

2022-2023 FBLA END OF YEAR (EOY) REPORT

State Conferences and Competitions

The Vermont FBLA organization sponsored two state conferences during the 2022-2023 school year.

The Vermont FBLA Fall Leadership Conference (FLC) was a one-day conference at Norwich University on November 2, 2022 with the theme of “Leading the Future”. This year’s FLC was in collaboration with Norwich University Business School and held in-person on the campus at Norwich University. The state officer team and Executive Director stayed overnight at the Comfort Inn & Suites in Berlin. This gave them the opportunity to bond as a group by going to Applebee’s restaurant for dinner and then practicing their script in the hotel’s conference center for free. Fortunately for the students, there was a gentleman who worked the hotel’s front desk who was a traveling salesman. He allowed the state officer team to interview him in how he handled certain situations, including how to settle their nerves.



“Leading the Future” Annual Fall Conference

November 2, 2022 • Norwich University



NORWICH
UNIVERSITY

School of Business

The FLC conference is an event for all current FBLA members and those thinking about joining FBLA as a motivational tool and to showcase the opportunities that FBLA offers, including networking with Norwich University leadership officials, professors, and students. It is also the official “kick-off” for a successful FBLA program of work. The FBLA program of work is discussed and planned as part of the state officer leadership training each year. This year the in-person training was held at Northeastern Vermont Regional Hospital in St. Johnsbury on September 25, 2022. Five of the six state officers attended the day-long training. Afterwards, the state officer team went bowling which brought a further team bonding moment and memory.

There were a total of 145 FBLA statewide members and advisers from ten local chapters in attendance. Below is a summary of the 2022 FBLA fall leadership conference revenue and expenditure.

| 2022 FBLA Fall Conference Revenue and Expense Breakdown | | | | | | | |
|---|-------------------|--------------------|----------------|--------------------|---|---------------------------------------|---|
| REVENUE | | | | | | | |
| School Name | 2022 Participants | 2022 Reg Base Cost | Reg Adjustment | 2022 Adj. Reg Cost | Charity Name Identified on FLC Registration | Give Back Give Forward Donation Award | Registration Adjustment Note |
| Canaan Career Center | 7 | 175.00 | 25.00 | 150.00 | Coos Animal Sanctuary | 125.00 | Registration covered for one state officer |
| CVU | 20 | 500.00 | 75.00 | 425.00 | Vermont Make-A-Wish | 75.00 | Registration covered for three state officers |
| Fair Haven Union High School | 7 | 175.00 | 0.00 | 175.00 | N/A | 0.00 | |
| Green Mtn Tech & Career Ctr | 16 | 400.00 | 0.00 | 400.00 | Lamoille Family Center | 125.00 | |
| Hartford Area Career & Tech | 31 | 775.00 | 0.00 | 775.00 | The Upper Valley Haven | 125.00 | |
| Ladd, Sue | 1 | 25.00 | 25.00 | 0.00 | N/A | 0.00 | Officer Team waived registration fee |
| Lake Region Union HS | 27 | 675.00 | 50.00 | 625.00 | Pope Memorial Frontier Animal Society | 125.00 | Registration covered for two state officers |
| Lyndon Institute | 10 | 250.00 | 0.00 | 250.00 | Unified Basketball at Lyndon Institute | 0.00 | |
| North Country Career Center | 14 | 350.00 | 0.00 | 350.00 | VSAC | 125.00 | |
| Windham Reg Career Ctr | 12 | 300.00 | 0.00 | 300.00 | BUHS QSA | 125.00 | |
| Total Billing | 145 | 3,625.00 | 175.00 | 3,450.00 | | 825.00 | |
| OTHER REVENUE | | | | | | | |
| Assumed CTSO Grant | | 0.00 | 0.00 | 0.00 | | | |
| TOTAL REVENUE | | 3,625.00 | 175.00 | 3,450.00 | | | |
| EXPENSES | | | | | | | |
| Description | | | | | Notes | | |
| Keynote Speaker | | 0.00 | 0.00 | 0.00 | | | |
| Technology | | 0.00 | 0.00 | 0.00 | | | |
| Gift Cards | | 80.00 | 0.00 | 80.00 | Four prize winners at \$20 each | | |
| Give Back Give Forward Membership Drive by 12/2/22* | | 825.00 | 0.00 | 825.00 | See list of charities and amounts above | | |
| TOTAL EXPENSES | | 905.00 | 0.00 | 905.00 | | | |
| PROFIT | | | | | | | |
| Total Revenue | | 3,625.00 | 175.00 | 3,450.00 | | | |
| Total Expenses | | 905.00 | 0.00 | 905.00 | | | |
| TOTAL PROFIT/(LOSS) | | 2,720.00 | 175.00 | 2,545.00 | | | |

Again this year each FBLA chapter was asked to choose a local nonprofit organization in their region to receive their membership drive called, “Giving Back. Giving Forward”. This was in lieu of FLC conference swag and encouraged Steward Leadership within each chapter’s communities. Below identifies the level of local nonprofit donations each chapter could award given their membership levels as of December 1, 2022.

Giving Back. Giving Forward. Donation Tier

- ★ Donation of \$50 | Local Chapter registered by the early registration date of October 4, 2021.
- ★ Donation of \$75 | Local Chapter maintains the same number of affiliated members from previous year by December 1, 2021.
- ★ Donation of \$100 | Local Chapter increases their affiliated members by 15% by December 1, 2021.
- ★ Donation of \$125 | Local Chapter increases their affiliated members by 25% by December 1, 2021.
- ★ Donation of \$125 | Local Chapter has 100% CTSO program participants affiliated by December 1, 2021.

The following chapters were recognized during the 2022-2023 membership drive.

The Norwich University Business School was very generous to provide six \$50 Amazon gift cards and a \$4,000 scholarship to those FBLA FLC attendees. During lunch the future leaders heard from keynote speakers William McCollough, Commandant and Vice President of Student Affairs and the Vermont Secretary of Commerce & Community Affairs Lindsay Kurrle. At the last minute the state officer team was asked to sit at the head tables during the luncheon event.

| School Name | Charity Name Identified on FLC Registration | Give Back Give Forward Donation Award |
|------------------------------|---|---------------------------------------|
| Canaan Career Center | Coos Animal Sanctuary | 125.00 |
| CVU | Vermont Make-A-Wish | 75.00 |
| Fair Haven Union High School | N/A | 0.00 |
| Green Mtn Tech & Career Ctr | Lamoille Family Center | 125.00 |
| Hartford Area Career & Tech | The Upper Valley Haven | 125.00 |
| Ladd, Sue | N/A | 0.00 |
| Lake Region Union HS | Pope Memorial Frontier Animal Society | 125.00 |
| Lyndon Institute | Unified Basketball at Lyndon Institute | 0.00 |
| North Country Career Center | VSAC | 125.00 |
| Windham Reg Career Ctr | BUHS QSA | 125.00 |
| Total Billing | | 825.00 |

The feedback of the event was mostly positive given this was the first in-person FLC event since the onset of COVID-19 in 2020. Some of the students felt anxious and were unsure of what to expect. However, by the end of the day, they embraced the event and began networking with other members from around the state. The Executive Director met with the FBLA advisers to poll them on how to best organize the upcoming in-person State Leadership Conference in March 2023 at Champlain College. While a few of the advisers wanted to go back to a 2-day event, it was not feasible for most of the schools. Increased bus transportation and the lack of fundraising due to COVID-19 limited them to a one-day conference. It was agreed to limit the number of in-person competitive events to six and offer the remaining 64 events virtually.

The total profit earned from the 2022 FLC event was \$2,545.00. These funds will be used to offset the 2023 State Leadership Conference (SLC) expenses.

The State Leadership Conference (SLC) is a great opportunity for high school students to participate in our competitive events program among some of the best in the state. SLC also includes state officer elections and a series of informative leadership workshops for FBLA students and advisers. In December 2022 a new *2022-2023 Vermont FBLA State Leadership Conference Competitive Event Guideline Handbook* was created and forwarded to each of the chapter Advisers. This Handbook provided a road map of combined changes at the national and state level to allow students to compete in their event(s) virtually and in-person. A copy was also placed in the FBLA Google folder for reference when the advisers cannot locate their electronic copy in the email in boxes.



CHAMPLAIN COLLEGE
MARCH 17, 2023



Featuring:

- Test business knowledge
- Compete for the opportunity to advance to the National FBLA Conference in Atlanta, Georgia
- Campaign for State Office and elect State Leaders
- Meet and network with fellow chapter members
- Participate in exciting workshops
- Visit and tour the college campus

REGISTER TODAY!

REGISTRATION
DEC 19, 2022 - FEB 1, 2023

\$70 STUDENT WITH A T-SHIRT
\$35 ADVISOR WITH A T-SHIRT

**ENHANCES YOUR LEADERSHIP SKILLS & CONFIDENCE
PREPARES YOU FOR ALL CAREERS**

www.vtffbla.com

The timeline from which students could register to when the competitions ran to when the Vermont FBLA SLC was held is shown below.

STATE LEADERSHIP CONFERENCE DEADLINES

| Date | Deadline | Notes |
|-------------------------|--|---|
| December 2 | Membership Deadline Membership Payment Deadline | https://my.fbla-pbl.org/account/login.aspx?reload=timezone |
| December 19 | Registration Opens | https://www.gobluepanda.com Registration includes online testing, competition materials, awards, and conference location costs and materials. |
| February 1 | Registration Deadline | https://www.gobluepanda.com |
| February 1 | 2023-2024 State Office Team Application Due | Completed documents should be sent to executivedirect.vt.fbla@gmail.com . Each chapter is strongly encouraged to have at least one (or more!) chapter member(s) run for a state office. |
| February 8 | Registration Changes or Additions | Notification of changes and additions to Taylor Lane at taylorlane0706@gmail.com . |
| After February 8 | NO registration changes or additions are allowed | |
| February 9 - March 1 | Online Objective Testing Window | https://www.gobluepanda.com Tests are available daily from 7 am to 7 pm. Blue Panda can be contacted by email at support@gobluepanda.com or by telephone at 256-808-2583. |
| February 24 | Pre-Judge Submissions Production, Performance, and State Individual and Chapter Events. | https://www.gobluepanda.com Deadline for home production tests, prejudged projects and presentation events and prejudged reports and interview events. All national and state individual, team, and chapter competitive event videos, reports, documents, Assurances, Certification forms, etc. must be uploaded to Blue Panda to be prejudged. |
| February 11 | Advisor Hall of Fame Submission | https://www.fbla-pbl.org/adviserwof/ If eligible, complete and print the form – before submitting it to the FBLA National Office – and forward a copy of it by email to executivedirector.vt.fbla@gmail.com |
| February 17 | Business Achievement Awards Completion Deadline for State Leadership Conference Recognition | https://www.fbla-pbl.org/divisions/fbla/fbla-education/ |
| March 10 | Conference Payment Received Deadline | Checks should be made out to RTTC - FBLA and mailed to VT FBLA, 125 Kennedy Drive, Unit 39, South Burlington, VT 05403. |
| March 13 | CTSO Consent Form | Mail the completed forms to Taylor Lane, 4309 Burton Hill Rd, Barton, VT 05822 |
| March 17 | State Leadership Conference, and VT FBLA Food Drive Collection | Champlain College |

Despite moving to a hybrid platform Vermont FBLA offered all 70 competitive events for 200 students to choose from. Over 86% of the 200 students chose to compete in more than one event.

With the collaboration of Champlain College, the Vermont SLC was held in-person on March 17, 2022. The state officer team again stayed overnight to allow for team bonding and practicing of their SLC script. The State President attended the three planning meetings with Champlain College along with the Executive Director. This allowed the State President to participate in some of the pre-planning discussions and decisions.

The in-person event was a long day (9:30am - 6:45pm) for the students and their advisers and chaperones. However, the survey responses were very positive. The conference itself was held in the Champlain Room with the students running for state officer positions and their campaign booths right outside in the hallway, along with the registration table. The workshops were held in various Judd Hall classrooms. The six live competitive events were conducted with the assistance of volunteers from 4-H, Champlain College professors, previous FBLA and DECA advisers and FBLA alumni members. The other 64 competitive events were conducted virtually where the adviser registered and uploaded the required presentation materials (videos, presentations or documents) for each student. The Executive Director and Assistant Director then had 10 virtual judges rate each student in the FBLA conference registration platform called Blue Panda. Once the 2-week judging period ended, Blue Panda was used to auto rank the students by each competitive event. Notification was provided to the advisers whose students would compete in a final round in front of the live judges at Champlain College. Winner certificates were completed for the top three winners for each of the virtual events that concluded.



As mentioned earlier, this year brought back state officer candidate booths. Each of the 10 candidates did an amazing job providing their candidate speeches live during the event and networking with their membership peers during the time set aside to offer their insight into how

they would improve the Vermont FBLA organization if voted to serve as a 2023-2024 state officer. The president, northern vice president, and secretary positions received two candidates each. After lunch each of the chapter designated delegates voted for their respective northern or southern incoming state officer team. Due to a bylaw challenge during the SLC, the incoming 2023-2024 state officer team was announced a week later once all of the candidates were notified individually by the Executive Director. The 2023-2024 State Officer team roster includes:

- President Zorah Ngu, CVU (2nd year)
- Northern Vice President Hanah Bissonnette, CMUHS
- Southern Vice President Maya Eagle, Windham Regional Career Center
- Secretary Pat Frazier, CVU
- Treasurer Jack Bryant, CVU
- Historian Hannah Erickson, NCCC
- Reporter Ashton Shedd, NCCC
- Co-Parliamentarian Makiala Montoya, CVU
- Co-Parliamentarian Emma Locke-McAllister, LRUHS (2nd year)

The SLC day focused on two separate personal development workshops. Each student and adviser had the opportunity to choose from two different workshops from the list of nine offered during that agenda time. The presenters were a combination of Champlain College professors, FBLA advisers, the state officer team, and 14th Star Brewery.

The students were very engaged and asked a lot of excellent questions of all of the presenters. Coordination of each school's awards and conference swag were presented during the Awards for Excellence event held at the end of the evening.

Things to work on for next year include allowing additional time for workshops, removing the state t-shirt contest and attendance certificates, and attempting to budget for medals again. This is an accelerated cost to the Vermont FBLA organization due to the number of events (70 total) offered yearly.

There were a total of 213 FBLA statewide members and advisers from 12 local chapters in attendance. Below is a summary of the 2023 FBLA SLC revenue and expenditure.

2023 FBLA Spring Conference Revenue and Expense Breakdown

| REVENUE | | | | | |
|---|------------------------------|---|------------------------------|------------------|----------------------|
| School Name | 2021 Participants | 2022 Participants | 2023 Participants | 2023 Cost | Notes |
| Canaan Career Center | 5 | 6 | 7 | 420.00 | One State Officer |
| CVU | 5 | 12 | 20 | 1,190.00 | Three State Officers |
| Cold Hollow Career Center | 0 | 0 | 11 | 735.00 | **New Chapter** |
| Green Mtn Tech & Career Ctr | 9 | 0 | 14 | 945.00 | |
| Hartford Area Career & Tech | 28 | 25 | 43 | 2,870.00 | |
| Virtual | 2 | 1 | 1 | 35.00 | |
| Lake Region Union HS | 17 | 10 | 10 | 525.00 | Two State Officers |
| Lyndon Institute | 5 | 0 | 18 | 1,203.00 | |
| North Country Career Center | 0 | 9 | 11 | 735.00 | |
| River Valley Technical Center | 0 | 0 | 18 | 1,155.00 | **New Chapter** |
| Southwest Tech | 9 | 12 | 22 | 1,505.00 | |
| Windham Reg Career Ctr | 6 | 10 | 24 | 1,645.00 | |
| On Site Judges & Staff | 0 | 0 | 14 | 0.00 | |
| Total Billing | 86 | 85 | 213 | 12,963.00 | |
| OTHER REVENUE | | | | | |
| CTSO Technology Grant | 1,033.00 | Technology Grant (2023 one-time \$1,000 grant) Allowance | | | |
| Perkins Funds for All Students | 1,500.00 | Keynote Speaker CTSO Amount Allowed Up To \$2,500 | | | |
| TOTAL REVENUE | 15,496.00 | | | | |
| EXPENSES | | | | | |
| Keynote Speaker - Dr. Steve Taubman | 1,500.00 | Perkins Funds | | | |
| Technology Needs - Blue Panda | 1,033.00 | Perkins Funds | | | |
| Champlain College - Set Up Costs, Dinner & Technology Expense | 4,327.51 | | | | |
| State Officer Gifts | 1,223.18 | Blankets, graduation chords & stole, plaque & book. The extra blankets will be used as future swag items to promote VT FBLA | | | |
| Overnight Stay | 899.67 | | | | |
| Badge Ribbons | 1,457.36 | | | | |
| Advisor of the Year Awards | 433.00 | Lowest quantity was 100 per ribbon. Extras will be used towards the 2024 SLC | | | |
| Cash Prizes - T-shirt Design & Trading Pin Design | 200.00 | CMUHS & Lyndon Institute | | | |
| 2023 T-shirts | 1,694.54 | | | | |
| 2023 Trading Pin | 3,550.00 | | | | |
| TOTAL EXPENSES | 16,318.26 | | | | |
| PROFIT | | | | | |
| Total Revenue | 15,496.00 | *Reduced by five registrations for state officers (\$350) | | | |
| Total Expenses | 16,318.26 | | | | |
| TOTAL PROFIT/(LOSS) | -822.26 | Taken from FBLA State Account | | | |

The total loss from the 2023 SLC event was \$822.26. The technology grant was very helpful to help off-set expenses. The VT FBLA SLC conference cost will be increased to offset for the in-person expenditures.

Membership

There were three new local Vermont FBLA chapters making it a total of 12 with a total of 250 paid Vermont FBLA members during the 2022-2023 school year. The local chapters were:

- Canaan High School
- Champlain Valley Union High School (Adviser recognized at SLC for VT Adviser of the Year)
- Cold Hollow Career Center
- Green Mountain Technology & Career Center (New Adviser)
- Hartford Career & Technology Center
- Lake Region Union High School (Adviser recognized at NLC for 20+ years)
- Lyndon Institute
- North Country Career Center
- River Valley Career Center
- Southwest Technology
- Virtual High School
- Windham Regional Career Center (Adviser recognized at SLC and NLC for VT New Adviser of the Year)

Leadership Development

The Vermont FBLA organization was able to offer a one-day state officer leadership training in St. Johnsbury. There were five state officers in attendance from LRUHS and CVU, one local chapter adviser from LRUHS, two administrators from Vermont FBLA and one from Vermont CTSO. There were two overnight stays prior to each of the state conferences. Additionally, there was a bowling event attended after the state officer leadership training in St. Johnsbury. The remaining meetings throughout the 2022-2023 school year were held virtually. However, like previous years, it was an expectation that each of this year's six FBLA state officers participate both physically and verbally at the FLC and SLC events. At both events the students ran business meetings. They provided a powerpoint slide deck at each business meeting, including designing the Vermont FBLA trading pin.

In addition to attending and participating in two state conferences the state officers attended 21 planned weekly meetings, along with three conference practice meetings and two dress rehearsals. The state officer team also wrote their own business meeting, FLC and SLC scripts.

2022-2023 STATE OFFICER TEAM MEMORABLE MOMENTS

Future Business Leaders of America



Career Development Opportunities

The multiple scripts included introductions for speakers, worked on team dynamics, project management, communication skills, and the live public speaking skills at both the FLC and SLC events.

A blind email was sent to 14th Star Brewery to assist as a workshop leader at our SLC. The company led two events for us, a new series titled: *learn from an expert* and *ask an expert*. Both of which were excitedly accepted by the students and the advisers. 14th Star Brewery was later recognized as Vermont FBLA's Business Person of the Year at the 2023 NLC. The hope is to continue this series with other business owners across the state.

One specific goal of the state team is to continue to work with local colleges to attempt to keep as many of the FBLA students in Vermont as possible. The plan is to continue our infancy relationships with both Norwich University and Champlain College during the 2023-2024 school year.

Local Advisers

It's always a challenge for advisers to keep up with their email inboxes. At the beginning of the 2023-2024 school year, the Vermont FBLA organized *FBLA Announcements* to highlight four corners of communication - celebrate FBLA, State FBLA, priority-need to know, and important information from the FBLA national office. It was an attempt by the state leadership team to

consolidate the many email messages and highlight only the key due dates and information the FBLA advisers need to be aware of at any given time. There were 12 issues of *FBLA Announcements* sent out to the advisers while copying the current State Officer Team.

Scheduled FBLA adviser meetings were held. One of the most attended meetings was discussing the SLC differences between virtual and in-person at the FLC. All other adviser meetings were held virtually. All of which were well attended to discuss the 2023 SLC requirements and due dates.

Communications

Email communication was sent out to advisers and student officers at least monthly and sometimes weekly and daily leading up to the 2023 FBLA SLC event. An updated www.vtfbla.org website is in the process to be a resource to advisers; especially for the annual SLC event and the various nomination forms, including pin design, advisor of the year, etc. The national FBLA office is continuing continued changes as they migrate their new logo and brand, including their own website.

Connections with Employers

Vermont FBLA again chose to use Blue Panda to register students, advisers, and guests. Blue Panda expanded their platform during the 2021-2022 school year to upload all of the competitive electronic submissions (videos, powerpoint slide decks or PDF documents) for the judges to review.

This simple change from in-person to virtual to the judges allowed a higher caliber of professionals to draw from, including representation from new employers. For example, one judge individually trains mid and upper management personnel at the Agency of Transportation who testify in front of the Vermont Legislature. This person was chosen to judge one of the group's first round of job interviews and impromptu speaking. He would not have been available if given the choice to attend for a certain time on one specific day. Additional virtual judges included a real estate property manager in Washington state, 4-H program leaders, and insurance agent from North Carolina.

FBLA judges were provided 10 days to complete their electronic evaluations in Blue Panda. This change will remain in effect as it has been proven successful and will be a significant savings to the Vermont FBLA organization and all of the SLC attendees. Some in-person limited judging returned at the SLC. For six events the preliminary judging was conducted in Blue Panda. After the students were ranked the top four were advanced to the final round in front of the live judges.

Integrating CTSO Activities/Events with CTE Programming

The CTSO cluster meetings are an opportunity to showcase the different organizations. The Executive Director and the State President attended one business CTSO cluster meeting during the 2022-2023 school year. Continued consultation with the CTSO Director was instrumental in the Executive Director's continued learning. This will likely be similar for next year as well since the in-person events continue since the hiring during the national pandemic.

In addition, three members of the State Officer Team, along with the Executive Director and one of the FBLA Advisers went to the State House in February 2023. They attended House Ways and Means Committee meetings, sat in the balcony to witness parliamentary procedures and joint session discussion and voting. Later, one of the members of the Ways and Means Committee announced us and were recognized from the Speaker of the House and the other legislative members. A moment not to be forgotten by the students any time soon.



National CTSO Event Connections

There were several opportunities to participate in national FBLA webinars throughout the 2022-2023 school year. The Executive Director participated in six national FBLA state director

meetings prior to the national leadership conference. This information was then passed down to the advisers through the *FBLA Announcements* campaign.

Budget

Please see the separate report from the Randolph Technical Career Center.

Goals

Completed from last year

- Increase Vermont FBLA membership by 10%.
- Maintain awareness of the Vermont FBLA organization.
- Provide in-person leadership training to the 2022-2023 state officer team.
- Build back team bonding for the state officer team and ownership of each of their positions.

To be obtained this year

- Provide the Vermont FBLA social media account passwords to the Reporter, Historian and Secretary state officer to maintain during the 2023-2024 school year.
- Meet at least three times with the FBLA Advisers.
- Provide in-person leadership training to the 2023-2024 state officer team.