

**VERMONT Future Business Leaders of America
2014-2015 Program of Work**

FBLA Conferences and Competitive Events:

Goal: To continue to encouraging students to attend the National Conferences and provide competitive events at the State level that align with National FBLA and industry standards.

September 26, 2014	VT Fall Leadership Conference Montpelier, VT - VT State House
November 7-8, 2014	National Fall Leadership Conference Washington, D.C.
November 14-15, 2014	National Fall Leadership Conference Minneapolis, Minnesota
November 21-22, 2014	National Fall Leadership Conference New Orleans, Louisiana
March 26-27, 2015	VT Spring Leadership Conference Burlington, VT - Sheraton Hotel and Conference Center
June 29 - July 2, 2015	National Leadership Conference Chicago, Illinois

Alignment with Industry Standards and Program Competencies:

FBLA-PBL is recognized by the Association for Career and Technical Education, International Assembly for Collegiate Business Education, National Association of Parliamentarians, National Association of Secondary School Principals, National Business Education Association and the U.S. Department of Education. All state and national competitions are aligned with industry standards.

Membership

Goal: To gain or reactivate one to three high schools or technical center chapters. Both the Executive Director and an existing chapter will provide support to the new chapter.

Rationale: By gaining new or previously existing high school or technical center chapters, we will be able to expand membership while at the same time, creating a greater awareness of FBLA.

Actions: Meet with various schools and present the benefits of FBLA.

Assessment: Our goal will be reached when we have added one to three chapters.

Leadership Development:

Goal: To maintain an updated website that will show effective communication of leaders. We will also promote running for office at the local, state and national levels to members at the Fall Leadership Conference. Also, to encourage more members to attend the Institute for Leaders held in conjunction with the National Leadership Conference.

Rationale: FBLA is all about building the leaders of tomorrow. These leadership goals will allow us to exemplify efficient leadership skills and promote ways that members can become and learn how to be effective leaders.

Actions: We will work together to maintain an accurate and updated website throughout the year. State Officers will also offer an interactive workshop at the State Fall Leadership Conference to promote running for local, state and national office. Information will be sent to advisers to encourage them to enroll students in the Institute for Leaders at the National Leadership Conference.

Assessment: .The change in members running for office this year as compared to previous years and the number of attendees at the Institute for Leaders will help us understand how well we did in challenging our members to become leaders.

Career Development:

Goal: To get business sponsors for all competitive events and get representatives from those companies to attend the conference and hand out awards. We also plan to encourage colleges and universities in Vermont and neighboring states to set up booths at the spring leadership conference.

Rationale: By bringing more business people and post-secondary education representatives to the conference, we will increase the opportunity for members to network with those who will influence their career.

Action: Recruit various schools from Vermont and nearby states to set-up booths at the Spring Leadership Conference. Actively promote attending the conference as sponsors of competitive events are found.

Assessment: Evaluate the number of events sponsored, business and college representatives attending and feedback from members who attend the conference.

Local Adviser Skills:

Goal: Schedule an adviser meeting at both State Leadership Conferences and have the Executive Director meet with each adviser individually throughout the year.

Rationale: By scheduling these meetings for advisers, we can increase networking and communication between advisers to create a stronger organization while at the same time providing an opportunity to support new advisers.

Actions: Schedule time at both the fall and spring conference for advisers to meet.

Assessment: Survey to see how informed advisers felt throughout the year. A list of information discussed after each meeting will be available online for all advisers to see following the meeting.

Communication:

Goal: Create and maintain the FBLA website and create electronic newsletters with accurate information. We will also increase the use of technology by using google+ for document sharing and google hangouts for meetings.

Rationale: Increasing the use of technology increases efficiency and ease of communication.

Actions: Encourage members to use google hangouts to conduct meetings and use google+ for document sharing among advisers and the State Officer team. Do press releases or other marketing pieces after the fall and spring conferences and invite local media to our conferences. Encourage local chapters to submit press releases and information to their local papers.

Assessment: Evaluate how organized and informed advisers and members felt at the end of the year by using google+. The website will have up to date information and there will be newsletters sent to local chapters from the State Officer team. Evidence of publicity will be found in local papers and online.

Connections with Employers:

Goal: To have all of the competitive events sponsored for the spring leadership conference and have a majority of the sponsored companies send representatives to hand out awards at the conference.

Rationale: Getting sponsorships motivates students to participate in the competitive events.

Actions: Develop a letter and a pitch to use when asking local businesses to sponsor. Create a Google spreadsheet listing all possible contacts, the event they would like to sponsor and who made the contact.

Assessment: Evaluating the number of business sponsorships we receive for the Spring Conference.

Integrating CTSO Activities/ Events with CTE Programming:

Goal: Have a mini-competition day at a few different schools that will be open to all students.

Rationale: Recruit students for FBLA by showing them what they can learn and earn from participating in the competitive events.

Actions: Connect with an adviser or teacher in each school and schedule a day to hold a mini-competition in their classroom.

Assessment: Feedback from the class.

National CTSO Event Connections:

Goal: Encourage local chapters to regularly attend local, regional and national conferences as well as take part in National FBLA activities.

Rationale: The National organization supports Vermont at the local and state levels so it is important for us to support them as well to keep FBLA a strong organization throughout the United States.

Actions: Send out reminders to advisers on national deadlines for registering members and submitting student materials. We will also add a list of deadlines on the website for all advisers and students to see.

Assessment: Looking at the number of participants at local, regional, and national conferences as well as the number of chapters who take part in activities at the national level.

Budget:

Goal: To develop and implement a fiscally responsible budget.

Rationale: VT FBLA must maintain a fiscally responsible budget that is available for members and supporters to review.

Actions: The Executive Director will approve all requests for payment and send to River Bend Career & Technical Center where all fiscal day to day accounting responsibilities are done. A Treasurer's Report will be prepared and presented to membership at the Fall and Spring Conferences.