

## 2021-22 PBL National Officer Program of Work

### Strategic Goals

Strategy	FBLA-PBL Department	Tactics/Actions	Assignments	Due Date	Status
Become a student-focused organization with a differentiated experience at the middle, high school, and collegiate levels.	Communications & Marketing	Host Coffee Chats <ul style="list-style-type: none"> <li>• 2 per month</li> <li>• 1 casual for icebreaker games, and networking</li> <li>• 1 professional for guest speaker sessions</li> </ul>	All officers led by André	Planning: September 2021 Implement: October 2021	In Progress
		Social Media Ambassadors <ul style="list-style-type: none"> <li>• Application (completed)</li> <li>• Work with Communications and Marketing Department to onboard SMAs and discuss responsibilities</li> </ul>	Chair: Madison, Co-chair: Maddie	September, Year-long	In Progress
		Establish a social media action plan <ul style="list-style-type: none"> <li>• Detailed document of all social media initiatives</li> </ul>	Madison, Maddie	September 2021, Year long	In Progress

		<p>PBL Re-branding</p> <ul style="list-style-type: none"> <li>• Focus Groups</li> <li>• Promotion</li> <li>• Coordinate with Collegiate Strategy Task Force</li> </ul>	All National Officers		
	Education Programs and Membership	<p>Enhance National Mentorship Program</p> <ul style="list-style-type: none"> <li>• Application (completed) start with test states, one from each region for first semester</li> <li>• Analyze &amp; review feedback report,</li> <li>• Consult about second semester push</li> </ul>	André, Maddie	TBD 2021	In Progress
		<p>Officer/Chapter/ Member Bronze Excellence Award</p> <ul style="list-style-type: none"> <li>• Each officer must achieve at least the Bronze level</li> <li>• TBL article to promote it</li> </ul>	All officers, national center staff (periodic team updates)	Fall 2021	In Progress

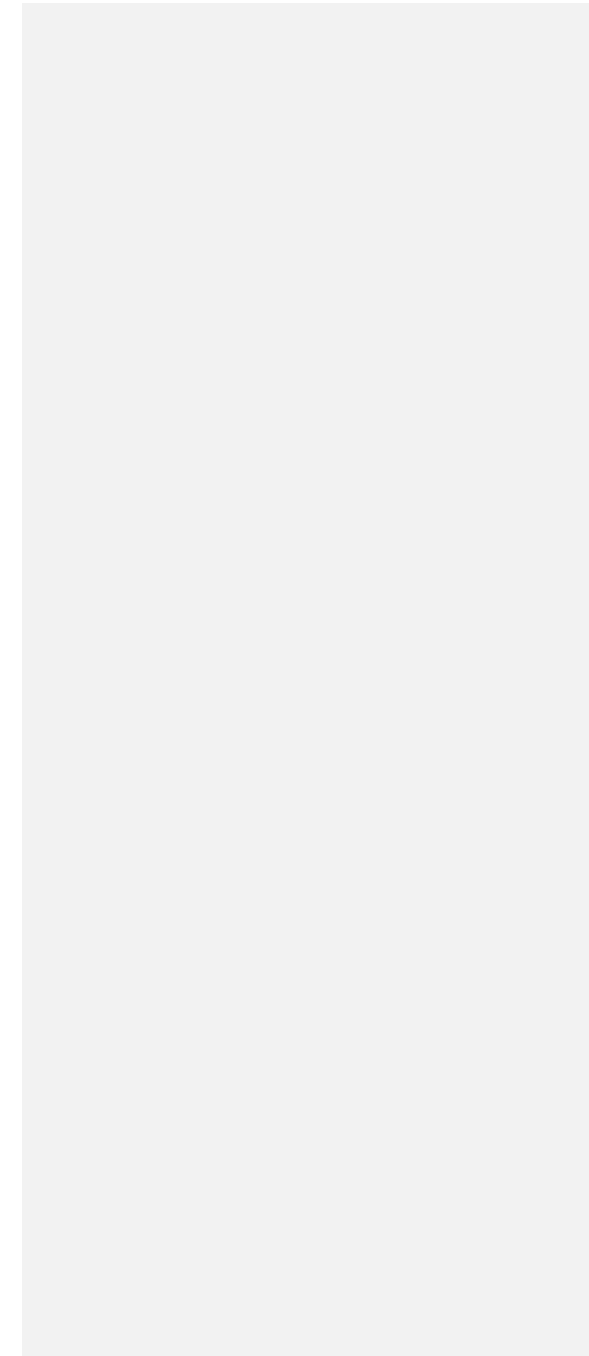
**Commented [1]:** Financial incentive: Gift card drawing

**Commented [2]:** Use a challenge as our narrative to promote. Testimonials/ Anecdotes!

		<p>2022 Career Connections - 200 Attendees</p> <ul style="list-style-type: none"> <li>• With help of SMAs, advertise through social media avenues and e-blasts, video workshop content from each officer</li> <li>• Partner with state officers</li> </ul>	All officers, national center staff	October 2021-January 2022	In Progress
	Membership	<p>Investigate possibility of adding additional voting delegates (PBL bylaw amendment)</p> <ul style="list-style-type: none"> <li>• Research “one member, one vote”</li> <li>• Survey members and advisers</li> </ul> <p>Develop high school to college transition campaign driven by contact information collection for database</p> <ul style="list-style-type: none"> <li>• Seniors receive</li> </ul>	<p>Magin, Lisa</p> <p>Luis</p>	<p>2021-2022</p> <p>Year-long</p>	<p>In Progress</p> <p>In Progress</p>

**Commented [3]:** Package: Reg + 2 Hotel nights

		information about direct membership			
	Membership	Promote the Outstanding Chapter and Chapter of the Year Membership Engagement Awards <ul style="list-style-type: none"> <li>• President's Message</li> <li>• TBL Articles</li> <li>• Social Media</li> <li>• All National Officers' chapters participating and achieve the Outstanding Chapter Award</li> </ul>	All Officers	Year-long	



Strategy	FBLA-PBL Department	Tactics/Actions	Assignments	Due Date	Status
Improve FBLA-PBL's capacity and capabilities to lead as a Career and Technical Student Organization (CTSO).	Communications and Marketing	Organize state president/chapter president digital summits <ul style="list-style-type: none"> <li>• Similar to the FBLA State Officer Summit</li> <li>• More interactive</li> <li>• Not as many lectures</li> <li>• Include Chapter Officers</li> </ul>	Magin	Fall 2021 (Early November; Late January; April)	In Progress
		Weekly/Bi-weekly discussion posts from officers within the PBL State Officer Leadership Community <ul style="list-style-type: none"> <li>• Topics vary</li> <li>• Increase engagement</li> <li>• Each officer will alternate weeks</li> </ul>	All; Raman	September 2021, Year-long	In Progress
		Compile articles for Tomorrow's Business Leaders publication, monthly, updates to be given at officer meetings <ul style="list-style-type: none"> <li>• Reach out to states to inquire info about their involvement/activities, etc. to highlight in TBL</li> </ul>	Raman, Luis	Year-long	In Progress

**Commented [4]:** add chapter presidents?

**Commented [5]:** all member community needed too

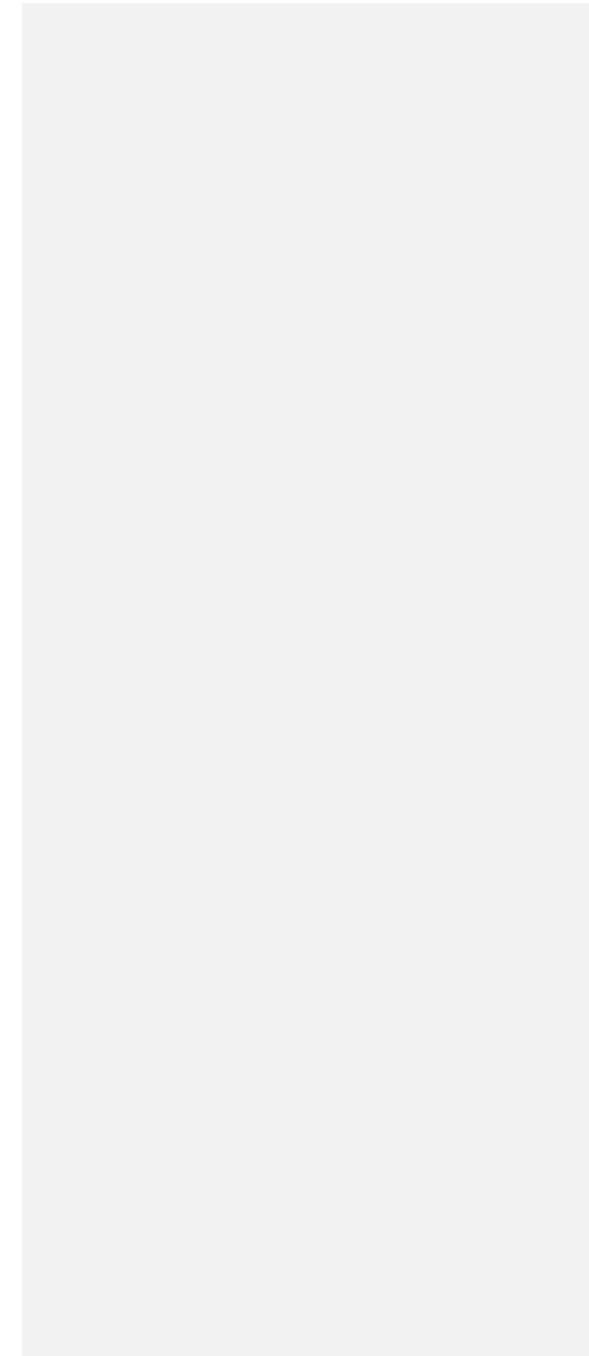
	Education	Compile workshop tools <ul style="list-style-type: none"> <li>• Slide Deck Template</li> <li>• Speaker Directory</li> </ul>	Magin	Year-long	In Progress
	Membership	Chapter/State Check-ins by appointment <ul style="list-style-type: none"> <li>• Google form will be created; sent out to state teams</li> <li>• Advertise through e-blast and social media accounts</li> <li>• Local chapters can request meeting times with state officers</li> <li>• State teams can request time to meet with a national officer to receive tips on recruitment tips, chapter management, etc. within their state</li> </ul>	Maddie	Announce at first coffee chats, 2021, Year-long	In Progress

Strategy	FBLA-PBL Department	Tactics/Actions	Assignments	Due Date	Status
Expand Membership outreach to underserved student environments.	Communications and Marketing	Alumni Video Series <ul style="list-style-type: none"> <li>Highlight alumni through alumni network</li> <li>Reach out by email</li> </ul>	Madison	Begin November 2021/ongoing	In Progress
		Career Connections Scholarship (PBL Scholarship Fund?) - Sponsor participation for one student	Raman/ Luis	October 2021	In Progress
	Education	Competitive events preparation/ suggestions through Leadership Community forums <ul style="list-style-type: none"> <li>Provide interactive video resources</li> <li>Provide tips for competing members</li> </ul>	Magin, Raman	November 2021	In Progress

	Membership	Increase sponsorships to build active membership	Luis, Ashlee	November 2021	In Progress
		Establish Direct Membership committee/focus group experience <ul style="list-style-type: none"> <li>• Application</li> <li>• Develop Online/Virtual Content</li> <li>• Host Virtual Meetings with Guest Speakers</li> </ul>	Magin, Maddie	September 17 Applications close September 22 Group formed	In Progress
		Establish National Officer Deputy Council <ul style="list-style-type: none"> <li>• Onboard Members</li> <li>• Discuss Roles</li> <li>• Discuss Projects</li> <li>• Establish Reporting/Due Dates</li> </ul>	All National Officers	September 17 applications close September 22 Group formed	In Progress
		Develop targeted area recruitment program for PBL students to expand outreach efforts to other states/colleges <ul style="list-style-type: none"> <li>• Create application (Fall 2021)</li> <li>• Test states with lower membership</li> <li>• Discuss possibility of a waived-membership fee for participating members</li> </ul>	André	N/A	In Progress



		<ul style="list-style-type: none"> <li>Numbers vary</li> </ul>			
	Membership	<p>Set the example with membership</p> <ul style="list-style-type: none"> <li>Beat last year's local chapter membership numbers by at least two members</li> <li>Challenge all PBL State Officers to beat last year's local chapter members by at least two members</li> </ul>	All National Officers	April 15	



Strategy	FBLA-PBL Department	Tactics/Actions	Assignments	Due Date	Status
Establish a robust alumni and professional network that is focused on creating resources to support the student membership experience.	Communications and Marketing	Research internship placement statistics	Raman	June 2022	In Progress
	Education Programs	Quarterly meet & greets (formal & social) <ul style="list-style-type: none"> <li>• In addition to the Alumni Video Series</li> <li>• External Business Professionals</li> </ul>	All officers	Year-long	n Progress

	Awards and Recognition and Communications and Marketing	<p>Assist in the development of the comprehensive alumni directory to reach out to current professionals</p> <ul style="list-style-type: none"> <li>• Sponsoring companies interview and provide internships to national winners</li> <li>• Contact active sponsors to evaluate their plans this year with PBL and the possibilities of sponsoring new opportunities with our students</li> </ul>	<p>All officers, Elena, Lisa, Gaby</p> <p>Luis, Raman, Gaby</p>	<p>Year-long</p> <p>Year-long</p>	<p>In Progress</p> <p>In Progress</p>
	Membership	<p>Promote FBLA-PBL Week</p> <ul style="list-style-type: none"> <li>• Promote/Form for Share Your Story Day</li> <li>• TBL Article</li> <li>• FBLA-PBL Testimonials</li> </ul>	All National Officers	January	

**Commented [6]:** Add rebranding process, Outstanding Chapter.