



2023-2024
COLLEGIATE
ADVISER
WELCOME
GUIDE



A Message from FBLA's President & CEO

Dear Adviser,

Welcome to the new program year! I'm delighted to share with you our **2023-24 Collegiate Adviser Welcome Guide**. I hope you'll keep it handy and return to it frequently throughout the year.



As we start this new year, I want to highlight a few items:

- We are using a **new system for membership records, member communications, and self-paced learning modules powered by GreekTrack: FBLA Connect**. This one-stop resource will allow you to easily update your chapter's records and pay dues. It will also replace the Leadership Communities with a seamless environment for you to ask questions and share best practices with other advisers. And it will be where our members and advisers can access self-paced learning such as the **Excellence Awards**. Our goal with this new system is to put the power of chapter management in the hands of you, the adviser.
- In this welcome kit, you'll also find several posters, flyers, and a few items from the FBLA Shop. We hope you'll place the posters prominently on campus to draw attention to the **benefits of joining FBLA**.
- We have spent months planning this fall's **Career Connections Conferences (CCCs) in Des Moines, Iowa, and Charlotte, North Carolina**. Working with educators just like you, we have designed hands-on content with student learning outcomes foremost in mind. In all of our educational programming, we seek to provide **co-curricular resources** to prepare students to become successful, community-minded future business leaders.

Finally, I want to say how much I appreciate your efforts every day to make the FBLA experience as rewarding and productive as possible for our members. As the husband of an educator, I know you don't hear this enough: Thank you!

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Graham". The signature is fluid and cursive, written over a light blue horizontal line.

Alexander T. Graham
President & CEO

P.S. Have questions? We've got answers! Please reach out to our help desk for assistance at fbla.zendesk.com.

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COLLEGIATE

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 middle school, high school, and collegiate members to become community-minded business leaders.

MEMBERSHIP

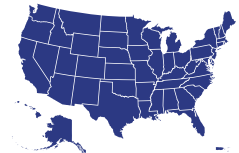
3,000+
Members



300+
Educators

250+
Chapters

36 States and territories



PROGRAMS



competitive events
including case competitions



Leadership Development & Recognition

Collegiate

Excellence Awards • Outstanding Chapter Award

CONFERENCES

NATIONAL LEADERSHIP CONFERENCE



1,000+
attendees



200+
attendees

Career Connections Conferences (CCC)



locations

WHY JOIN?



Professional Development



Scholarships



Academic Competitions



Career Exploration



Networking



Travel



Building Community

Learn more at fbla.org

FBLA Collegiate: What's in It for Me?

By joining FBLA Collegiate, members will develop a personal brand, build relationships with mentors in the business community, and further enhance their skills and experiences to launch their career. Some of the benefits of membership include:

Awards & Recognition

The Competitive Events Program recognizes and rewards a student's expertise in a broad range of business- and career-related areas. Competitive events also prepare students for the workforce by expanding their academic experience with real-world scenarios, which make for powerful examples to share during job interviews. In addition, members can showcase their contributions with chapter and individual award recognitions and apply for a variety of scholarships.

Networking

A "member-only" community across the country via FBLA Connect is waiting for members and advisers. Members can share resources, network, and learn about membership opportunities throughout the year.

Event Access

FBLA Collegiate's national and state conferences help students prepare for various career paths by focusing on academic competitions and leadership development sessions. These events are a great place to network, develop leadership skills, gain professional experience, and learn about employment opportunities.

FBLA Network

Every Collegiate member is automatically a member of the FBLA Network, which includes alumni, professionals, and other supporters. Members have virtual meetings where they can network, reminisce, and learn what's going on at FBLA; additionally, they receive the Network News, an online newsletter. Collegiate members can also network with thousands of current members, alumni, and other supporters on FBLA's LinkedIn page.

Online Offerings

As Collegiate members prepare to look for their first job after graduation, FBLA offers a number of online offerings—including individual resume reviews with corporate recruiters—to help students get an edge in this process. The Collegiate Program Manager also holds monthly online "office hours" to answer member questions and work one-on-one with students.

Publications & Resources

Members receive six digital issues of *Tomorrow's Business Leader* each year that allow them to read, share, and engage. Each issue features an alumni spotlight, where a former member shares their career path and how the skills they learned in FBLA helped them succeed professionally.



FBLA Collegiate 2023-24 Program Year at-a-Glance

This calendar is provided for planning purposes and is current as of May 1, 2023. If known at the time of publication, the exact date is included. For the most up-to-date information, please visit fbla.org.

AUGUST

August 1

Membership Registration Opens

Dressed to Impress Scholarship Applications Open

August 15

Career Connections Conference (CCC)

Registration Opens

SEPTEMBER

September 1

Fall Stock Market Game Registration Opens

OCTOBER

October 9

Fall Stock Market Game Begins

October 15

ACTE Outstanding Business Education Student Award Application Deadline

Dressed to Impress Scholarship Application Deadline

October 18

Registration Deadline for CCCs

October 20

Learning Center Grace Period Ends

October 26-28

Career Connections Conference in Des Moines, Iowa

October 27

Fall Stock Market Game Registration Deadline

NOVEMBER

November 15

American Enterprise Day

November 17

Prematurity Awareness Day – March of Dimes

November 30 – December 2

Career Connections Conference in Charlotte, North Carolina

DECEMBER

December 15

Fall Stock Market Game Ends

December 31

Early Bird Member Registration Deadline

JANUARY

January 1

Spring Stock Market Game Registration Opens

FEBRUARY

February 1-29

National Career and Technical Education Month

February 11-17

FBLA Week



February 12

Spring Stock Market Game Begins

MARCH

March 1

Conference and Competition Registration Opens for the 2024 National Leadership Conference (NLC) in Orlando, Florida

March 8

Spring Stock Market Game Registration Deadline

APRIL

April 1

National Bylaws Amendment Proposal Submission Deadline

April 15

Award Submission Deadline for Recognition Awards:

- Largest State Chapter Membership
- Largest Local Chapter Membership
- State Chapter with Largest Direct Membership

NLC Scholarship Application Deadline

Distinguished Business Leader Scholarship Application Deadline

National Dues Payment Deadline for NLC Competitors, National Officer Candidates, and Voting Delegates

April 19

Spring Stock Market Game Ends

MAY

May 1

Outstanding Chapter Award Submission Deadline for NLC Recognition

May 15

National Officer Candidate Application Submission Deadline

JUNE

June 24-27

Collegiate NLC in Orlando, Florida





SAVE THE DATE

2023 FBLA Career Connections Conferences



DES MOINES, IA
OCT. 26-28, 2023



CHARLOTTE, NC
NOV. 30-DEC. 2, 2023

Mark your calendars for the must-attend event of the fall in two unique cities and prepare for the next step in your career!

- Learn how to jumpstart your career from recruiters and young professionals
- Solve real-world problems through a case study competition
- Have your resume reviewed by hiring experts and leave with a professional headshot
- Network with other students from across the country

Career Connections Conferences are fast-paced, high-impact events focused on connecting talented individuals with leading employers. Get what it takes to succeed in a challenging job market – learn interviewing techniques, build a personal brand, and navigate your early career.

**LOOK FOR MORE INFORMATION COMING SOON AT
[FBLA.ORG/CCC!](https://www.fbla.org/ccc)**

FBLA Communications

Publications

FBLA's Communications & Marketing Department regularly shares important information with advisers and members regarding FBLA policies, events, and other news. Each month, we email a Local Adviser Alert with FBLA news, reminders about education and partner program deadlines, implementation guides for upcoming months, and partner discounts tailored to each division.



Six times a year, we publish *Tomorrow's Business Leader (TBL)*, our flagship magazine. *TBL* features articles on student and chapter achievement, innovative programs, and partner initiatives, as well as news from the National Center, an alumni spotlight, and photos from around FBLA.

In addition, we send out email blasts as needed to communicate timely information.

Brand Center

All chapters and divisions must use the new FBLA logo in compliance with the Brand Guidelines as of August 1, 2023. Please visit the Brand Center on FBLA's website (fbla.org/BrandCenter) for the Brand Guidelines, logo assets, templates, state lock-ups, and other materials to maintain a unified FBLA presence across the country.

FBLA Shop

The FBLA Shop offers official branded merchandise online. From chapter essentials to lifestyle products and business attire, the FBLA Shop has items to support your chapter's needs. For more information and to place a custom order, visit fbla.org/shop, or contact Centricity's FBLA customer service team at fblastore@centricitynow.com or 888-449-9667.

Social Media



@FBLA_National

[in](https://www.linkedin.com/company/fbla-national) /Future-Business-Leaders-America

[f](https://www.facebook.com/FutureBusinessLeaders) /FutureBusinessLeaders

Programs Overview

FBLA offers membership and education programs throughout the year to help students develop their leadership skills, increase their knowledge of financial literacy, and complete community-service projects. Collegiate membership programs include the Outstanding Chapter Award, a series of membership engagement-focused challenges that chapters may complete for national recognition. Individuals can complete requirements for the Collegiate Excellence Award as they explore career paths and develop workforce-readiness skills.

FBLA also works with various partners to provide opportunities for students to build on these skills. Additionally, FBLA offers several opportunities for members to celebrate the organization and its mission. These include American Enterprise Day on November 15 and FBLA Week in February, during Career and Technical Education Month.

Learn more about each of these programs on the pages that follow.

Chapter Management Handbook

After August 1, FBLA will publish an online Chapter Management Handbook with more tools and tips to keep your chapter on track this school year. Information will include guides with screenshots of how to enroll members, pay member dues, and more in our new membership database; chapter leadership and fundraising tips; how to plan your Program of Work for the year; and more.

Outstanding Chapter Award

A revamped version of the Outstanding Chapter Award will allow local chapters to receive national recognition by completing tasks from areas across member recruitment, local chapter management, and related programming. A comprehensive co-curricular programming model will provide structure and support to chapters in showcasing the impact of student learning and engagement on your campus.

Collegiate Excellence Award

The Excellence Award is the individual achievement award program for Collegiate members. It provides members with the opportunity to assess, explore, and develop critical skills needed to pursue various career paths. Programs include in-person conferences, on-demand educational and career development programming, and interactive networking opportunities. The award is credit-based, with each program worth a specific number of credits.

- Bronze Award: 5 Credits
- Silver Award: 10 Credits
- Gold Award: 20 Credits



American Enterprise Day: November 15, 2023

President Jimmy Carter proclaimed American Enterprise Day in 1980 to honor the system that forms the backbone of the U.S. economy.

Today, FBLA chapters across the country plan projects and activities to celebrate this day. These events often involve business leaders from the local community, education projects to reach other students, and competitions. Visit fbla.org/american-enterprise-day for ideas on how your chapter can mark this day.



FBLA Week: February 11-17, 2024

Every year, FBLA members and chapters from across the country dedicate a week to celebrating their chapter's success, publicizing FBLA activities, boosting membership, thanking advisers, and gearing up for spring events and competitions. Held the second week of February, which is Career and Technical Education (CTE) Month, FBLA Week is the perfect time for chapters to reflect on the progress they have made during the program year and the goals they still want to accomplish.

Each themed day is packed with activities, prizes, and opportunities to connect with the FBLA community. To ensure you and your students are ready—and have access to our FBLA Week Toolkit, with day-by-day ideas to integrate activities into your classroom—please check your email, fbla.org/fblaweek, and FBLA's social media for more information.



Sponsor & Partner Programs

FBLA sponsors and partners provide many benefits and programs for members and advisers, including educational programs, scholarships, and discount programs. Sponsors generously provide the cash awards and trophies for the top winners of the National Leadership Conference (NLC) Competitive Events Program and other conference activities. For a full list of all our current sponsors and partners, please visit fbla.org.

Stock Market Game



Students in the Stock Market Game may work individually or in teams of two to five

members to build and manage a successful investment portfolio of stocks, bonds, and mutual

funds using a hypothetical \$100,000. They track their investments over the course of 12 weeks, receiving valuable opportunities to practice math, critical thinking, problem solving, and research skills, as well as essential real-life money skills.

Cost: \$10.95 registration fee per team

Learn more: fbla.org/StockMarketGame

Competition dates:

Fall 2023: October 9 – December 15, 2023

Spring 2024: February 12 – April 19, 2024

Registration deadlines:

Fall 2023: October 27, 2023

Spring 2024: March 8, 2024

Scholarships & Financial Aid Opportunities

FBLA and other partners offer scholarships and grants to students to help pay for school, travel, and even professional attire. Learn more about these opportunities and deadlines below.

Dressed to Impress

This need-based scholarship provides members with \$300 to purchase professional attire of their choosing. It is open to all members in any division, with one scholarship given per division per state. Applications open August 1 and are due **October 15**.

Distinguished Business Leader Scholarship

Applicants must be either graduating high school seniors or Collegiate members with at least one year left in school. Collegiate members must have achieved the Gold or Silver level of the Collegiate Excellence Award. Applications are due **April 15**.

National Technical Honor Society (NTHS) FBLA Scholarship

Open to individuals who are members of both FBLA and NTHS. Applicants must be high school or college students. Two \$1,000 scholarships will be awarded. Applications are due **April 1**.



National Leadership Conference (NLC) Scholarship

Available to all members who plan to attend the NLC. Scholarships include complimentary registration and \$500 for conference-related expenses such as travel and accommodations. Applications are due **April 15**.

Competitive Events Overview for Collegiate Members

The Competitive Events Program recognizes and rewards excellence in a broad range of business- and career-related areas. Competitive events prepare students for successful careers in business by providing opportunities to explore classroom concepts in a workforce-simulated competitive environment. They also provide foundational elements of career awareness and exploration as part of a Work-Based Learning continuum.

Competition takes place at the state and national levels and may also take place at the local and district/region levels. Advisers should familiarize themselves with the Competitive Events Guidelines and Policy & Procedures Manual and talk with their State Leaders to ensure they are meeting all eligibility requirements for competition.

Competitive Event	Category
Business Case Competition (Only at CCC)	Presentation
Accounting Case Competition	Presentation
Business Communication	Production
Business Ethics	Presentation
Business Presentation	Presentation
Community Service Project	Pre-judge & Presentation
Computer Applications	Production & Test
Emerging Business Issues	Presentation
Entrepreneurship Pitch Competition	Presentation
Finance Case Competition	Presentation
Foundations of Accounting	Objective Test
Foundations of Communication	Objective Test
Foundations of Computer Science	Objective Test
Foundations of Economics	Objective Test
Foundations of Entrepreneurship	Objective Test
Foundations of Finance	Objective Test
Foundations of Hospitality Management	Objective Test
Foundations of Management	Objective Test
Foundations of Marketing	Objective Test
Foundations of Selling	Objective Test
Foundations of Technology	Objective Test
Future Business Educator	Presentation
Future Business Executive	Pre-judge & Presentation
Hospitality Management Case Competition	Presentation
Impromptu Speaking	Presentation
Job Interview	Presentation
Management Case Competition	Presentation
Marketing, Sales, & Communication Case Competition	Presentation
Organizational Behavior & Leadership	Objective Test
Parliamentary Procedure	Objective Test
Project Management	Objective Test
Public Speaking	Presentation
Retail Management	Objective Test
Sports Management & Marketing	Objective Test
State of Chapter Presentation	Presentation
Technology & Computer Science Case Competition	Presentation

Conference Opportunities

FBLA’s national conferences help students prepare for careers in business and technology by focusing on academic competitions, educational programs, and leadership development. Conferences also offer a valuable opportunity to network, learn new skills, and hear directly about cutting-edge products, resources, and opportunities from exhibitors and vendors.

Career Connections Conference

During this three-day event, members will have the opportunity to hear directly from recruiters, talk with young professionals, and network with other members—coming home with valuable tools to help them as they plan to start their careers. Students will also be able to take part in a case study competition, and they’ll leave with a professional headshot and individual feedback on their resume. The conference is an ideal opportunity for career development for those students who are just starting to think about their job search and those who are preparing to enter the workforce shortly.

2023 CCCs

Des Moines, Iowa: October 26-28

Charlotte, North Carolina: November 30-December 2

Visit fbla.org/ccc for more information.

National Leadership Conference

More than 1,000 of FBLA Collegiate’s best and brightest convene on the national stage to compete in 35 events, learn new ideas to shape their future career through workshops and exhibits, and elect National Officers for the next program year. This annual conference is considered the pinnacle of the FBLA experience.

2024 NLC

Orlando, Florida: June 24-27

Visit fbla.org/nlc for more information in early spring 2024.

State Leadership Conferences

Advisers should check the calendar provided by their State Leader for information about individual state conferences.



National Center Contact Information

FBLA is headquartered in Reston, Virginia, just outside of Washington, D.C. The National Center staff is available to guide advisers and serve as a resource throughout the year.

To reach the National Center, please call 800.325.2946 or 703.860.3334. To find a specific staff member, visit fbla.org and search by department for staff member names. Below are listed National Center departments and their responsibilities.

Awards & Recognition

National Awards Program (Competitive Events); recognition programs (Who's Who, Outstanding Local Adviser; Gold Seal Chapter Award of Merit; Businessperson of the Year; Honorary Life Member; Adviser Wall of Fame); scholarships and financial aid

Education Programs

Professional development; conferences; workshops; LEAD Awards (Middle School), Business Achievement Awards (High School), Excellence Awards (Collegiate), and Outstanding Chapter Award (Collegiate)

Communications & Marketing

Tomorrow's Business Leader; fbla.org; social media; media relations; email marketing; the FBLA Shop

Membership

Membership benefits, enrollment, and refunds; dues processing; adviser and chapter support; member data

Finance & Operations

Accounting; finance; human resources; operations

Office of the President & CEO

Board of Directors; governance; volunteer management; corporate relations, partners, and sponsors

Mailing Address

National Center Headquarters:

FBLA
12100 Sunset Hills Drive, Suite 200
Reston, Virginia 20190

Remit Address (W-9):

P.O. Box 79063
Baltimore, Maryland 21279



SAVE THE DATE

2024 National Leadership Conference (NLC)



ORLANDO, FLORIDA

FBLA
COLLEGIATE NLC
JUNE 24-27, 2024

FBLA MIDDLE SCHOOL
AND HIGH SCHOOL NLC
JUNE 29-JULY 2, 2024

Plan ahead for FBLA's
biggest event of the year!

Orange County Convention Center • 9800 International Dr, Orlando, FL 32819

All conference programming will be held
at the Orange County Convention Center.

MORE INFORMATION WILL BE AVAILABLE IN FALL 2023 AT
[FBLA.ORG/NLC](https://www.fbla.org/nlc)