GETTING DOWN TO BUSINESS

PARTNERSHIP WITH BUSINESS PROJECT

Muncy Jr./Sr. High School
Pennsylvania
2017 – 2018
Created by Rory Oden and Breanna King
# TABLE OF CONTENTS

**Introduction** ............................................................................................................................................ 1  
   The Partnership............................................................................................................................................ 1  
**Mission and Goals** .................................................................................................................................. 2  
   The Goals .................................................................................................................................................. 2  
**Responsibilities** ....................................................................................................................................... 3  
   Chapter Responsibilities ............................................................................................................................ 3  
   Business Responsibilities .......................................................................................................................... 4  
   Committee Responsibilities ....................................................................................................................... 4  
**Planning, Development, and Implementation** ......................................................................................... 5  
   Doing Good in the Neighborhood .............................................................................................................. 5  
   Trunk or Treat ........................................................................................................................................... 6  
   Classroom Discussions ............................................................................................................................ 6  
   Internship Program ................................................................................................................................. 7  
**Evidence of Publicity** ............................................................................................................................... 7  
   Social Media ......................................................................................................................................... 7  
   Newspapers ......................................................................................................................................... 8  
   Flyers .................................................................................................................................................. 8  
**Concepts Learned/Degree of Impact** ........................................................................................................ 8  
   Student Benefits and Chapter Impact ....................................................................................................... 8  
   Impact on Business ................................................................................................................................. 9  
**Evaluation** ............................................................................................................................................... 9  
   Goal Evaluation ..................................................................................................................................... 9  
   Recommendations for Change .................................................................................................................. 9  
   Assessment ......................................................................................................................................... 10  
**Appendix A** ............................................................................................................................................ 11  
   Facebook Posts ................................................................................................................................. 11  
**Appendix B** ............................................................................................................................................ 12  
   T-shirt Design ................................................................................................................................. 12  
   Snapchat Posts .................................................................................................................................... 12  
   Twitter Posts ...................................................................................................................................... 12  
**Appendix C** ............................................................................................................................................ 13  
   Newspaper Articles ............................................................................................................................ 13  
**Appendix D** ............................................................................................................................................ 14  
   Flyers ............................................................................................................................................... 14  
   Survey ............................................................................................................................................... 14
GETTING DOWN TO BUSINESS

PARTNERSHIP WITH BUSINESS PROJECT

INTRODUCTION

The Partnership with Business team (PWB) from Muncy, Pennsylvania wanted to explore what partnering with a business would really mean. The chapter had previously worked with other local businesses through the Muncy Professional Business Association (MPBA), an association of small business owners in the town of Muncy.

The Partnership

The Muncy Future Business Leaders of America (FBLA) chapter reached out to Mrs. Janessa Mitterling from the State Farm Agency in Muncy, Pennsylvania. The chapter met Mrs. Mitterling, while networking through the MPBA, and decided to further their relationship into a partnership.

During the 2017-2018 school year, students and FBLA members from Muncy High School learned valuable information about running, owning, and starting a business from their partner, Mrs. Mitterling. From this partnership, Mrs. Mitterling’s State Farm agency received publicity throughout the community. Her business plan required her to reach out to local youth in the neighborhood, and Muncy FBLA was the perfect opportunity to do so.

The Muncy FBLA chapter and Mrs. Mitterling partnered to facilitate biannual community-wide cleanups. Community outreach increases name recognition for a business, which is a marketing strategy that successful businesses master. Mrs. Mitterling wanted the chapter to see first-hand how this was important to a business.

Mrs. Mitterling, among other local small business owners, also came to talk to the Muncy Jr./Sr. High School FBLA members about business topics such as entrepreneurship, small business management, and effective communication with business leaders in today’s world.

“BUSINESS IS NOT JUST ABOUT MAKING MONEY, IT’S ABOUT MAKING A DIFFERENCE.”
- Mrs. Mitterling
Members of FBLA who were enrolled in a personal finance course at Muncy also had Mrs. Mitterling come in to speak about risk management and the importance of car insurance—relevant material for high school students. State Farm provides much more than insurance, as Mrs. Mitterling informed the youth.

MISSION AND GOALS

While planning and developing their project goals, the PWB chairpersons incorporated the FBLA goals and integrated their school’s and partner’s goals as well. Muncy FBLA took into consideration State Farm’s plan to help individuals learn about risk management and the financial security of insurance. Informing students about possible future careers in the insurance field was another one of Mrs. Mitterling’s objectives. The PWB chairpersons wanted to integrate the school’s goals—to educate, collaborate, empower, and inspire students—into Mrs. Mitterling’s objectives. By including the school’s mission, the PWB project goals supported one of FBLA’s goals to encourage scholarship and promote school loyalty.

The Goals

1. To educate 50% of members about entrepreneurship
2. To expose members to possible career opportunities in business
3. To have 50% of members feel more comfortable communicating with professional business leaders
4. To learn about the community impact of businesses
5. To maximize chapter involvement by at least 50%
3. To have 50% of members feel more comfortable communicating with professional business leaders
   • Strengthening the confidence of students in themselves and their work
   • Collaborating and developing activities with business leaders instills this confidence in students.

4. To teach students about the impact small businesses have on the community
   • Mrs. Mitterling wanted to promote goodwill in the community and increase name recognition for State Farm.

5. To maximize chapter involvement by having at least 50% of chapter members participate in one or more of the affiliated project activities
   • Recruited members for the activities

**RESPONSIBILITIES**

Both parties put much time and effort—over 50 hours of hard work and collaboration—into facilitating an effective partnership with each other. In order to maintain this partnership and the activities that accompanied it, both the chapter and Mrs. Mitterling had many responsibilities.

**Chapter Responsibilities**

The chapter leaders, including chairpersons, chapter officers, and other prominent members had many responsibilities. The chairpersons for this project had to reach out to possible partners, schedule meeting dates and explain their goals and missions to the partners. They learned how to communicate with professional business owners and leaders in the workplace, which was one of our project goals.

To do this, leaders on both the business end and the local chapter’s end set up a number of meeting dates, and corresponded over phone calls and emails. The responsibilities of the chapter were to increase publicity for activities with State Farm. The chapter handed out flyers at community events, put articles in the local newspaper, and attended a meeting on October 5, 2017 with the Muncy Professional Business Association (MPBA)—of which Mrs. Mitterling’s State Farm agency is a part—to spread the word about the community service activity created in conjunction with the State Farm partnership.
Business Responsibilities

The businesses agreed to meet and plan classroom discussions with Muncy’s FBLA and students. The role of Janessa Mitterling and her business in this partnership was an extremely important aspect in the PWB project. Her responsibility was to inform students at the high school about future career planning and management, especially in entrepreneurship and the insurance field. She was tasked with educating the students on certain aspects of her business. Students became empowered to reach out to business owners, and the business owners learned to work with and teach high school students who were interested in business opportunities. As a result, Mrs. Mitterling helped the chapter organize job-shadowing dates for these students.

Mrs. Janessa Mitterling also volunteered to buy T-shirts, and provide food and drink for all that were involved in the community service activity. (See Appendix B) The goal of her partnership was to reach out to the community and provide any help necessary for FBLA members to complete a successful community outreach.

Committee Responsibilities

To achieve their responsibilities, the PWB team decided to establish committees. Creating committees allowed the chairs to have an effective project because of the top-down organizational structure. The top of their organizational structure was Mrs. Mitterling and their adviser, Mrs. Zimmerman. The middle was the chairpersons and committee heads. The bottom of the structure was the FBLA chapter members.

The marketing committee was in charge of handing out flyers to high school students and community members, and they contacted businesses to see if they would display flyers as well. They were also in charge of keeping the chapter’s bulletin board up-to-date and having announcements given at the high school. The marketing committee was in charge of increasing publicity for the events, which aligned with the chapter’s goal to increase chapter involvement.

The sign-ups committee designated times for people to arrive at activities such as the community cleanup, and they determined the areas of concentration for the participants of the cleanup. They were also in charge of organizing the job shadowing day and making sure that members knew the details involving times and areas of shadowing available. They also covered the recruitment portion of the project, encouraging members and nonmembers alike to sign up for activities. The sign-up committee enforced the goal of informing members about possible career opportunities and educating members about entrepreneurship.
Then, the communications committee made sure there was a smooth flow of information between all parties involved. They attended the MPBA meeting, and met with Mrs. Mitterling. They increased business awareness of the PWB project and purpose.

**PLANNING, DEVELOPMENT, AND IMPLEMENTATION**

Muncy FBLA and State Farm collaborated to plan many events. Muncy FBLA implemented several of their goals into the development of these events. One of the business goals of Mrs. Mitterling was to educate the community about her business. This aligned with the chapter’s goal of teaching students about certain features of business and possible future careers for students. To make an effective project, the chapter and PWB chairpersons had to first come up with ideas that incorporated their goals and missions as well as Mrs. Mitterling’s business goals.

**“Doing Good in the Neighborhood”**

The PWB chairpersons decided to collaborate several times with Mrs. Mitterling. They partnered to develop a community service activity with State Farm to understand business involvement in the community. Another reason for this activity was to increase name recognition for Mrs. Mitterling’s local agency, which small businesses must do to maintain their presence in the community. It also provided a positive outlet for the community members to see Future Business Leaders of America and learn about the organization.

This activity was named the “Doing Good in the Neighborhood” community cleanup. The name was based on State Farm’s slogan—“Like a good neighbor, State Farm is there.” Both State Farm and Muncy FBLA did much to ensure the success of this activity. Two events were held, October 28 and November 11. The students who participated met at Janessa Mitterling’s State Farm agency in the morning, and then Mrs. Mitterling divided the students into teams—each team cleaned a different part of the Muncy neighborhood. The teams raked leaves, picked up trash, and talked to homeowners about the partnership. Many homeowners appreciated the work and offered us monetary donations. We explained our purpose, politely declined, and explained the partnership goals. Mid-afternoon, participants met back at the State Farm agency for pizza and snacks donated from Mrs. Mitterling’s team. All participants received t-shirts supplied by Mrs. Mitterling to help publicize the partnership. Students received the shirts at the first cleanup, and they wore them for all of

---

**Marketing**
- Flyers
- Contact businesses
- Bulletin board/announcements

**Sign-ups**
- Designating times
- Concentration areas
- Encourage members

**Communications**
- Mrs. Mitterling
- MPBA meeting
- Chapter Leaders
- Recruitment

---

**ONE TEAM FROM THE SECOND “DOING GOOD IN THE NEIGHBORHOOD” CLEANUP**
the following cleanups and other activities with State Farm. One member, Noah Rymsza, was even featured on a local news station wearing the shirt—further publicizing the project. (See Appendix B)

**Trunk or Treat**

On October 26, 2017, the MPBA hosted a Trunk or Treat at nearby Murray Motors. Mrs. Mitterling invited our chapter to have a car next to her business’s car. The chapter had the Communications Committee Head and a few other students build a trunk themed around “fall cleanup.” Mrs. Mitterling’s agency and FBLA handed out flyers about our project to the attendees of the Trunk or Treat. This event helped the chapter and State Farm increase publicity about their partnership, as well as to publicize the community cleanup. A few non-FBLA members also went along to help, and they said they saw FBLA as more than a club and would look in to joining. Not only did this event increase publicity of our partnership, but also increased our chapter’s involvement, and it showed how businesses are active in the community.

**Classroom Discussions**

The chapter planned many events to sustain a partnership with Mrs. Mitterling’s business. On October 11, 2017, she came into Muncy High School to discuss her business with the FBLA chapter and other students interested in business ownership and leadership. She came in to present at another chapter meeting—this time about the community service day—to let students know why it was important and how they could get involved. She also came in to speak to a personal finance class on October 24, 2017 about risk management, car insurance, and State Farm’s services. (See Appendix A)

Many students expressed interest in business management, too. Because of this, our chapter reached out to another local business owner, Layne Oden, Attorney at Law, to come to speak about career opportunities in law and entrepreneurship. Mr. Oden expressed his desire to educate students about being a business owner, attending law school, and starting a firm. This met the chapter’s goal of educating members about entrepreneurship and learning about possible careers in business. FBLA hopes that by continuing their mission to educate, collaborate, and inspire the young minds of the new generation, they can help make decisions easier for students who are ready to start their own business careers.
Internship Program

Mrs. Mitterling invited members from the chapter to go and spend time job shadowing at her office. She made it clear that her office was a safe and open place to all members of Muncy FBLA, which supported the goal of making members feel more comfortable communicating with professional business leaders.

Muncy FBLA had several students interested in insurance, so the PWB chairpersons decided to designate a day for students to job shadow Mrs. Mitterling and her clerical staff. During the day, students witnessed concepts from her classroom discussions in action in the real world.

The Muncy FBLA and State Farm plan to augment the job shadowing day to implement an internship program in the future for any student who has an interest in the business field. The plan is to develop a program that will help mentor students who may or may not believe that college is an attainable goal. They hope that by doing so, more students will find a heightened interest in the business world and consider business leadership positions to be an achievable goal for the future.

Implementation

Businesses serve as the connection between student organizations like FBLA and the whole community. For example, the FBLA members and Mrs. Mitterling’s State Farm Agency came up with the cleanup, but to get the community involved, Mrs. Mitterling had to assist the students in spreading the word. Her agency did this by encouraging members to attend the Trunk or Treat, as well as other MPBA sponsored events. The chairpersons were able to relay the event information to the community through events like these.

EVIDENCE OF PUBLICITY

To publicize their project and partnership, the Muncy FBLA chapter kept people informed on the project through social media posts and flyers throughout the school, community, and State Farm agency. Along with publicizing their classroom discussions, the newspaper published an article describing their community day and partnership with State Farm. They also had multiple flyers posted throughout their community for publicity.

Social Media

The chairpersons and Marketing Committee head, which was their chapter’s Technology Coordinator, had a Facebook page, Twitter page, and multiple Instagram and Snapchat updates throughout the course of their activities with State Farm. Mrs. Mitterling’s State Farm Facebook page also posted regularly about their partnership with Muncy FBLA. (See Appendices A and B)
Newspapers

_The Luminary_—the local community newspaper—published both an online article and a print article about the partnership and related activities. The school newspaper, _The Blue Arrowhead_, also published an article in the Fall Edition to encourage students to participate in one or more of the activities. It listed information about both the classroom discussions and the “Doing Good in the Neighborhood” community cleanup with Janessa Mitterling. (See Appendix C)

Flyers

Flyers about the community cleanup with State Farm were posted in local businesses, churches, the school, and State Farm agency. The flyers had contact information as well as dates and times for the cleanups. It also promoted the partnership between State Farm and FBLA to inform the community of the purpose of the project. There were also flyers about Janessa Mitterling and the dates she came in to speak. (See Appendix D)

**CONCEPTS LEARNED/DEGREE OF IMPACT**

**Student Benefits and Chapter Impact**

To evaluate what Muncy’s FBLA chapter learned from the partnership, the PWB chairpersons created a survey for the members to take and rate their experience. (See Appendix D)

As is evident from the data, all members who took the survey—a little over half of our participants in all of the activities—rated their experience very highly.

Our results showed:
- 67% of the chapter’s members reported they learned how important it is for businesses to be active in the community;
- 59% of members surveyed felt more comfortable communicating with professional business leaders;
- 59% also said they learned more about entrepreneurship and small business management; and
- 63% of survey takers stated they learned more about what it takes to own and operate a business.
Impact on Business

After their partnership, Mrs. Mitterling realized how much she valued her involvement with the Muncy FBLA. “Get a quote and help a neighbor! For every quote my team and I complete this month, we’ll donate $3 to the Muncy High School FBLA. Call me for a quote and tell your friends! Let’s give back together!” (Facebook post by Janessa Mitterling, see Appendix A) As is evident from the results, Mrs. Mitterling’s business and mindset have changed. Her agency has received more business and given more quotes due to her involvement with Muncy FBLA. Her outlook towards working with youth also shifted. Mrs. Mitterling expressed how much the students impacted her when she was only expecting to influence the students.

EVALUATION

Goal Evaluation

The PWB project chairs’ first goal was to educate 50% of members about entrepreneurship and business management. Through the classroom discussions and hands-on learning while job shadowing, their survey shows that 59% of members reported learning more about entrepreneurship.

The second goal of the project, to expose members to possible career opportunities in business, was also a success. Members met multiple business owners in various fields and learned about what they do for a living. A total of 63% of survey takers said they learned more about what it takes to own and operate a business. One FBLA member commented, “I’ve always aspired to be a lawyer, and speaking with Layne Oden really helped me on my journey.” This member asked the PWB chairpersons if they could intern or job shadow Mr. Oden next year as a part of expanding the internship program not only with State Farm, but also with Layne Oden.

The chapter had 71% of FBLA members (55 out of 77 senior high chapter members) involved in the community service initiative with State Farm, exceeding the expectations of 50% member involvement. The PWB project chairs’ fifth goal was to maximize chapter involvement by having at least 50% of chapter members participate in one or more of the affiliated projects, and this goal was successfully met.

Recommendations for Change

During our post-project evaluation session, the project chairs received positive feedback and constructive criticism from members, chairpersons, and committee heads. One piece of constructive criticism from members was to advertise the partnership between State Farm and Muncy FBLA more effectively. To do this, the chapter decided to implement informative door hangers in the future spring cleanup to make the community aware of both our partnership and purpose. Another recommendation for their future activities was to advertise the job-shadowing opportunity with Mrs. Mitterling. By doing so, their chapter involvement would increase. It would also strengthen the partnership.
Assessment

Upon completion of their project, the Muncy FBLA chapter definitely got down to business and developed a project that successfully connected both business and community. With the guidance and support of Mrs. Mitterling, the Muncy Future Business Leaders of America plan to continue their partnership of ‘doing good in the neighborhood’ as well as expanding the business internship program in conjunction with State Farm. As Mrs. Mitterling always said, “Business is not just about making money, it’s about making a difference.”

Overall, the partnership with Mrs. Mitterling and State Farm was a successful one. Mrs. Mitterling received positive feedback for her State Farm Agency in Muncy, and she was very eager to continue this partnership.
APPENDIX A

Facebook Posts

RIGHT: JANESSA MITTERLING’S POST ABOUT HER COMMITMENT TO MUNCY FBLA

LEFT: FACEBOOK POSTS CONCERNING OUR PARTNERSHIP WITH STATE FARM’S MRS. MITTERLING

ABOVE: A POST ON MRS. MITTERLING’S PAGE ABOUT THE CLASSROOM DISCUSSIONS
APPENDIX B

T-shirt Design

ABOVE AND RIGHT: THE FRONT AND BACK OF THE T-SHIRTS FOR THE PARTNERSHIP AND PROJECT

LEFT: PIZZA PROVIDED FOR CLEANUP PARTICIPANTS

Snapchat Posts

LEFT: A STUDENT’S SNAPCHAT POST ABOUT THE COMMUNITY CLEANUP WITH STATE FARM

Twitter Posts

ABOVE: TWITTER POST ABOUT MRS. MITTERLING COMING IN TO SPEAK
Partnership with Business

APPENDIX C

Newspaper Articles

ABOVE: THE TWO-PART ARTICLE IN THE LUMINARY ADVERTISING THE PARTNERSHIP AND CLEANUP

ABOVE: THE SCHOOL NEWSPAPER ARTICLE ABOUT THE PARTNERSHIP WITH BUSINESS PROJECT

RIGHT: THE ONLINE ARTICLE IN THE LUMINARY ADVERTISING THE PARTNERSHIP AND CLEANUP
APPENDIX D

Flyers

LEFT: THE FLYER USED TO ADVERTISE THE "DOING GOOD IN THE NEIGHBORHOOD" CLEANUPS

ABOVE: A SAMPLE OF THE EVALUATION SURVEY MADE WITH GOOGLE FORMS

Survey

ABOVE: A SAMPLE OF THE EVALUATION SURVEY MADE WITH GOOGLE FORMS