

**2018-2019 South Carolina  
FUTURE BUSINESS LEADERS OF AMERICA**

**Program of Work**

**State Theme:** SC FBLA: Foundation for Success

**State Projects:** To participate in community service projects, to prepare members for careers in business, to increase member participation in the Business Achievement Awards, and increase chapter participation in the FBLA national projects.

**State Goals:** To increase FBLA high school, middle level, and professional division membership

- Reactivate or charter new FBLA or middle level chapters (i.e. give presentations at local middle or high schools without a chapter).
- Partner with a middle school to form a middle level chapter.
- Conduct recruitment events such as ice cream socials, pizza parties, and “What the heck is a FBLA?” meeting.
- Show the FBLA-PBL National membership video.
- Show an FBLA PowerPoint presentation or chapter video in all business classes.
- Encourage business professionals to visit classes to share how FBLA helped them in their chosen careers.
- Provide incentives for existing members who recruit three or more new members in any of the three divisions.
- Pay for an adviser to join the professional division when reaching his/her 5, 10, 15, or 20 year milestone.
- Adopt a local businessperson and pay his or her professional division membership dues.
- Have FBLA members recruit their parents to join as professional division members.
- Write letters, make phone calls, and/or give presentations to local businesses and civic organizations to invite them to join as professional division members.
- Host a school-wide FBLA interest meeting
- Inform the students about the benefits of FBLA like networking and building leadership skills.

### **To increase social media presence**

- Highlight important state projects and conferences and publicize state accomplishments throughout the year.
- Include photos and introductions of officers on social media outlets.
- Encourage local chapter members to follow social media accounts to stay informed.
- Assign an officer the responsibility of overseeing social media account and ensuring accounts are maintain activity throughout the year.
- Recognize local chapter members' FBLA accomplishments on accounts, including national winners and national/state council appointees.

### **To increase active participation in chapter activities**

- Have a pizza or ice cream party to kick-off the new school year.
- Discuss how knowledge of good business principles is essential for a successful future in just about any career field.
- Host a breakfast or banquet for all new professional division members and invite FBLA chapter officers to attend.
- Create a guest speaker series; invite guest speakers to meetings and provide refreshments for your chapter afterwards.
- Establish a points system or “growing rewards” program that provides incentives for members who reach each level (the incentives or number of points grow with each subsequent level).
- Have high school members mentor middle level members.
- Establish a “point system” based on activities each member has participated in that would allow them to go on trips.
- Use the activities of the Business Achievement Awards and Community Service Awards to increase participation and provide a variety of activities.
- Encourage local members to run for a state executive position and join national action councils and committees.

### **To increase communication among chapters and between local chapters and the State Executive Board**

- Have advisers and chapter officers remain in touch with their district and state representatives.
- Encourage members and advisers to join the SC FBLA Facebook and Twitter pages.
- Host inter-chapter teleconferences and encourage communication via e-mail and online chat.
- Collaborate on chapter projects using network sharing tools like Google Docs and Google Calendar.
- Frequently check the national and state FBLA websites for updates.

### **To encourage participation in community service activities**

- Choose service projects that are both beneficial to your community and interesting to your chapter members.
- Establish a minimal number of service hours each member is required to complete.
- Give out awards at the local level for community service.
- Advertise the community service event and let members know the benefits of service.
- Give a gift certificate at the end of the year to the member with the most community service hours.
- Increase March of Dimes awareness within the chapter and the community.
- Raise funds for the March of Dimes.
- Raise funds to purchase Build-a-Bears for the Shriner's Hospital for Children in Greenville. (SLC project)
- Connect with your local rotary club and other organizations to partner together for the betterment of the entire community.
- Promote the Community Service Awards program for members to receive recognition for community service hours.

### **To increase participation in chapter competitive events**

- Distribute awards at the end of the year (Outstanding Chapter Member, person with the most project hours, etc.).
- Give door prizes to members who participate in the chapter events and projects.
- Include participation in an event and establish a regular meeting pattern for event participants in your chapter program of work.

### **To encourage members to prepare thoroughly for competitive events**

- Focus on the fun aspect of competing, not just the educational aspect.
- Watch the FBLA National Conference Awards video.
- Encourage members to participate in events that interest them personally.
- Hold after school study sessions (with snacks).
- Host a party for all competitive event participants roughly two weeks before competition to motivate and encourage members to do their best.
- Start event preparation early and practice often.
- Ask local businesspeople to work with members in the speaking and interview events.
- Provide study resources and references through Internet sites and collaborative study wikis.

**To publicize FBLA activities in South Carolina**

- Send news releases/write a “Letter to the Editor” to local and state papers.
- Send news to *Tomorrow’s Business Leader*.
- Hold an interview with your local radio or TV station.
- Create a chapter website or social network.
- Have chapter officers give FBLA presentations to the local Chamber of Commerce, Rotary, or Jr. Civitan Club meetings.
- Make use of school websites and social media pages.
- Utilize “Remind” as a tool to increase participation and to publicize activities.

**To solicit administrative and government support for FBLA**

- Invite administrators to officer/new member installation ceremonies.
- Give presentations to the school board.
- Invite school administrators to join FBLA as professional division members.
- Have chapter members write letters to local and state government officials.
- Include government officials in FBLA-PBL Week activities.
- Invite your representatives to remain active with FBLA-PBL by becoming professional division members.