



*Future Business Leaders of America-Phi Beta Lambda, Inc.*

May 20, 2019

Congratulations on your nomination by your local and state chapter as a candidate for a national FBLA-PBL officer position! This demonstrates both their confidence in your abilities and potential and your track record of successful leadership.

On behalf of the Board of Directors, we commend you for stepping forward and offering yourself as a leader. Regardless of the outcome of the election, we are grateful for your willingness to make a difference and expand our motto of Service, Education, and Progress.

The purpose of this letter is to commend you for your decision to run and to provide you with encouragement and guidance as you prepare yourself and your campaign. Stepping up to national service to FBLA-PBL is no small task. It's our goal to support you from the outset in preparing for a year of service at the highest level.

### **A DIFFERENT LEADERSHIP EXPERIENCE REQUIRES A DIFFERENT CAMPAIGN**

First, let us be clear that the elections process is not changing. We are, however, encouraging you, in your campaign and your year of service, to bring a different focus and mindset.

The 2019-2020 membership year will be an exciting season in our history, one that will set the path for FBLA-PBL in the future. This is a historic time for our association and one where we are fortunate to be at the peak of organizational health. As you prepare for your campaign, it's important to understand the landscape you will enter should you ascend to your national position. National officers this year will ...

- Have a rare experience—participating in the transition of the FBLA-PBL President & CEO (this has only happened four times in our 76-year history)! Helping the National Board of Directors and National Staff celebrate the leadership and contributions of Ms. Jean Buckley after 22 years as well as welcoming our new President & CEO is a special opportunity and privilege. As you have no doubt learned in your FBLA-PBL experiences, first impressions matter. This year's national officers will provide our new President & CEO with the critical first impression of the 250,000+ dynamic student leaders in FBLA-PBL. What an honor and responsibility!
- Join the National Board of Directors and National Staff in the ongoing implementation of the strategic plan adopted by the Board last year. We look forward to the energy, enthusiasm, and perspective of the new National Officers in contributing to the execution of our vision and strategy.
- Enter service as the recently reauthorized Career Technical Education federal legislation (Perkins Act) takes effect. This funding support unlocks CTE and CTSOs like FBLA-PBL in schools and college across America. National Officers will be key in showcasing how

FBLA-PBL programs and experiences align with this legislation. Your active advocacy and ambassadorship will bring an important student perspective to policymakers.

The Board of Directors has spent the last two years establishing a clear vision and key priorities to guide the transition we are now starting. Our challenge to you is to align your ideas with the board's vision and priorities so we can all work together to advance FBLA-PBL's future.

### **NATIONAL OFFICER SERVICE IS DIFFERENT FROM THE STATE/LOCAL LEVEL**

As you know, there are many different types of leadership experiences. It is important that you understand the kind of leadership experience you will have if you are chosen by your peers to be a national officer. We want to ensure you understand the operating realities of the national association and how it differs from leading at the local and state level.

- **Successful chapter officers** directly serve members and impact the activities of the chapter in the here and now.
- **Successful state officers** serve chapter officers and can impact the activities of the state over the course of a year.
- **Successful national officers** primarily serve state officers and contribute to initiatives that impact the activities of the worldwide organization over the span of years and decades. This perspective is important because the national officers rarely see their campaign ideas implemented during their term of service. They can certainly be started for future teams to build upon. The national officers who partnered with the Staff and Board were instrumental in creating the Institute for Leaders, Business Achievement Awards, Membership Campaigns, March of Dimes partnership, and Scholarships, among other programs members now enjoy. The reality is that these ideas often took years to fully fund, integrate into the national agenda, and be adopted and implemented by states and local chapters.

As you prepare to become a national leader, we encourage you to organize your campaign from the following perspectives:

1. Emphasize your experience and talents and how you have engaged FBLA-PBL activities and opportunities and how that has prepared you to be an effective leader. Highlight your record of service, accomplishment, contributions and results. Demonstrate why you are the right "representative" and servant-leader of FBLA-PBL. Display your ability and commitment to sharing our mission with others and helping them to maximize the benefits they get from their participation in FBLA-PBL.
2. Recognize that specific ideas and initiatives will have the best chance of success if they are connected to the association's existing, multi-year strategic priorities already underway. These Strategic Priorities include:
  - Defining distinctly different experiences for each division, ensuring that each division offers experiences and learning that is appropriate for their audience and builds on the prior divisions.

- Serving more students by seeking out untapped membership opportunities. Examples include expanding into urban markets and using alumni data to keep members involved over time.
- Building out a robust alumni strategy that continues to engage members in providing support and resources for the association throughout their careers.
- Becoming a student-only membership organization, reinforcing our mission and vision to be the premier career student association, helping an ever-increasing number of business students reach their full potential.

As a national officer, we trust that you will come prepared to join the board, our new President & CEO, and the rest of the national staff in delivering on these priorities and sharing them with our members, officers, advisers, and national partners. During your national officer orientation/training this summer, you'll have a chance to explore the importance of each priority more deeply and determine how your national officer team can help advance them.

We are excited for your candidacy and look forward to seeing your campaign. We look forward to working with the next National Officer Teams to make 2019-2020 a truly special year for you and for all FBLA-PBL.

Sincerely,



Glenn D. Morris  
Chair of the Board



Ron Pierce  
Chair-Elect of the Board



Stacey McIlff  
Past Chair of the Board

cc: FBLA-PBL State Key Contacts