Preside over and conduct all State Executive Board meetings according to parliamentary procedure and the South Carolina FBLA bylaws. Preside over the State Fall Leadership Conference and the State Leadership Conference.
2. Develop, in cooperation with the state adviser, the agenda and notice of all executive board meetings. Distribute agendas and notices to all board members, their advisers, and the Board of Directors at least ten working days prior to each meeting.
3. Serve as a state voting delegate at the National Leadership Conference following his/her election.
4. Appoint committees and serve as an ex-officio member of each committee.
5. Fill all state officer vacancies by appointment, subject to approval by majority vote of the State Executive Board.
6. Work closely with the state advisers.

DUTIES OF THE DISTRICT VICE PRESIDENTS

In addition to the duties listed for all state officers, the district vice presidents shall:

1. Assist the state president as needed and be prepared to take over the duties of the state president. In the event of a vacancy in the office of State President, the vice president from the same district shall assume the office of President.
2. Plan and preside over the District Leadership Conference.
3. Assist with the planning for the District Leadership Conference.
4. Correspond with the chapters within the district. Visit local chapters in the district when possible.
5. Compile a "District Summary" for the state newsletter. This summary will contain information of chapter activities in the officer's district. Write and/or secure articles for each issue of *The Update*, the state newsletter.
6. Work closely with the district director and state advisers.

DUTIES OF THE STATE SECRETARY

In addition to the duties listed for all state officers, the state secretary shall:

1. Keep an accurate record of all State Executive Board meetings.
2. Publish and mail minutes of the State Executive Board meetings within ten working days after the meeting to all members of the State Executive Board, their advisers, and the District Directors and ensure that copies are available for reference at the next meeting.
3. Write and/or secure articles for each issue of *The Update*, the state newsletter.
4. Assist the president with the agenda for the Executive Council meetings.

DUTIES OF THE STATE TREASURER

In addition to the duties listed for all state officers, the state treasurer shall:

1. Compile a list of major businesses and industries in South Carolina.
2. Solicit monetary donations from business and industry to help defray the cost of the State Leadership Conference.
3. Research fund raising activities to share with local chapters.
4. Work directly with the other officers to secure articles for *The Update* to ensure that all parts of the state are represented and included.

DUTIES OF THE STATE REPORTER

In addition to the duties listed for all state officers, the state treasurer shall:

1. Publish the state newsletter, *The Update*.
2. Send out schedules and deadlines for submitting news items.
3. Send news items to the local and state newspapers.
4. Work directly with the other officers to secure articles for *The Update* to ensure that all parts of the state are represented and included.

DUTIES OF THE STATE PARLIAMENTARIAN

In addition to the duties listed for all state officers, the state parliamentarian shall:

1. Advise the state president on parliamentary procedure during Executive Board meetings and at state conferences.

2. Act as a resource person on parliamentary procedure for all local chapter voting delegates at the State Leadership Conference.
3. Make sure the election of state officers at the State Leadership Conference follows correct parliamentary procedure and the bylaws.
4. Write articles on parliamentary procedure for *The Update*, the state newsletter.
5. Ensure that a copy of the latest edition of *Robert's Rules of Order, Newly Revised*, the South Carolina Bylaws, and the national bylaws are available at every meeting.
6. Make sure the bylaws are kept up to date and accurately followed at all times.

FINANCIAL NOTES

An official FBLA blazer will be provided to all state officers and middle-level representatives. Ties will also be provided for male officers. Also provided will be an official officer name badge. The blazer must be returned at the outgoing-officer meeting at the State Leadership Conference.

Each officer will need to provide a business outfit consisting of two skirts/slacks, two blouses/shirts and appropriate shoes. Females may also purchase a red or gray dress. The color/style of the outfits will be decided prior to the State Officer Training and must be ready for the first officer meeting, which is the SC FBLA State Officer Training Workshop).

Formal attire is required for the Awards Session at the State Leadership Conference. The ladies will wear a formal (color determined at state officer training; strapless gowns are not appropriate) and the males will wear a tuxedo with matching color cummerbund. The individual officers will incur the expense for this outfit.

Note: No student shall be denied the right to serve as a state officer because of limited finances. It is recommended that the local chapter incur the state officer expenses, or the local chapter adviser should assist the student in soliciting funds to cover expenses.

ADVISING A STATE OFFICER

State Officer's Adviser Overview

"Mentor" is defined as a trusted counselor or guide, a tutor, or coach. This definition aptly describes the role of a state officer's local chapter adviser. From the moment a student considers running until his/her term of office ends, the adviser is a key figure. The adviser counsels the student on the qualifications and duties of a state officer and helps with the decision to run. The adviser guides the student on the campaign process and serves as tutor and coach during the officer's term of office.

It is sometimes difficult for an adviser to play the dual role of adviser and teacher. The relationship between adviser and officer is critical to the success of the term of office. The officer must realize that the local adviser's signature on the application shows his/her support to the officer and organization.

The local adviser should work closely with the state advisers to keep him/her informed of the officer's progress with projects and any challenges that may arise.

The officer should write all correspondence and articles and then present them to the adviser for suggestions and any necessary changes. The local adviser should proofread all materials before they are emailed or mailed. Accept responsibility for assisting officers. Secure the endorsement and support of parents, school officials, and employers, if applicable.

Be prepared to devote office space and personal time to your state officer. Helping your officer to get organized is important. He/she must learn to budget time and keep materials readily available. Adequate file space and a good filing system are essential. It is helpful to secure the assistance of a good secretary—hopefully an FBLA member who will devote time and effort to you and your officer.

Be informed about state programs, priorities, and critical issues to ideas and counsel may be given to your officer. Don't expect the officer to understand issues and have background information without assistance.

Present a positive image of FBLA and its programs. Take an active part in helping your officer reach his/her personal and organizational goals.

State Officer's Adviser Responsibilities

1. Advisers must attend the SC FBLA State Officer Candidate Interviews and rehearsal at the State Leadership Conference. Advisers must also attend the state officer training and all of the Executive Board meetings with their officer.
2. Advisers will enforce school and district transportation policies. All candidates must complete the State Officer Transportation Consent Form. South Carolina FBLA looks to the local chapter adviser to ensure that all relevant district and school policies, as well as parental preferences, are followed with regard to officer travel and chaperonage. If a parent or relative transports the state officer/mid-level representative to the Executive Board Meetings, the adviser must also attend the Executive Board meetings.
3. Advisers shall oversee the duties of his/her state officer and shall keep in contact with the state adviser on matters concerning the state chapter.
4. Support the activities and goals of the state chapter within your chapter.

What do you know about FBLA?

It's very important for the FBLA State Officer Candidate and/or Middle Level Representative KNOW FBLA inside and out. How can you lead an organization if you don't know anything about it?

A Little Bit of SC FBLA History

The FBLA concept was developed in 1937 by Dr. Hamden L. Forkner of Columbia University. The first high school chapter was chartered in Johnson City, Tennessee on February 3, 1942. In 1958, the first PBL collegiate chapter was chartered in Iowa. The Professional Division, originally the Alumni Division, began in 1979. Joining FBLA-PBL in 1994 was the FBLA-Middle Level for students in grades 5–9.

The South Carolina State Chapter of Future Business Leaders of America received its charter on February 20, 1949, and became State Chapter Number 5. Since that time, it has grown both actively and numerically while continuing to serve its primary function--producing quality business leaders.

Mrs. Rita P. Heape organized the first local chapter at Greenville High School in 1947 and was instrumental in establishing the state chapter. Mrs. Heape served as the first State Chairman. The first state conference was held in 1948. The Business Education Section of the State Department of Education assumed the FBLA leadership role in October 1977, and Dr. Anne L. Matthews was named State Chairman. Miss Andrea Kelly was appointed State Executive Secretary. Ms. Emily Richardson was named State Chairman in 1986. Ms. Jean Parker was appointed State Executive Secretary in 1987 and served for one year. When Ms. Richardson resigned in 1992, Ms. Jean Parker and Ms. Linda Albert were appointed as State Co-Chairmen. In 1993 Ms. Jean Parker and Ms. Katherine Cliatt became State Co-Chairmen, with Ms. Linda Albert assuming the role of State Adviser.

In October 1996 a change in policy at the State Department of Education regarding sponsorship of student service organizations returned governance of the Chapter to the Board of Directors and State Executive Council. Ms. Pat Itter was appointed State Adviser/Chairman.

FBLA-PBL Mission Statement

FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

FBLA-PBL Divisions

- **Future Business Leaders of America (FBLA)** for high school students, with over 196,950 members and more than 5,200 chapters.
- **FBLA-Middle Level (FBLA-ML)** for junior high and middle school students, with over 21,900 members and more than 750 chapters.
- **Phi Beta Lambda (PBL)** for college students, with over 8,000 members and more than 350 chapters.
- **Professional Division (PD)** for FBLA-PBL alumni, business professionals, educators, and parents who support the goals of the association, with over 3,900 members.

Goals

- Develop competent, aggressive business leadership.
- Strengthen the confidence of students in themselves and their work.
- Create more interest in and understanding of American business enterprise.
- Encourage members in the development of individual projects that contribute to the improvement of home, business, and community.
- Develop character, prepare for useful citizenship, and foster patriotism.
- Encourage and practice efficient money management.
- Encourage scholarship and promote school loyalty.
- Assist students in the establishment of occupational goals.
- Facilitate the transition from school to work.

FBLA-PBL Code of Ethics

I will:

- be honest and sincere.
- approach each task with confidence in my ability to perform my work at a high standard.
- willingly accept responsibilities and duties.
- seek to profit from my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.
- abide by the rules and regulations of my school.
- exercise initiative and responsibility and will cooperate with my employer and fellow workers.
- dress and act in a manner that will bring respect to me and to my school.
- seek to improve my community by contributing my efforts and my resources to worthwhile projects.

FBLA-PBL Creed

I believe:

- education is the right of every person.
- the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- every person should actively work toward improving social, political, community, and family life.
- every person has the right to earn a living at a useful occupation.
- every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

Pledge

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.