



# *COLORADO* FBLA OCTOBER 2023 **TODAY**

Chapter Recruitment   Fall Leadership Conferences   FBLA Connect



# COLORADO FBLA TODAY

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# COMPETITIVE EVENT READINESS VIDEOS

Colorado FBLA wants to support you this year, in and out of competition. The Education Committee has created four videos, developed to provide members with tips and tricks to being successful. These videos are out now, featured on the Colorado FBLA website and social media pages. This launch is tackling presentation skills, how to study for FBLA, test taking skills, and non-verbal communication. Here's an overview of what each video includes:

## HOW TO STUDY FOR FBLA

1. Setting study goals and objectives
2. Active vs. passive learning techniques
3. Utilizing study aids and resources effectively
4. Strategies for retaining and recalling information
5. Balancing study with other commitments and self-care
6. Where to find FBLA resources
7. Creating a study schedule and routine

## BODY LANGUAGE

1. Introduction to the importance of non-verbal communication
2. Exploring different types of non-verbal cues
3. How to use body language to enhance your message
4. Common body language mistakes to avoid
5. Tips for improving your non-verbal speaking skills

## PRESENTATION SKILLS

1. Planning and organizing your presentation
2. Crafting a compelling opening and closing
3. Engaging your audience through storytelling and visuals
4. Overcoming public speaking anxiety
5. Tips for effective body language and vocal delivery during presentations

## TEST-TAKING STRATEGIES

1. Preparing for a successful test-taking experience
2. Understanding the format and content of a test
3. Effective time management during exams
4. Strategies for multiple-choice questions
5. Managing test anxiety and stress reduction techniques

[CLICK HERE](#)

# NATIONAL FALL LEADERSHIP CONFERENCES

The National Fall Leadership Conferences are an opportunity for Middle School and High School members to develop both personally and professionally by participating in motivational general sessions, professional development workshops, and networking sessions with like-minded students from around the country.



**PROVIDENCE, RHODE ISLAND**  
NOVEMBER 10-11

**DALLAS, TEXAS**  
NOVEMBER 17-18

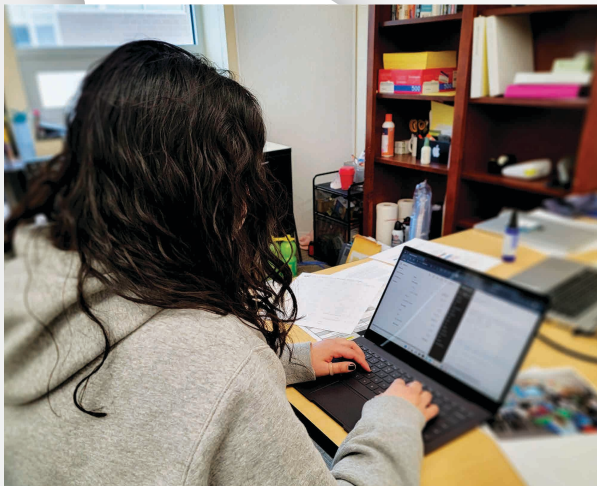


## SHAPING SUCCESS

Sept. 28 – Nov. 8

Focuses on member recruitment and retention. Shaping Success tasks are designed to promote membership benefits and foster engagement such as hosting special events and creating working committees!

**FBLA**  
GOLD  
CHAMPION  
CHAPTER  
2023-2024



## FBLA CONNECT

FBLA Connect is a new platform for chapter management, a way for advisers and officers to schedule meetings, access national resources, and develop a network. To maximize your membership year start using FBLA Connect, today!

[Access Your Chapter](#)

[YouTube Tutorials](#)

# HOW TO DO RECRUITMENT

With Colorado FBLA

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Recruitment is vital in FBLA for several reasons. As a student-focused organization, our membership changes yearly, providing opportunities to attract new members. To ensure FBLA's long-term sustainability and reach more high schools, we must prioritize recruitment. FBLA encourages recruitment for fresh ideas and perspectives, which are essential for our organization's growth. Effective marketing and recruitment are key to accessing these new voices. Emphasizing FBLA's transformative impact, providing leadership opportunities, and fostering professionalism in high school, recruitment is crucial to ensure more students benefit from FBLA's opportunities and enhance our success. *D2 State Officer, Jacob Bowen*

Members are essential to FBLA's identity, but effective recruitment tactics are crucial. When promoting FBLA, highlight its enjoyable aspects such as conferences, networking opportunities, and diverse competitions. Personalize your approach, focusing on building connections rather than pressure. Confidence is key, but avoid overwhelming potential members. Be prepared for rejection, but also offer details on how they can participate. Mentioning perks like the State Leadership Conference's great amenities can be enticing. Always approach with kindness and compassion, as this fosters interest in joining FBLA. *VP of Progress, Kyndal Richards*

Hosting a recruitment night for your local FBLA chapter offers several benefits, including a more relaxed atmosphere and the opportunity to recruit new members. To ensure a successful event, consider these strategies: introduce FBLA in a no-commitment format, allowing people to explore its activities without pressure; offer incentives to attract attendees and highlight the organization's opportunities; and create an engaging recruitment night with fun activities like scavenger hunts and yard games. A well-executed recruitment night sets the stage for members to discover the valuable opportunities FBLA has to offer.

*D4 State Officer, Ben Kleve*

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**Marketing for FBLA can be a difficult task for up and coming local chapters, so here's some tips to get you started:**

*D1 State Officer, Yaelyn Chavez*

## **SOCIAL MEDIA**

- Consider making an FBLA account for your school (Instagram, Facebook, Snapchat)
- Post all upcoming meetings, deadlines, and any special events
- Attempt to include a call to action in each post

## **SOCIALS**

- Hold a recruitment night
- Order some pizza, play a business related movie, and/or have your chapter officers share their favorite FBLA memories.

## **POSTERS / FLYERS**

- Posters / flyers are simple, yet effective
- Ensure that they are legible and eye-catching
- Post in busy areas of your school

## **PARENTS / GUARDIANS**

- If you're having trouble reaching students, try convincing their parents first
- Use email and school announcements to inform parents about FBLA

Recruitment is over, now what? Following the first interest meeting, regular member participation is the oil to your engine. None can be done without membership dues! To keep communication transparent, from the get-go officers can let their chapter know their upfront fee in order to cover several costs, without bothering members throughout the year. Regardless of chapter size, chapters could make plans to cover membership dues whether for state or national dues, travel, Districts, State, and merchandise. Besides monetary commitment members can look out for chapter socials, networking events, skills workshops, community service, club fairs, and the first conference information in order to bring energy and excitement to every meeting. As for officers, they may want to offer FBLA sho cases for events, Alumni panels, Back to School Nights, and even workshops, which are never too early to host. Officers, this is where your heavy lifting begins! Plan future meetings so that an agenda is set for the upcoming month, semester, or year, and set regular times and dates for members and officers alike. Plan away!!

*D5 State Officer, Amy Gao*

**REGISTER MEMBERS**

**BY DECEMBER 1st →**

# ADVISER ALERT

COLORADO  FBLA



**BUSINESS  
MARKETING  
ENTREPRENEURSHIP  
& FINANCE**

Colorado BMEF (Business, Marketing, Entrepreneurship, & Finance), is a website for classroom resources. Click on the logo to find lesson plans, free textbooks, new teacher tips, and many other resources to help you this school year!

ATTENTION


## PROJECT *MANAGEMENT* TRAINING

November 10-11 and 17-18, Denver, CO

Earn your CAPM or PMP in this training from certified Project Management Institute trainers. **This event is capped at 20 people;** \$500 charge.

EDUCATORS ONLY →

Contact Jennifer Cormier, [jennifer.cormier@cccs.edu](mailto:jennifer.cormier@cccs.edu)



# MEMO MONDAY

Advisers, keep in touch on everything Colorado FBLA, with weekly installs of Memo Monday! Reach out to State Adviser, Molly Davis, to subscribe.

Email →



# September Star Members



*Bhushali Jain*

Meet Bhushali Jain, a senior from Silver Creek High School. Throughout her time in FBLA she has shown great leadership, and communication skills. Bhushali enjoys hiking and playing tennis in her free time. Great job Bhushali!



*Selena*

Meet Selena, a sophomore from Holly High School. Throughout a chapter visit with state officer Samantha Heath, Selena was interactive and personable. She was amazing at embracing FBLA and leading others. Congrats job Selena!



*Alberto Valles*

Alberto Valles was chosen to receive a star member award because of his passion and commitment to FBLA. Alberto expressed these traits when presenting to his fellow chapter members during their recruitment night. Congratulations Alberto!



## MONTHLY MEMBERSHIP MEETINGS

Join the state officer team October 23rd, and every month after for insight on new initiatives, conferences, and chapter management!

This month our team is taking a deeper look at community service strategy, including state and national initiatives.

Sign-Up

**COUNTS FOR  
PEAK POINTS!**

Thank you to Colorado FBLA Today readers. This initiative, every month, requires hours of thoughtful consideration to develop. A special appreciation to state officers, Jacob Bowen, Ben Kleve, Kyndal Richards, and Yaelyn Chavez for making this edition of Colorado FBLA Today possible!

*VP of Education,  
Gabriel Hankins*

# SUBMIT AN ARTICLE

To Colorado FBLA Today