

**VT FUTURE BUSINESS LEADERS OF AMERICA**  
**Program of Work**  
**2015-2016**

**1. State Competitions including increasing alignments with industry standards and program competencies**

Fall Leadership Conference, October 28th, Keynote Speaker Michael McHugh, Director of Operations from SymQuest

Spring Leadership Conference, March 21-22, Keynote Speaker [Bill Tine, VP of Marketing](#), from King Arthur Flour

Goal: To connect Vermont Students with successful Vermont Businesses

Rationale: Using dynamic speakers to excite and engage students

Actions: Both speakers are donating time, both speakers are booked

Assessment: Will survey FBLA members and advisors following both conferences to measure value.

**2. Memberships**

2014-2015 Membership 215 students

Goal: Increase membership by 16% (exact amount membership is down since 2011) by adding 35 new members and covering any losses due to graduation. Goal number for 2015-2016 of paid members is 250.

2015 Numbers by School

School	HS or Technical Center	# paid members/# unpaid members
<a href="#">Champlain Valley Union High School</a>	HS	34
<a href="#">Green Mountain Technology &amp; Career Center</a>	TC	0/12
<a href="#">Hartford Career &amp; Technology Center</a>	TC	52
<a href="#">Lake Region Union High School</a>	HS	13
<a href="#">North Country Union High School</a>	HS	5
<a href="#">Saint Johnsbury Academy</a>	HS	15
<a href="#">Southwest Vermont Career Development Center</a>	TS	15
<a href="#">Windham Regional Career Center</a>	TS	69

Rationale: Important to maintain/increase membership

Actions: Each chapter challenged to bring a new potential chapter to the FLC

Assessment: Compare 14-15 numbers to 15-16 after SLC

### **3. Leadership Development**

Goal: Organize 6 meetings of the State Leadership Team (SLT). Issue each member of the SLT a clear job description and a list of deliverables for the 2015-2016 season.

Rationale: Create a strong unit of leaders

Actions: Six meetings with State Advisor (State Advisor stipend based on the six meetings being accomplished) Students not attending 90% of these meetings may be removed from office.

Assessment: Report by State Advisor and SLT following each meeting

### **4. Career Development**

Goal: Connect VTFBLA members with business leaders in Vermont.

Rationale: Create a culture of VT being an excellent place to create businesses in.

Actions: Utilize Vermont Business leaders at the FLC and the SLC to inspire and excite students about being successful in Vermont

Assessment: Survey students following the FLC and SLC to determine if they found the presenters valuable.

### **5. Local Advisor Skills**

Goal: Improve the aspect of peer support and collegueship among FBLA Advisors.

Rationale: Survey indicates that morale is low among FBLA Advisors.

Actions: Establish an all Advisor retreat prior to the FLC to focus on teamwork, motivation and goals. Executive Director will have a personal conversation with all Advisors prior to or at the beginning of the 2015-2016 school year to ascertain their needs and create a system of support.

Assessment: Advisor Retreat is scheduled.

Advisor conversations are 40% done as of 8/10/15

Advisor conversations are 90% done as of 9/15/15

### **6. Communications**

Goal: Centralize all FBLA communications

Rationale: 2014-2015 communications were unhelpful (Advisor feedback)

Actions: An Edmodo Site has been created with a central calendar, resources, links and support documents

Assessment: Survey Advisors following the SLC to determine the success of the communication system.

### **7. Connection with Employers**

Goal: Expose students to area employers who are looking for future employees.

Rationale: The more exposure members have, the more opportunities they may have.

Actions: Have a College and Career Fair at the SLC

Assessment: Survey both vendors and attendees to assess the value of the event following the SLC

## **8. Integrating CTSO Activities/Events with CTE Programming**

Goal: Encourage FBLA Advisors to utilize FBLA competitive events as part of their classroom activities

Rationale: Expose both High School and Career and Technical Center students to FBLA activities regardless of their commitment and/ or involvement in the organization.

Actions: Survey Advisors at retreat to determine commitment

Assessment: Follow up with identified advisors at end of year to obtain a response on their activities.

## **9. National CTSO Event Connections**

Goal: To organize VT FBLA's activities at the National Leadership Conference (NLC) including voting, connections to other states and overall Vermont impact on other attendees

Rationale: Advisors report disjointed efforts at previous NLCs.

Actions: Pre-Trip planning, delegate commitment and involvement, VT FBLA group activity at NLC

Assessment: Report at end of NLC