



Program of Work



Colorado FBLA Program of Work: 2023-2024

State Theme: Connect for Success

Our “Why”:

- **Goal 1: Service** – To assist and raise awareness of the organization within Colorado through community service, March of Dimes, Colorado Relief Fund, financial leadership, and financial literacy activities.
- **Goal 2: Education** – To assist and raise awareness of the organization within Colorado through promotion of classroom activities, BAAs, PEAK/Champion Chapters, and competitive events.
- **Goal 3: Progress**- To assist and raise awareness of the organization within Colorado through public relations, outreach, sponsorships, and advocacy.

Content Areas: Public Relations, Professional Development, Business & Industry Connections, Social Activities, Financial Leadership Activities, Community Service and Advocacy.

SERVICE

Main Objective	Plan of Action	Content Area
<p>Motivating and Recognizing Chapters for their Community Service</p>	<ol style="list-style-type: none"> 1. Service Sundays <ol style="list-style-type: none"> a. Email state officers in August asking for submissions ASAP. b. November and Service Season promotion <ol style="list-style-type: none"> i. October MMM c. Videos and graphics throughout the year. One graphic every month promoting submissions on Sundays in place of missing Service Sundays. 2. Service Sunday Standout Award <ol style="list-style-type: none"> a. Each month Service POW picks the best one for the month. These will be the options for the final one at state, but monthly winners will get recognized in a pre-show slideshow. b. Promote in March and late February, educating people on the award and encouraging people to submit late Service Sundays. c. Chosen by VPs (from the folder chosen by POW group at each month - titled with date) d. August/September: ALL SO Submit their chapter's Service Sunday Form e. One service Sunday in August? -CTSO Training 3. Why I Serve Challenge (November) <ol style="list-style-type: none"> a. First week of November (11/5-11/11): Start posting state officer examples which are due a week before. b. 11/12-11/25: Open to members. Chapters post on their social media with hashtag #WhyIServe and @ColoradoFBLA RePost chapters' videos on CO FBLA social media <ol style="list-style-type: none"> i. Worth PEAK Points <ol style="list-style-type: none"> 1. 15 points 2. Put videos in opening sessions pre show video (if these need narrowed down we can send out a vote to the state officers) 	<ol style="list-style-type: none"> 1. Public Relations, Community Service and Advocacy. 2. Community Service, public relations, and advocacy. 3. Community service, public relations, social activity, professional development, and business & industry connections.

<p>Educating Members on Financial Leadership</p>	<ol style="list-style-type: none"> 1. Financial Leadership Fridays Promotion <ol style="list-style-type: none"> a. 5 weeks in beginning of August (8/4, 8/11, 8/18, 8/25, 9/1) Video Series conducted by Service POW <ol style="list-style-type: none"> i. Set Chapter Goals ii. Create Budget with a team iii. Raising money (mention Write a business guide) iv. Staying organized (Keeping track of money, consistent meetings, checklists) v. Tracking your progress (reports from chapter treasurer, updating budget, and replanning, keep everyone updated) 2. Toolkit for Write a Business tour guide (how to approach businesses, start your own business, ask for sponsorships, etc) <ol style="list-style-type: none"> a. In September newsletter and promote on social media 	<ol style="list-style-type: none"> 1. Financial Leadership activities, public relations, advocacy. 2. Financial leadership activities, professional development, business & industry connections, social activities, and advocacy.
<p>Promoting MOD and Raising Funds for MOD Throughout the Year</p>	<ol style="list-style-type: none"> 1. MOD Awareness Week: Nov. 13th-17th <ol style="list-style-type: none"> a. Service POW creates posts for days b. Spirit Days (due August 7th) <ol style="list-style-type: none"> i. Promote everyone to participate c. Dress-up days Assignment (put on to do list) <ol style="list-style-type: none"> i. Dress up as your favorite Parent or baby (boss baby, Your parents, tv parent) ii. Superhero day (parents are superheroes too) iii. FBLA shirts/ merch from previous years (Show your FBLA partnership with MOD pride) iv. Donation Day (donations go to MOD) <ol style="list-style-type: none"> 1. Offer some Ideas for each school to do own donations v. Purple day (MOD celebration) Send in your photos for a gift card (Service POW vote) 2. MOD Competition at SLC among Districts (at each one) <ol style="list-style-type: none"> a. ALL: Raise money at districts (ie. Miracle Minute, can at registration) b. Top District that raised the most at DLC are recognized at SLC. c. Check in with District State Officers at the December meeting on how they are planning to raise money at their DLC. d. Certificate presented to District State Officer during MOD fundraising opening speech 	<ol style="list-style-type: none"> 1. Public Relations, Social Activities, Community Service and Advocacy. 2. Public relations, business & industry connections, social activities, and advocacy. 3. Public relations, advocacy. 4. Public relations, social activities, and advocacy.

	<ol style="list-style-type: none"> 3. MOD SLC Cornhole Tournament (now CRF) <ol style="list-style-type: none"> a. Takes place Gaylord Ballroom, cornhole supplies at CCCs, winning team receives 2 \$20 Amazon gift cards b. Registration of teams of 2 (\$6/team) beforehand, pay at the registration table at the ballroom. Venmo only. Will need State Officers assigned to this activity <ol style="list-style-type: none"> i. Teams can register through a form, which will be promoted on COFBLA page beforehand ii. Single-elimination bracket, poster board on wall showing bracket iii. Speaker with music iv. More supplies needed: Tape, scoreboards?, Venmo QR code. c. 1 hour of free play after tournament @ \$6/2 player team 	
<p>Raising Funds for CRF Through Fun Charity Events</p>	<ol style="list-style-type: none"> 1. CRF Activities @ SLC (second day of state) <ol style="list-style-type: none"> a. Ice Water bucket activity (now MOD) <ol style="list-style-type: none"> i. Buckets for officers before opening session and signs w/ QR codes for Venmo @ opening session ii. Promotion on social media <ol style="list-style-type: none"> 1. Videos from each officers releasing information about water activity b. Yoga @ SLC <ol style="list-style-type: none"> i. Find new instructor in 2023 (may have to raise prices to compensate for instructor) ii. Promote with graphics 	<ol style="list-style-type: none"> 1. Public Relations, Business & Industry Connections, Social Activities, Community Service and Advocacy. 2. Public relations, social activities, and advocacy.
<p>Members serving members</p>	<ol style="list-style-type: none"> 1. Encouraging new advisers <ol style="list-style-type: none"> a. Release in FBLA Week <ol style="list-style-type: none"> i. District State Officers will pick a submitted new adviser from their district and get information for a social media post. ii. Email new advisers resources and connections 2/13/24 2. QR Code Scavenger Hunt <ol style="list-style-type: none"> a. Random acts of kindness conducted at SLC (essay submission) <ol style="list-style-type: none"> i. Jotform ii. Raffle <ol style="list-style-type: none"> 1. Win sponsored gift card 	

	<ul style="list-style-type: none"> a. Starbucks b. Amazon c. Apple d. Gaylord-apparently they don't accept gift cards? <ul style="list-style-type: none"> b. Attend SLC Service Activity c. Tell us about a service activity your chapter did (essay submission) 	
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EDUCATION

Main Objective	Plan of Action	Content Area
Parliamentary Procedure	<p><u>What is a Parliamentarian? (Interview)</u></p> <ol style="list-style-type: none"> 1. Conduct a recorded interview with either the national parliamentarian or their council. This interview will recognize: <ul style="list-style-type: none"> a. The duties of a parliamentarian b. The purpose of a local parliamentarian c. Applicability of Parli Pro outside of FBLA 2. Will be recognized on Colorado FBLA social media and the November MMM 3. Posted to social media and Youtube <p><u>Parli Productions</u></p> <ol style="list-style-type: none"> 1. Monthly install of social media graphics geared first towards parliamentary procedure awareness then understanding of implementation. <u>How to Run a Meeting (Chapter Resource)</u> 1. Develop a video walkthrough on how to run a parliamentary procedure based meeting, with easy implementation for local chapters. <ul style="list-style-type: none"> a. Positionary responsibilities, motions, priorities, etc. 2. Will be recognized on Colorado FBLA social media, October MMM, and the October 2nd Memo Monday 	Professional development, Advocacy, Social Activities
Business Achievement Awards	<p><u>Social Media</u></p> <ol style="list-style-type: none"> 1. Recognize chapter success in the Business Achievement Awards proportional to their membership 2. Congratulate and encourage 2024 NLC capstone finalists 3. Advocate for the BAA's once per quarter on Colorado FBLA social media <p><u>Colorado FBLA Success Starter Pack</u></p>	Public Relations, Professional Development, Social Activities, Advocacy

	<ol style="list-style-type: none"> 1. Advertise the applicability, reward, and framework of the Business Achievement Awards 2. Showcase the work of Colorado FBLA's previous capstone finalists. <ol style="list-style-type: none"> a. Short article and picture 3. Given segmentation at the October MMM, on social media the day of launch, and the launching Memo Monday 	
Champion Chapter	<p><u>Recognition & Awareness</u></p> <ol style="list-style-type: none"> 1. Recognize earned chapter points per champion chapter segment on social media and memo Mondays <ol style="list-style-type: none"> a. Summer Starter (Aug. 1 - Sept. 27) b. Shaping Success (Sept. 28 - Nov. 8) c. Service Season (Nov. 9 - Jan. 10) d. CTE Celebration (Jan. 11 - Feb. 28) e. Champion + (May 1) 2. Deadline reminders 1 and 2 weeks before the end of each segment and awareness of the following segment correspondingly on social media, MMM, and Memo Mondays <p><u>Colorado FBLA Success Starter Pack</u></p> <ol style="list-style-type: none"> 1. Advertise Champion Chapter to advisers and members, while providing guidance <ol style="list-style-type: none"> a. Create a timeline and flowchart b. Give sample ideas for projects c. Project Management Outline 3. Given segmentation at the October MMM, on social media the day of launch, and the launching Memo Monday 	Public Relations, Professional Development, Business & Industry Connections, Social Activities, Financial Leadership Activities, Community Service, Advocacy
Peak Awards	<p><u>Social Media</u></p> <ol style="list-style-type: none"> 1. Create reminders for deadlines and what qualifies towards Peak Awards 2. Recognize highest earning chapters before SLC <p><u>Colorado FBLA Success Starter Pack</u></p> <ol style="list-style-type: none"> 1. Explain the levels of the Peak Awards, provide sample project ideas, a timeline & flowchart to keep chapters on track for Peak V 2. Given segmentation at the October MMM, on social media the day of launch, and the launching Memo Monday 	
Leadership Styles	<p><u>Leadership Lessons</u></p> <ol style="list-style-type: none"> 1. Educate members on different leadership styles once a month via a graphic install on social media <ol style="list-style-type: none"> a. Highlight pros and cons of each leadership style b. Relate styles to real world leaders and state officers c. Create a leadership style buzzfeed quiz that also connects 	Public Relations, Social Activities, Advocacy

	members back to state officers	
Financial Literacy	<p><u>Financial Workshops</u></p> <ol style="list-style-type: none"> 1. Host three virtual meetings on financial literacy aimed towards different grade levels / age groups <ol style="list-style-type: none"> a. 9th & 10th Grade - Intro to Financial Literacy b. 11th & 12th - Credit and Debit c. All - Saving and Budgeting 2. To be promoted on Colorado FBLA Social media, memo Mondays, and MMM during the state of the state 3. Recordings posted on youtube <p><u>Financial Management Templates</u></p> <ol style="list-style-type: none"> 1. Provide templates for basic budgeting, saving, and financial goals <ol style="list-style-type: none"> a. Release dates correspond to financial workshops b. Uploaded on the Colorado FBLA Website c. Promoted on Colorado FBLA Social Media <p><u>Financial Fridays</u></p> <ol style="list-style-type: none"> 1. In alternating succession post graphic and video financial literacy advice for members on social media <ol style="list-style-type: none"> a. Recruits entire officer team b. Posted every other week, starting Aug. 11th 	Financial Leadership Activities, Advocacy, Professional Development, Social Activities
Competitive Events	<p><u>Social Media</u></p> <ol style="list-style-type: none"> 1. Film videos on state officer competitive event history prior to DLCs and SLC <ol style="list-style-type: none"> a. What competitive event b. What was learned c. How members can prepare for competition d. Any additional advice 2. DLC Batch 3. SLC Batch <p><u>Resource Videos</u></p> <ol style="list-style-type: none"> 1. Film videos covering skills related to competitive events <ol style="list-style-type: none"> a. Body language, b. Test taking, c. How to study for FBLA, d. Presentation skills 2. To be promoted on Colorado FBLA Social media, memo Mondays, and MMM during the state of the state 3. Posted to the state website and youtube 	Social Activities, Professional Development, Public Relations

Education Programs (Lead4Change, etc.)	<u>Promotion & Recognition</u> 1. Deadlines, details, and awards (if and when awarded) <ol style="list-style-type: none"> Memo Mondays Monthly Membership Meetings Social Media promotion 	Advocacy, Community Service, Financial Leadership Activities, Business & Industry Connections
Classroom Activities	<u>School Based Enterprises (SBEs)</u> 1. Develop promotional and explanatory infographics for school based enterprises <ol style="list-style-type: none"> Sections of learned business & leadership (supply chain, marketing, operations, finance & accounting, management) Different Types of SBEs (merchandise, food, etc.) Direct benefits to a chapter 2. Social Media Challenge <ol style="list-style-type: none"> Best FBLA merch submitted by a chapter for recognition. <u>Financial Literacy</u> 1. Convert workshops, financial Fridays, and templates to resource pages. <ol style="list-style-type: none"> Upload videos 	Public Relations, Professional Development, Business & Industry Connections, Social Activities, Financial Leadership Activities, Community Service, Advocacy
Middle Level	<u>Promotion & Recognition</u> 1. Distinguish / differentiate middle level initiatives, promote their activities via social media <ol style="list-style-type: none"> State conference lead awards merit awards 	Advocacy, Public Relations

PROGRESS

Main Objective	Plan of Action (w/ officer assigned)	Content Area
Recruitment	Recruitment Night <ul style="list-style-type: none"> - Social Media Shoutout to people who tag Colorado FBLA with recruitment night <ul style="list-style-type: none"> - Will be shared on social media throughout the first semester - tag coloradofbla - use hashtag #recruitmentnight 	Public Relations, Social Activities, Business & Industry Connection

	<ul style="list-style-type: none"> - Video with recruitment night activity ideas <p>Chapter with the most percentage of increase</p> <ul style="list-style-type: none"> - Shoutout on Social Media - Opening Ceremony front row seating at State <p>Monthly Membership Meeting over Recruitment</p> <ul style="list-style-type: none"> - Talk about strategies for a successful recruitment night - Give ideas on what to do at a recruitment night - Talk about the pros of FBLA - Put Powerpoint into Memo Monday to be shared with members 	
<p>District/ Chapter Engagement</p>	<p>Highlight Chapter Visits</p> <ul style="list-style-type: none"> - Social media posts about how to schedule - Personalized email from all state officers to advisers in districts over scheduling one <ul style="list-style-type: none"> - Sent by October 1st - Put request link into Memo Monday <ul style="list-style-type: none"> - First Monday of every month <p>District Challenge</p> <ul style="list-style-type: none"> - Create recap video - Have each district choose someone in charge(social media officer) of taking pictures all day then turn into a video that will be posted on Tik-Tok - At district officer training will discuss who this district officer is and how to complete this task at their conference - Chapter with the most likes after a week gets a shoutout on social media and at state <p>Get Ready for Districts</p> <ul style="list-style-type: none"> - Create a video on how to be prepared for districts and what to expect - Have a membership meeting to highlight district conferences <ul style="list-style-type: none"> - Have each district talk about what is special to their district and what to expect - Have state officers give advice on how to have a successful conference <p>Promotion over all chapter opportunities</p> <ul style="list-style-type: none"> - Create a video highlighting champion chapter, PEAK, BAA, and service projects to get more members involved - Chapters with the most activity in these projects get a highlight on social media 	<p>Public Relations, Social Activities, Professional Development</p>

<p>Connections/ Networking</p>	<p>“Get Social”</p> <ul style="list-style-type: none"> - Monthly post on how to create valuable connections - Tips and tricks over different ways to network and interact with others - Highlight story section posted on the 15th of every month - Create end of the year video with every state officer's recommendation on how to network and make positive connections <p>Members of the Month</p> <ul style="list-style-type: none"> - Jotform allowing advisers to turn in their outstanding member of the month - Social media and Memo Mondays reminders encouraging chapters to participate - Hashtag #cofblamom will be shared to story - Social media shoutout with the members selected for the award. <ul style="list-style-type: none"> - Everyone gets a shoutout <p>Instagram State Officer Day</p> <ul style="list-style-type: none"> - Every state officer gets a day with social media. - Make a story allowing people to ask question to certain state officer - Make questions through a story using “QUESTIONS” 	<p>Public Relations, Business and Industry Connections, Social Activities</p>
<p>Member Outreach</p>	<p>Star Members</p> <ul style="list-style-type: none"> - Encourage every state officer to give out at least 3 star member awards - Put all star member names into the pre show at state - Have every district make a social media post on their page highlighting their district star members <p>Work to increase all social media following accounts by 50 people</p> <ul style="list-style-type: none"> - Instagram: 3,630 - Facebook: 270 - Tik-Tok: 410 	<p>Public Relations, Community Service and Advocacy, Social Activities, Professional Development</p>