

2021-2022 FBLA National Officer Team Program of Work

Strategy	FBLA-PBL Department	Objective	Tactics	Assignments	Due Date	Status
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Membership	Synergize newly created and past resources to support states, chapters, and members	- Combine current membership resources with new developed content to create a centralized membership recruitment strategies toolkit	Lead: Jack; Grace, Jaya, Soukeyna	September	
			- Reevaluate and republish the local/state sponsorship toolkit on the website and on social media.	Max	Early November	
			- Compile all resources created in past years from state chapters, members, and national councils in website and Leadership Communities	Lead: Sthiti; Jack, Grace, Allison	September	
Become a student-focused organization with a differentiated member experience at middle, high school, and collegiate levels.	Education	Focus on promoting accessible and necessary financial literacy and financial education to all members	- Host a financial panel with at least 3 industry professionals at NLC and in webinar-format	Max	January/NLC	
			- Promote "Learn & Earn", Intuit's initiatives, and the Stock Market Game through social media, emails, and the leadership community.	Max	Continuous	
			- Collaborate with the SMAs to post financial literacy content regularly on the National Account	Max, Jaya, Grace, Sean	Continuous	
Become a student-focused organization with a	Communications and Marketing	Increase social media engagement and	- Promote one interactive brand element to unite FBLA year-round	Sthiti and Ilanora	NFLC (Continuous)	

differentiated member experience at middle, high school, and collegiate levels.		provide members with personable resources on social media	- "Success Starts Here" NFLC hype video	All Officers	November	
			- National Officer FBLA-PBL Week Video	All Officers led by Sthiti	FBLA-PBL Week	
Become a student-focused organization with a differentiated member experience at middle, high school, and collegiate levels.	Membership	Enhance middle level engagement and promote ML	- Host an open Middle Level Summit	All Officers led by Allison and Sean	December	
			- Every National Officer has at least 2 Middle Level Chapter visits throughout the year (develop script/pitch, focus on programs and Lead4Change, direct advisers to communities + follow-up)	All Officers	February	
			- Host a Middle Level Focus Group with advisers	All Officers led by Sthiti	November	
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Education	Focus on promoting and educating Parliamentary Procedures to all members	- Utilize social media to promote monthly trivia challenges and informational vocabulary posts	Allison	Continuous	
			- Host 2 Local and State Parliamentarian Networking Roundtables			
			- Release multimedia resources (skits, videos etc.) on social media to educate members on parliamentary basics and applications			
			- Host an NLC panel with parliamentary professionals and legislators to speak on how parliamentary procedure is applied in legislative processes and policy creation.			

Strategy	FBLA-PBL Department	Objective	Tactics	Assignments	Due Dates	Status
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Membership	Promote MOD Fundraising to local chapters and states	- Hold a MOD webinar to help chapters start fundraising	Allison; Sean	November	
			- Incorporate social media challenges to garner interest towards MOD fundraising	Allison	November/ Continuous	
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Communications and Marketing	Heavily promote new and revised FBLA programs (eg. BAA, Champion Chapter) to members to increase engagement and understanding	- Creating "Intro to..." recorded videos for BAAs, Competitive Events, Conferences, Champion Chapter, etc.	All Officers led by Soukeyna and Jaya	October	
			- BAA Webinars and promotional materials (eg. infographics)	Jaya, Ilanora, Sean	November	
			- Send personalized updates about National Programs to the State Officer Leadership Communities	All Officers led by Jaya and Region VPs	Continuous	
			- Promote the National Uniform Challenge and National Leadership Scholarship	All Officers led by Max and Soukeyna	Continuous	
			- All National Officer's Chapters will complete Bronze Level of the Champion Chapter	All Officers	June	
			- Encourage all state officers to have their chapters complete the Bronze Level of Champion Chapter	All Officers led by Region VPs	Continuous	

			- Create social media challenge for each season of Champion Chapter	All Officers led by Sthiti and Grace		
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Establish a robust alumni and professional network that is focused on creating resources to support the student membership experience.	Education	Support Member Internship and Job Shadow Opportunities	- Create a job internship toolkit for members and chapters to utilize published on the website and social media.	Lead: Sean; Grace, Max	January	
			- Work with the Communications and Marketing department and existing National partners and sponsors to create opportunities for members	Max	Continuous	
			- Build relationships with National Partners as national officer liaisons		Continuous	
			- Create a list of potential companies that could become FBLA sponsors/partners		November	
Expand membership outreach to underserved student environments.	Education	Increase accessibility to FBLA programs through virtual events	- Host regional state president roundtables every other month beginning with regional	All Region VPs	Continuous	
			- Initiate a Networking program amongst members	Lead: Soukeyna; Ilanora, Allison	October	
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Education	Promote accessible and easy-to-use competitive event resources	- Focus on recreating interactive competitions tab on FBLA-PBL website (reference NAP committee (focus group), support advisers + students)	Jaya and Grace	December	
				All Officers	Continuous	

			- Expanding and promoting existing resources (PDF, Social Media Initiatives, etc.)			
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Expand membership outreach to underserved student environments.	Communications and Marketing	Ensure all members have a voice and encourage them to give feedback by maintaining interaction with local members throughout the year	- Encourage chapters to S.W.A.P. (Sharing with a Purpose) where successful activities can be documented, shared, and utilized by other chapters	Lead: Grace; Soukeyna	February	
			- Add a request a virtual officer visit form on the website (flush idea out more, work with Comms department for form, Calendly, incentive)	Ilanora	October	
			- Monthly Regional VP email blasts	All Region VPs	Continuous	
			National Officer Chapter Virtual Visits <ul style="list-style-type: none"> - Region VPs have visits with at least two chapters per state chapter - Each council hosts at least 4 virtual local chapter visits by the end of the membership year 	All Officers led by Region VPs	Continuous	
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Communications and Marketing	Work with the Communications and Marketing Department to create a more	SMA's <ul style="list-style-type: none"> - Host an SMA onboarding experience - Create a clear social media plan to reference and follow throughout the year 	Grace, Sean, Jaya	Continuous	

		cohesive, connected council and Social Media Ambassador (SMA) experience	<p>Council</p> <ul style="list-style-type: none"> - Host inter-council meetings every 3 months - Make council POW directly based off of the National Officer POW 	All Officers		
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Membership	Reevaluate , synthesize, and implement National FBLA-PBL Social media strategies	- Create a social media content calendar	All Officers	Continuous	
			- Host one social media series per council			
			- Utilize the 2020-2021 SMA plan to clearly define content days for FBLA, PBL, and National Center			
			- Implement three social media strategies to promote membership recruitment and retention with focuses on: getting verified, stopping graveyard accounts, and maximizing stories/posts			
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Education	Provide State Officers with leadership training and membership support to succeed	- Plan and execute a State Officer Summit to train and update state officers	All Officers led by Jaya, Jack, and Sthiti	February	
			- Adopt states and territories who may need additional guidance	All Officers led by Max and Jaya		
Expand membership outreach to underserved environments	Membership	Promote DEI throughout the membership year to foster access and inclusivity	- Conduct a DEI survey to collect anonymous feedback from members (Keep National Staff in the loop regarding this)	All Officers led by Sean and Grace	January	
			- Discuss DEI in section state president roundtables	All Region VPs	Continuous	

Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Membership	Promote membership recruitment and retention strategies to revitalize FBLA membership base	- Create a member road map resource to guide members in learning more about how to augment their membership experience	Jaya, Allison, and Jack	September	

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Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Communications and Marketing	Increase focus on public relations and media relations.	Help members, advisers, and student leaders prepare to communicate with their representatives at the local, state, and national level. <ul style="list-style-type: none"> - Prepare a public policy toolkit - Host CTE Public Policy sessions at NLC and in webinar format 	Max and Jaya	NLC/December	
			<ul style="list-style-type: none"> - Identify and develop key contacts with FBLA/CTSO-related offices with the US government and legislative bodies, as well as relevant CTSO-related organizations 	All Officers led by Max and Jaya	Continuous	

			<p>Collaborate with the communications and marketing department to leverage the FBLA brand to earn media coverage to increase nationwide public and employer brand recognition and prestige</p> <ul style="list-style-type: none"> - Review Meltwater data with marketing department - Work with the marketing department to setup introductory meetings with media companies, build relationships with them and create content - Develop four newsworthy pitches that could receive national coverage 	All Officers Lead by Max, Jaya and Sthiti	Continuous	
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Education	Strengthen partnership with ACTE to help increase legislative support for CTE at all levels	- Coordinate with ACTE to help national officers to meet with public policy makers during FBLA-PBL week to discuss Career and Technical Education during CTE Month	All Officers led by Max and Jaya	FBLA-PBL Week	
			- Participate in ACTE National Policy Seminar (March 21-23, 2022)	All Officers	March	
			- Challenge FBLA-PBL members to invite their Members of Congress (House and Senate) to become members of the House/Senate Career and Technical Education Caucus, with resources and support from ACTE.	Max, Jaya, and Sthiti	December	
			- All National Officers apply for the ACTE Outstanding Business Student Awards, representing FBLA-PBL	All Officers	October	
Establish a robust alumni and professional network that is	Membership	Increase engagement through consistent	- Create a podcast featuring industry professionals and FBLA alumni	All Officers led by Sean	October	

focused on creating resources to support the student membership experience.		connections amongst alumni and members	- Host an alumni panel at NLC with industry professionals to discuss post-secondary experiences	Lead: Max; Ilanora, Sthiti	NLC	
			- Hold a regional networking night on Zoom, moderated by Region VPs.	All Regional VPs	March	
Become a student-focused organization with a differentiated member experience at middle, high school, and collegiate levels.	Education	Enhance the NLC experience	- Incorporate a "Success Starts Here" scavenger hunt	All Officers led by Soukeyna and Grace	June	
			- Create relaxation centers near competitive event areas to support competitors	Grace, Jack		
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Education	Expand resources in the new Learning Management System	- Include a servant leadership module in BAA Advocate Level	Grace, Ilanora, and Allison	January	

Tactic	FBLA-PBL Department	Objective	Tactics	Assignments	Due Date	Status
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Membership	Support members' emotional/mental health and wellness through awareness and programs	- Partner with other nonprofits and organizations to deliver resources, support, and wellness tips to members throughout the year	All Officers led by Grace and Jack	Continuous	
			- Have a Member Spotlight Section in TBL highlighting how members deal with stress from school, competitions, etc.	All Officers led by Grace	Continuous	
					May	

			- Recognize Mental Health Awareness Month on the National FBLA-PBL Instagram with positive messaging about competitions and conferences during this time	All Officers led by Grace		
Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Education	Expand FBLA-PBL website to include national council and other content	- Create council tab for National Officer Council content, updates and individual POWs	All Officers	October	
			- Publish all resources and social media initiatives created on the website	Sthiti and Ilanora	Continuous	
			- Have a state chapter directory, complete with state websites and photos of state executive teams	All Officers led by Grace and Jaya	November	
			- Have a dedicated website tab for FBLA-PBL week information, promotion, and recognition	Sthiti and Ilanora	January	

Improve FBLA-PBL's capacity and capabilities to lead as a Career Technical Student Organization (CTSO).	Membership	Reimagining FBLA-PBL week for revitalized and new membership base	- Reevaluate the days and activities of the existing FBLA-PBL week	Lead: Sthiti; Ilanora, Grace, Soukeyna	October	Done
			- Organize new national-level activities to engage members and teach them about FBLA	All Officers led by Sthiti		
				Soukeyna		

			- Encourage members' personal and professional development through FBLA-PBL week participation			
			- Create digital content highlighting FBLA-PBL weeks from national officers and members	Ilanora		
			- Focus on promotion to and engagement of Middle Level members	All Officers led by Sthiti		
			- Have National Officers create content in Reston, VA to promote FBLA-PBL week and engage members	All Officers led by Sthiti		