

**2020-2021 South Carolina
FUTURE BUSINESS LEADERS OF AMERICA**

PROGRAM OF WORK

State Theme: SC FBLA: **Suit Up; the Future Awaits.**

State Projects: To participate in community service projects, to prepare members for careers in business, to increase FBLA member participation in the Business Achievement Awards and the Middle Level LEAD Program, 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 FBLA?” meeting.
- Show the FBLA-PBL National videos.
- 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 state projects, 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.
- 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.
- Use the activities of the Business Achievement Awards, LEAD, 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

- Stress to advisers and chapter officers the importance to remain in touch with their district and state representatives.
- Encourage members and advisers to join the SC FBLA Facebook, Instagram, and Twitter pages.
- Host inter-chapter teleconferences and encourage communication via e-mail and online chat.
- Create a GroupMe account to include all local chapter presidents.
- 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.
- Collect can tabs for the Ronald McDonald House. These tabs will be given to the District Directors at the DLCs in January. (Collect tabs from soft drink cans, energy drinks, soup cans, or anything with a metallic tab.)
- 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.
- Utilize the event preparation resources (videos, sample questions, etc.) on the National website.
- 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.
- Invite FBLA Alumni to assist with competitive event preparation.

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.

Your Future Awaits!

