“Create. Lead. Inspire.”
PHI BETA LAMBDA
Local Chapter Annual Business Report
2018-2019

South Georgia Technical College
Americus, Georgia
Chapter number: 8839
GEORGIA 2019
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Introduction

This report details the activities of the chapter for 2018-2019. South Georgia Technical College has been the cornerstone to our success as a Phi Beta Lambda Chapter. This report showcases the work that has been put in by our Advisors, members, and our community. Without teamwork, this would not have been possible.

State of the Chapter

During the 2018-2019 year, South Georgia Technical College Americus Campus Phi Beta Lambda set goals for the chapter that allowed our chapter to be legendary leaders in PBL. The mission of our PBL organization is to participate in community activities, and utilize the skills of our members to challenge ourselves to become effective leaders. The leadership team and our Phi Beta Lambda chapter have developed goals, which are as follows: Increase PBL awareness, Increase Membership and Chapter Engagement, Increase Corporate Sponsorship, Increase PBL interaction with various organizations on campus and within the community, Increase Membership participation in state and national projects, Support March of Dimes by raising awareness and donating funds.

The Local Chapter Annual Business Report demonstrates South Georgia Technical College Americus Campus PBL’s participation in the following: community service projects, competitive events, and innovative career development programs that have enabled members to take steps toward being leaders in the community.

A quote from the Americus Chapter President: “It has been an honor to serve as the 2018-2019 SGTC Americus Campus Acting PBL President. Thank you for your enthusiasm and dedication to the organization. Because of all of your hard work and effort all of the projects and programs that you see outlined in this report were possible.”

Sincerely,

Heather Hinton
Heather Hinton, Acting President
Chapter Membership

ADVISORS
Local Advisor: Dr. Andrea Oates, Academic Dean
Local Co-Advisor & State Advisor: Mrs. Donna Lawrence, Instructor

OFFICER TEAM
- President: Yaneli Hernandez
  Acting President: Heather Hinton
  o Conducts meetings according to accepted parliamentary law.
  o Oversees all activities of the organization.
  o Engages with internal and external organizations on behalf of the group.
- First Vice President: Jarrius Cladd
  o Assists the president in the discharge of duties and is second in command.
  o Oversees professional recruitment/engagement efforts.
- Second Vice President: Bentura Nunez
  o Coordinates joint ventures with FBLA chapters in our service area
  o Oversees and coordinates special projects by preparing timelines, checklists, etc.
- Secretary: Shantelle Brito
  o Prepares agenda and minutes for each meeting.
  o Works with officers to support administrative needs.
- Historian: Andreas Edwards
  o Creates digital and print marketing material
  o Prepares flyers for meetings and special event
- Ambassador – Jordan Jackson
- Ambassador – Keandra Jones

COMMITTEE STRUCTURE
Vice Presidents are the chairpersons of Phi Beta Lambda committees.

STUDENT MEMBERS (12)
Lajarius Bradley
Shantelle Brito
Jarrius Cladd
Andreas Edwards
Yaneli Hernandez
Heather Hinton
Jordan Jackson
Keandra Jones
Bentura Nunez
Gabriela Soto-Maldonado
Jasmin Tovar
Sachariah Vincent

PROFESSIONAL DIVISION MEMBERS (3)
Donna Lawrence
Andrea Oates
Teresa McCook
**SGTC and Sumter County**

South Georgia Technical College (SGTC) is a residential college located in southwest Georgia, instructing the latest educational programs of today. South Georgia Technical College is located on the outskirts of Americus, in Sumter County, Georgia just southwest of Interstate 75. The small town is a part of Sumter County Historic District, because of its history in railroad and technological advances during the mid-1800s. South Georgia Technical College is a junior college that was established in 1948.

South Georgia Technical College serves: Crisp, Macon, Marion, Schley, Sumter, Taylor and Webster counties. Along with SGTC our PBL Chapter services the area and partnerships are formed with existing business and industries to create even more opportunity for community development through jobs. This development has also created viable opportunities for our students, not only is SGTC involved with existing business and industry, but also, works with the local community, economic development, and help the local communities prosper.

**Activities to Benefit the Chapter and Its Members**

The following items were exclusively to benefit our chapter. They include the Program of Work, recruitment activities, leadership development activities, career exploration and preparation events, business partnerships, as well as chapter fundraising efforts. Many items were publicized to the campus and community.

**Program of Work**

**Goal 1: Increase PBL awareness.**

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Activities</th>
<th>Outcomes</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase campus awareness of PBL</td>
<td>Distribute promotional materials (flyers, banners, newsletters, etc.) and</td>
<td>PBL membership will increase</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>speak with various program areas</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase campus advisor’s awareness</td>
<td>Hold information sessions with various program area advisors in which the</td>
<td>Program area advisors will help in recruitment by</td>
<td>Ongoing</td>
</tr>
<tr>
<td>of PBL</td>
<td>benefits of PBL for their students would be shared</td>
<td>encouraging students to join PBL</td>
<td></td>
</tr>
<tr>
<td>Develop social media presence with the required SGTC oversight</td>
<td>Post relevant activities</td>
<td>Increase PBL awareness and membership</td>
<td>Ongoing</td>
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Goal 2: Increase Membership and Chapter Engagement.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activities</th>
<th>Outcome</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Student Membership by 20%</td>
<td>Host membership drives - particularly in Odom or key locations on registration day</td>
<td>Increase membership of diverse program student area</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Increase Professional Division Membership by 15%</td>
<td>Recruit professionals from the communities and campus</td>
<td>Increased membership and mentorship</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Increase mentoring between chapter members and professional members</td>
<td>Host workshops on professional development and competition preparation</td>
<td>Chapter members will develop professionalism and career/competition knowledge</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

Goal 3: Increase Corporate Sponsorships by $500.

<table>
<thead>
<tr>
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<th>Outcome</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase corporate sponsorship by $500</td>
<td>Each chapter member will recruit sponsors from approved businesses</td>
<td>Increase funding for competitive events</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

Goal 4: Increase PBL interaction with various organizations on campus and within the community.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activities</th>
<th>Outcome</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote collaboration among student organizations at South Georgia Technical College</td>
<td>Work with other student and community organizations on charitable projects</td>
<td>Community service benefits local organizations and individuals.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Collaborate charitable events with local FBLA chapters</td>
<td>Work together on Trauma Bear Donations and March of Dimes</td>
<td>Chapter members and FBLA members support community efforts.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Mentor FBLA members</td>
<td>Speak to FBLA seniors about PBL. Host tours of SGTC with FBLA members and volunteer at FBLA events. Create</td>
<td>Increase goodwill within organization while promoting PBL and helping FBLA members transition into PBL</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
a PowerPoint presentation about PBL and FBLA.

**Goal 5: Promote awareness of PBL within the community through community service, outreach programs, civic groups, and fundraising.**

<table>
<thead>
<tr>
<th>Objective</th>
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<th>Outcome</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribute to our service communities through volunteer work</td>
<td>Collect donations for Thanksgiving canned food drive, Trauma bears, Toys for Tots, and supporting the troops. Collecting for Mayor's Motorcade, Ringing the Salvation Army bells and visiting the elderly at the nursing home.</td>
<td>The chapter gives back to the community through donations</td>
<td>September 2019 – December 2019</td>
</tr>
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</table>

**Goal 6: Increase membership participation in state and national projects.**

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<thead>
<tr>
<th>Objective</th>
<th>Activities</th>
<th>Outcome</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase awareness and participation in Career and Membership Achievement Program (CMAP).</td>
<td>Informal CMAP parties where members come together to work on CMAPS. Challenge members to complete the CMAP requirements; remind members throughout year to work toward CMAP goals.</td>
<td>More members will complete the CMAP program and receive their CMAP pins, which will help the chapter to qualify for an “Awards of Merit”.</td>
<td>September 2019 – April 2019</td>
</tr>
<tr>
<td>Increase membership participation to applying for scholarships</td>
<td>Encourage all eligible members to apply for Mel Evans, IFL, and NFL scholarships</td>
<td>Showcase chapter members and their academic achievements</td>
<td>September 2019 – April 2019</td>
</tr>
<tr>
<td>Apply for seal award</td>
<td>Document all chapter activities and apply for seal award by deadline</td>
<td>Chapter receives recognition for work accomplished throughout school year</td>
<td>April 2019</td>
</tr>
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**Goal 7: Support March of Dimes by raising awareness and donating $700.**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activities</th>
<th>Outcome</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase March of Dimes donation</td>
<td>Monthly fundraisers: cookie sales, candy bar sales, Avon</td>
<td>Chapter raises $700 in Funds to donate to March of Dimes</td>
<td>September 2019–April 2019</td>
</tr>
<tr>
<td><strong>Increase chapter and school’s awareness of the March of Dimes</strong></td>
<td>Encourage student body to dress in purple for group picture.</td>
<td>Promotion in both chapter and school supporting March of Dimes</td>
<td>November 2019</td>
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</tr>
<tr>
<td><strong>Participate in unique fundraiser that encourages donations</strong></td>
<td>Chapter participate in a GoFund video project</td>
<td>Chapter will raise $500</td>
<td>Ongoing</td>
</tr>
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**Recruitment Activities**

South Georgia Technical College’s Americus Campus Chapter has made a commitment to increase PBL awareness efforts on campus. This includes creating a display board placed in areas with the most traffic. We also hand out unique flyers that illustrate our state and national logo at every school run event. Many local leaders also visited the space and were provided with information about the organization. The officers are also excited about the PBL permanent sign that is prominently displayed near the Student Activities building and across from the Administration Building.

**Custom flyer**

**Group picture with lawn sign**

**Chapter display board**

**Leadership Development**

Officers and members attend leadership development activities at conferences and officer installation training. *(Picture below)*

- Institute for Leaders (Baltimore, MD) – June 2018
- National Leadership Conference (Baltimore, MD) – June 2018
• SGTC Leadership Installation & Training (Cordele, Ga) – November 2018
• Georgia Fall Leadership Conference (Atlanta, Ga) – November 2018
• FBLA-PBL Leadership Day (SGTC) – February 2019
• South District Leadership Conference (Macon, Ga) – February 2019
• Student Leadership Conference (Atlanta, Ga) – April 2019

Career Exploration & Preparation

Acting President Heather Hinton (shown left) showcasing a selfie for the Career Exploration the month of February 2019. She is looking up Information Technology material for the career path she is going into. All our members are currently going into careers such as: Business, Accounting and Information Technology to name a few.

American Enterprise Day

The SGTC Americus Campus Chapter of Phi Beta Lambda (PBL) celebrated American Enterprise Day on Monday, November 12, 2018. The chapter hosted a program that included the signing of a proclamation by Americus Mayor Barry Blount and SGTC Vice President for Economic Development Wally Summers along with PBL President Yaneli Hernandez (top left). The speaker for the event was Ms. Asha Odums, Owner of 2 LC Bakery in Americus. She shared invaluable entrepreneurial concepts. The hour-long program was attended by SGTC college students along with several regional FBLA chapters.
They included Americus Sumter High School FBLA, Schley County Middle/High School FBLA, and Webster County FBLA (far right). In all, 89 FBLA guests were onsite for the event. A bonus feature of the students’ attendance included the opportunity for more engagement. PBL is partnering with Schley County FBLA in their community service effort to provide Christmas toys for children. In addition, Americus Sumter and Webster FBLA chapters were treated to a tour of the college campus. All high school students were provided with material from Admissions as well. PBL students will culminate the experience by sharing their reflections on PBL’s mandate to “CREATE, LEAD & INSPIRE” via social media.

(Left) PBL with Asha Odums: Andreas Edwards (Historian), Shantelle Brito (Secretary), Ms. Asha Odums (Enterprise Speaker), Yaneli Hernandez (President), and Jarrius Cladd (1st Vice President)

Business Partnerships

The chapter raised $200.00 for corporate sponsorships that included Carter’s Fried Chicken, Town Square Coffee Shop and Dorothea’s Beauty Salon.

Chapter Fundraising

A Fundraising Campaign was held and $200.00 was raised to support the March of Dimes.

Public Relations & Publicity

Local Publicity

The school’s website posts articles and sends them to local newspapers in the region.

January 16th, 2019 Season of Giving drive posted on our school’s website
Our chapter also gets involved with social media. One example of this is when we had FBLA-PBL Awareness week and had our members post on their social media which PBL experience was the one they most remembered. Here is just one of those stories pictured below.

State Publicity

The American enterprise program was featured in the Georgia Phi Beta Lambda Fall 2018 newsletter. *(Shown below)*

Activities to Benefit Individuals & Organizations

State & National Projects

*March of Dimes & Prematurity Awareness Day*

A fundraising Campaign was held across the campus. $200.00 was donated to the March of Dimes. The Hayne’s Hall Business Division was purpled out and a short program was held. Statistics and testimonials were emailed to the Americus campus faculty and staff.
Future Business Leaders of America (FBLA) Interactions

The chapter had several activities with FBLA chapters. They included the “Season of Giving” drives, career exploration, American Enterprise Day, and FBLA-PBL Leadership Day.

Other Community Service Projects: “Season of Giving”

The Americus Campus Chapter of Phi Beta Lambda (PBL) conducted its 5th Annual Season of Giving initiative. The effort involved three simultaneous drives:

- A non-perishable food drive,
- A Trauma bear drive, and
- A toy drive

This year PBL partnered with several regional organizations to expand efforts and maximize impact. Partners included:

- PharmaCentra, LLC – Coordinators: Kim Christmas and PBL Alum Kia Mable,
- Georgia Southwestern State University (GSW) - Student African American Brotherhood (SAAB) – Coordinator: Dr. Alma Keita,
- Americus Sumter High School South Campus (ASHS) - Future Business Leaders of America (FBLA) – Coordinator: Ms. Pamela Harvey, and
- SGTC Crisp Campus - Student Government Association (SGA), National Technical Honor Society (NTHS), and Phi Beta Lambda (PBL) – Coordinator: Ms. Kari Bodrey.
In all, the effort yielded 1,282 donations, including 946 food items, 170 trauma bears, and 166 toys for children.

Americus-area items were donated to the Harvest of Hope, Georgia State Patrol, and the Sumter County Department of Family & Children Services (pictures below). Cordele-area items were donated to the Concerned Citizens Who Care, Crisp EMT services, and the local Adopt an Angel Program. Through partnership, last year’s contributions more than tripled. Since its inception, the Season of Giving effort has contributed a total of 4,579 items to benefit those in need during the holidays. PBL would like to thank each of you for your contributions that made an impact on so many lives.

Conferences & Recognition

Participation in PBL Conferences

SGTC PBL attended the Georgia PBL, National Leadership, Georgia Fall Leadership, and South District conferences. We are excited about our accomplishments and look forward to finishing strong!

Chapter & Individual Competitive Event Awards & Recognitions

2018 Georgia PBL Conference (Atlanta, GA)

The Americus Campus Chapter of Phi Beta Lambda participated in Georgia PBL state competitive events April 6-8 in Atlanta. The chapter received twenty-one (21) awards and recognitions. Competitors included Shantelle Brito, Andrea Burton-Jackson, Jarrius Cladd, Alicia English, Joseph Hawkins, and Christopher Lewis.

1st Place
Community Service Project – Andrea Burton-Jackson & Alicia English
Emerging Business Issues – Alicia English
Future Business Educator – Andrea Burton-Jackson
FBLA Interaction – SGTC PBL
2nd Place
Information Management – Andrea Burton-Jackson
Integrated Marketing Campaign – Christopher Lewis

3rd Place
Business Communication – Joseph Hawkins
Business Law – Christopher Lewis
Local Chapter Annual Business Report – SGTC PBL

4th Place
Computer Concepts – Jarrius Cladd

Other Awards & Recognitions
Platinum Seal Award of Merit – SGTC PBL
20 Years of Service – Donna Lawrence
$250 PBL Foundation Scholarship – Yaneli Hernandez
Businessperson of the Year – Donna Whitt (SGTC PBL Nominee)
Who’s Who in PBL – Alicia English
CMAP President Award – Andrea Burton-Jackson
CMAP Executive Award – Andrea Burton-Jackson
CMAP Director Award – Alicia English
CMAP Director Award – Joseph Hawkins
Battle of the Chapters Top Ten – SGTC PBL
Largest Local Chapter – SGTC PBL

Andrea Burton-Jackson and Alicia English will participate in four (4) competitive events at the PBL National Leadership Conference to be held in Baltimore, Maryland. Andrea Burton-Jackson will receive a pin for accomplishing the President Level of CMAP. SGTC PBL will also be awarded “Outstanding Chapter” distinction at the national conference.

2018 Institute for Leaders & National Leadership Conference (Baltimore, MD)

SGTC PBL concludes the 2018 academic year of district, state, and national competitions with: thirteen 1st Place wins, six 2nd Place wins, five 3rd Place wins, five 4th Place wins, one 5th Place win, one 6th Place national win, one 8th Place national win, in addition to fifteen honors and recognitions.

2018 Georgia Fall Leadership Conference (Atlanta, Ga)

1st Place
Chapter Display Project (Display Board)
iPhoto Smartphone Contest – Shantelle Brito
2nd Place
Chapter Display Project (Recruitment Video)

3rd Place
Advertising Campaign
Chapter Preparation (AY19 Plan of Work) iPhoto Smartphone Contest – Andreas Edwards

Attending the conference on behalf of PBL were Vice Presidents Jarrius Cladd and Bentura Nunez. They accepted the awards on behalf of the chapter and individual winners.

2019 South District PBL Conference (Macon, Georgia)

1st Place
Shantelle Brito – Marketing Analysis & Decision-Making
Andreas Edwards – Programming Concepts
Jordan Jackson – Economic Analysis & Decision-Making
Jordan Jackson – Sports Management & Marketing
Jasmin Tovar – Management Concepts
Sachariah Vincent – Information Management

2nd Place
Shantelle Brito – Sports Management & Marketing
Andreas Edwards – Cyber Security
Keandra Jones – Marketing Analysis & Decision-Making

4th Place
Heather Hinton – Computer Concepts
Heather Hinton – Help Desk
Sachariah Vincent – Organizational Behavior & Leadership

5th Place
South Georgia Technical College – Battle of the Chapters
2019 FBLA-PBL National Awards

Outstanding Chapter
CMAP Director Award – Heather Hinton
CMAP Executive Award – Heather Hinton

(From left to right) Andreas Edwards, Shantelle Brito, Jordan Jackson, Keandra Jones, Sachariah Vincent, Heather Hinton, and Jasmin Tovar