



## Colorado FBLA Program of Work: 2022-2023

State Theme: Build Your Brand

### 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 (w/ officer assigned)	Content Area	Due Date	Status
<p>Advocate, Educate, and Promote Community Service to all Colorado FBLA Members</p>	<ol style="list-style-type: none"> <li>1. Highlight statewide/virtual community service opportunities.               <ol style="list-style-type: none"> <li>a. Create social media stories and graphics about upcoming projects members can partake in or donate to (All Service Committee Members...specified in our calendar).</li> <li>b. Email chapter advisers/officers about upcoming deadlines and opportunities (All State Officers /Highlight In-District Projects).</li> </ol> </li> <li>2. Encourage members to be more involved in community service.               <ol style="list-style-type: none"> <li>a. Have All State Officers create a 10-15 second "Why I Serve" video where they share their stories. (All State Officers-Hunter will edit together and make SO Video).</li> <li>b. Create a statewide "Why I Serve" challenge. (All Committee members help promote and monitor).</li> </ol> </li> <li>3. Recognize Chapters/Organizations who go above and beyond in serving others               <ol style="list-style-type: none"> <li>a. Continue "Service Sunday" posts, but also incorporate them into the newsletter and promote consistent submissions (Hunter).</li> <li>b. Create a "Service Sunday Standout" that all chapters who submit Service Sundays are eligible for (All Service Committee Members...specified in calendar).</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Community Service and Public Relations.</li> <li>2. Community Service, Social Activities, Business and Industry Connections</li> <li>3. Community Service, Public Relations, Social Activities, and Business and Industry Connections</li> <li>4. Community Service and Social Activities.</li> </ol>	<ol style="list-style-type: none"> <li>1. Throughout the year.</li> <li>2. Beginning of September</li> <li>3. Throughout the year.</li> <li>4. End of August.</li> </ol>	

	<ul style="list-style-type: none"> <li>c. Contact organizations (March of Dimes and Colorado Relief Fund) regarding “Social Media Takeovers.” (Charitha).</li> </ul> <p>4. Create Graphics Promoting Community Service.</p> <ul style="list-style-type: none"> <li>a. Create a “Step-by-Step” flyer and/or template on how chapter’s can start different service projects to be uploaded to the website under resources and to be taken to chapter visits (Anushka).</li> <li>b. Create posts explaining why service is important and the benefits to members (All Service Committee Members...specified in calendar).</li> </ul>			
Promote Financial Leadership and Literacy	<ul style="list-style-type: none"> <li>1. Promote Financial Literacy <ul style="list-style-type: none"> <li>a. Create “Money Saving Tips” graphics to be uploaded to our social media and create handouts at DLC (All Service Committee Members...specified in calendar).</li> <li>b. Create posts promoting and challenging chapters partaking in American Enterprise Day (Charitha)</li> </ul> </li> <li>2. Promote Financial Leadership <ul style="list-style-type: none"> <li>a. Create social media graphics discussing the importance of fundraising and chapter budgeting (All Service Committee Members...specified in calendar).</li> <li>b. Make handouts/short activity on financial leadership (fundraising ideas) for the DLCs (Anushka).</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>3. Financial Leadership and Social Activities</li> <li>4. Financial Leadership and Social Activities</li> </ul>	<ul style="list-style-type: none"> <li>1. Throughout the year (American Enterprise promoted heavily in November).</li> <li>2. Promoted on social media throughout the year. <ul style="list-style-type: none"> <li>a. Handouts complete d and in Drive by January 15th.</li> </ul> </li> </ul>	-
Increase Funding and Educate Members on the March of Dimes	<ul style="list-style-type: none"> <li>1. Educate Members on the March of Dimes <ul style="list-style-type: none"> <li>a. Create social media graphics on what the MOD is, what the organization does, and highlight stories from individuals</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>1. Social Activities, Community Service, and</li> </ul>	<ul style="list-style-type: none"> <li>1. Throughout the year (heavily in November).</li> </ul>	

	<p>impacted, and Service Season Champion Chapter (All Service Committee Members...specified in Calender).</p> <p>b. Host of MOD/Prematurity Awareness Spirit Week November 14-18th (Wear Purple Day, Superhero, etc) (All State Officers...Hunter oversee).</p> <p>2. Increase Funding for MOD</p> <p>a. Host/Promote a MOD Walk at SLC (Hunter organize...all committee members assist).</p> <p>b. Create social media posts challenging chapter's to beat last year's donations (Hunter and Charitha).</p>	<p>Professional Development</p> <p>2. Social Activities, Financial Leadership, and Business and Industry Connections</p>	<p>2. Throughout the year.</p>	
<p>Increase Funding for and Educate Members on the Colorado Relief Fund</p>	<p>1. Educate Members on CRF</p> <p>a. Create social media graphics on what the CRF is, what the organization does, and highlight stories from individuals impacted (All Service Committee Members....specified in calendar).</p> <p>2. Increase Funding for CRF</p> <p>a. Host a zumba, yoga, or other activity based workshop at SLC (Hunter organize...all Service Committee members assist).</p> <p>b. Host a "Mystery Balloon Blow Up" fundraiser that will start prior to DLCs and run until SLC (All State Officers).</p>	<p>1. Social Activities, Professional Development, and Community Service</p> <p>2. Social Activities, Professional Development, Financial Leadership.</p>	<p>1. Throughout the year.</p> <p>2. At SLC and beginning of January.</p>	

## EDUCATION

Main Objective	Plan of Action (w/ officer assigned)	Content Area	Due Date	Status
<p>Promote classroom activities</p>	<ol style="list-style-type: none"> <li>1. Creating infographics/videos to be used in classrooms about FBLA... <b>(BW, JG)</b> <ol style="list-style-type: none"> <li>a. benefits of recruitment/how it applies to FBLA specifically... include activity focusing on recruitment for chapters <b>(BW)</b></li> <li>b. put in the FBLA Resources section on the website... subcategory (named classroom activities) linked under Resources for All Advisers, named accordingly to topic <b>(JG)</b></li> <li>c. post (Instagram &amp; Facebook) showing images of exact location of resources on website... post promoting resources</li> <li>d. provide interactive lesson plan, process of signing up for BAAs, powerpoint providing info for each level/worksheet that follows along with facts provided (focus on basic info/recruitment for Contributor level, using Contributor curricula for new members within lesson plan + worksheet for recruitment brainstorming) <b>(JG)</b></li> </ol> </li> <li>2. Create infographics to send to chapters for new members (district state officers send)<b>(SP)</b> <ol style="list-style-type: none"> <li>a. FBLA is more than competition... infographics about each...                             <ol style="list-style-type: none"> <li>i. service- how it's involved at chapter, district, state, national levels + benefits to you/your chapter/the community</li> <li>ii. education- programs available for</li> </ol> </li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Social Activities, Public Relations</li> <li>2. Public Relations</li> <li>3. Social Activities</li> <li>4. Financial Leadership</li> </ol>	<ol style="list-style-type: none"> <li>1. August 8</li> <li>2. August 22</li> <li>3. August 15</li> <li>4. September 5</li> <li>5. August 8</li> </ol>	

- members/chapters to complete + benefits
  - iii. progress- recruitment, recognition, networking + benefits
3. Creating informational icebreakers (Kahoot... winner with rewards) for chapters to use for meetings & educate their members **(CD)**
    - a. trivia about FBLA/within Contributor level of BAA
    - b. questions about WHAT earns points for Peak & CC
    - c. Competitive events (categories, which are offered) + polls about events/categories of interest
    - d. 20 questions?
  4. Classroom activity regarding personal finance and budgeting (worksheet & infographic) **(CD, BW)**
    - a. benefits on financial literacy at a young age
    - b. worksheets budgeting for yourself (weeklong timeframe)
    - c. example of budget
    - d. collaborative budget for chapter (gather ideas from members/see where their money is going)
  5. Community service activity **(CD, BW)**
    - a. brainstorming benefits of community service (provide our own benefits/info post-discussion as a key)
    - b. worksheet about types of community service (what is temporary, what is long-lasting, pros & cons)
    - c. brainstorming worksheet for chapter community service (at the end of activities)

Business  
Achievement  
Awards

1. Updating progress of each chapter each month on website (add competitive element) **(BW)**
  - a. ask Jen to pull completion info to post shoutouts each month
  - b. shoutouts on website (Instagram) within BAA section- Education Program- picture & quote from individuals
  - c. (have highest % of member completion, including stats) under BAA section- Ed Program on website... get picture from chapters on top
2. Announce chapter with highest percentage of BAAs done at SLC **(SP)**
  - a. reintroduce "BAA Productivity Award"?
3. Email members about BAAs (information about the different levels, provide infographics to share with chapters) **(SP)**
  - a. email chapter officers (either separate email, or denoted section for officers) to specifically share with their members
  - b. email 1- beginning of year infographic (ease/process of sign-up, pointing out BAA resources on website using pictures/description)
  - c. email 2- Contributor (1 day)
  - d. email 3- Leader (1 week)
  - e. email 4- Advocate
  - f. email 5- Capstone
  - g. All levels- timelines, what each covers, benefits
  - h. Monthly part - reminder abt BAAs
4. Social media posts about BAAs... promoting what it is/benefits **(SP, BW, JG)**
  - a. post content corresponds with email content
5. Provide exclusive workshops for completers of

1. Social Activities
2. Social Activities
3. Public Relations
4. Public Relations
5. Business and Industry Connections

1. Monthly, August through March
2. At SLC / April 5
3. Biweekly August through September, then monthly through March
4. Coordinated with 3
5. At SLC, April 5-7

	<p>the BAA (<b>JG, BW</b>)</p> <ul style="list-style-type: none"> <li>a. connect with industry professionals to expand upon BAA level focus (ex. leader level... professional in that area) through workshops/social media takeovers</li> </ul> <p>6. Provide virtual meetings every other month helping members complete the BAAs (Q&amp;As, etc.) (<b>CD, JG, BW, SP</b>)</p> <ul style="list-style-type: none"> <li>a. briefly go over BAA signup process (first meeting)</li> <li>b. Q&amp;As from then on, form to submit questions beforehand, answer some questions live?</li> </ul>			
<p>PEAK &amp; Champion Chapter</p>	<ul style="list-style-type: none"> <li>1. Reaching out to members about Peak award... what it entails/how it grows your chapter... how to involve your entire chapter (emails) (<b>CD, SP, JG</b>) <ul style="list-style-type: none"> <li>a. denote section in email to chapter officers to provide info to share with members</li> <li>b. 1 General Info &amp; How to Get Started <ul style="list-style-type: none"> <li>i. overlap</li> <li>ii. date: August 2</li> <li>iii. Brief reminder abt Summer Starter</li> </ul> </li> <li>c. 2 Tips and Tricks <ul style="list-style-type: none"> <li>i. highlights on docs</li> <li>ii. date: August 9</li> <li>iii. Summer Starter general info.</li> </ul> </li> <li>d. 3 Summer Starter &amp; CC Submission <ul style="list-style-type: none"> <li>i. date: September 6</li> </ul> </li> <li>e. 4 Shaping Success general info. <ul style="list-style-type: none"> <li>i. PEAK suggestions &amp; info</li> <li>ii. Timeline of key dates w/in 'term' - FBLA week, Due dates, timely</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>1. Public Relations, Social Activities, Business and Industry Connections, and Community Service</li> <li>2. Professional Development</li> <li>3. Public Relations, Community Service</li> </ul>	<ul style="list-style-type: none"> <li>1. August 2 through February 28 (Tuesdays)</li> <li>2. At each MMM</li> <li>3. Throughout the year (monthly on Thursdays)</li> </ul>	



	<ul style="list-style-type: none"> <li>activities</li> <li>iii. Note what overlaps and to mark down for PEAK</li> <li>iv. date: September 13</li> <li>f. 5 Shaping Success Submission <ul style="list-style-type: none"> <li>i. date: October 18</li> </ul> </li> <li>g. 6 Service Season general info (plus PEAK suggestions &amp; reminders) <ul style="list-style-type: none"> <li>i. date: November 1</li> </ul> </li> <li>h. 7 Service Season Submission <ul style="list-style-type: none"> <li>i. date: December 6</li> </ul> </li> <li>i. 8 CTE Celebration general info (plus PEAK suggestions &amp; reminders) <ul style="list-style-type: none"> <li>i. date:</li> </ul> </li> <li>j. 9 The PEAK Submission Process &amp; CTE Celebration Submission <ul style="list-style-type: none"> <li>i. date: February 28</li> </ul> </li> </ul> <p>2. Mention PEAK Awards during each MMM <b>(CD)</b></p> <ul style="list-style-type: none"> <li>a. Explain how each topic overlaps with PEAK and Champion Chapter</li> <li>b. Explain how PEAK &amp; CC works, how to start/point system (5 minute brief during August MMM)</li> </ul> <p>3. Social Media posts throughout year including info about PEAK and Champion Chapters Awards leading up to SLC <b>(CD)</b></p> <ul style="list-style-type: none"> <li>a. explain how relates to each pillar of service, progress, and education</li> </ul>			
Competitive Events	<ol style="list-style-type: none"> <li>1. State-survival-guide style documents, including general tips for each event/type of event (live vs tests) <b>(JG)</b> <ol style="list-style-type: none"> <li>a. Include contact information for questions, along with guidance on who they can ask locally</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Social Activities, Professional Development</li> <li>2. Social Activities, Professional</li> </ol>	<ol style="list-style-type: none"> <li>1. September 1st</li> <li>2. Last week of January, last week of March</li> <li>3. 2 weeks before DLC, SLC, and</li> </ol>	

	<ul style="list-style-type: none"> <li>b. Include State Deadlines</li> <li>c. Types of events: presentation with subsection pre-judged, tests, roleplays, state-specific</li> <li>d. Each doc includes links to resources (list out each event, link to resources from nat'l &amp; state websites)</li> <li>e. General tips</li> <li>f. When docs posted, post on Insta showing they're available</li> </ul> <p>2. Q &amp; A for specific questions about competitive events <b>(BW)</b></p> <ul style="list-style-type: none"> <li>a. instagram story Q &amp; A on first day</li> <li>b. create highlight so it doesn't expire/people can refer to it</li> <li>c. Post on story that throughout week can DM if have more ?s</li> </ul> <p>3. Competition Prep Weeks <b>(SP)</b></p> <ul style="list-style-type: none"> <li>a. chapters post photos/videos of competition prep</li> <li>b. each chapter shares their own tips/strategies for prep <ul style="list-style-type: none"> <li>i. Ask for submissions on Socials</li> </ul> </li> <li>c. Give shoutouts to those posts (on Instagram stories)</li> <li>d. #cofblacompetitionprep</li> <li>e. 5 PEAK points (incentive) <ul style="list-style-type: none"> <li>i. Under PR section</li> </ul> </li> </ul> <p>4. Powerpoint showing navigation of resources on website <b>(CD)</b></p> <ul style="list-style-type: none"> <li>a. Posted on the front page of the website</li> </ul>	<p>Development, Public Relations</p>	<p>NLC (last week of Jan, March, and week of June 11th)</p> <p>4. September 19</p>	
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## PROGRESS

Main Objective	Plan of Action (w/ officer assigned)	Content Area	Due Date	Status
Recruitment	<ol style="list-style-type: none"> <li>1. Promote chapters to do a recruitment night for points for Chapter Challenge.               <ol style="list-style-type: none"> <li>a. Share on chapter social media page and tag district and state and they will repost.</li> </ol> </li> <li>2. Do a monthly membership meeting about recruitment for Peak Award points.               <ol style="list-style-type: none"> <li>a. Talk about benefits within FBLA.</li> <li>b. Talk with chapter officers on recruitment strategies.</li> </ol> </li> <li>3. Chapter Visit Promotion               <ol style="list-style-type: none"> <li>a. Promoting the benefits of FBLA.</li> <li>b. Guiding advisers in how to schedule a state officer visit.</li> <li>c. Guiding adviser on what to request from state officers.</li> <li>d. Create scheduling tutorials and attend Chips &amp; Chat talking about chapter visits.</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Public Relations and Social Activities</li> </ol>	<ol style="list-style-type: none"> <li>1. 10/31/2022 (Brad)</li> <li>2. TBD in the beginning months (Sam)</li> <li>3. 12/16/2022 (Kyndal)</li> </ol>	
Recognition and Advocacy	<ol style="list-style-type: none"> <li>1. Advocate for Member Involvement in Colorado FBLA               <ol style="list-style-type: none"> <li>a. Chapter Challenges, Peak Awards (Government Officials during CTE month), BAAs, competitive events, chapters who support March of Dimes, Colorado Relief Fund, or other charities</li> <li>b. Promote chapter involvement within all of these.</li> <li>c. Make a video about "Wanna get a ribbon."</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Public Relations, Professional Development, Financial Leadership Activities, and Community Service</li> </ol>	<ol style="list-style-type: none"> <li>1. All Year; main focus in second semester (Kyndal, Sam, and Brad)</li> <li>2. All year (Sam)</li> <li>3. Throughout every month (Kyndal)</li> <li>4. At SLC (Brad)</li> </ol>	1

	<ol style="list-style-type: none"> <li>2. Advocate and recognize more Star Members       <ol style="list-style-type: none"> <li>a. Push officers to get more star members and get all their information back to social media posts.</li> <li>b. Teaching members what a star member is and encouraging them to become one.</li> <li>c. State officers will hand out 5 a semester trying to create their dream team throughout star members.</li> </ol> </li> <li>3. Chapter Member of the Month       <ol style="list-style-type: none"> <li>a. Promote Chapter Presidents to choose a chapter member of the month with reasons why then we choose the top 5.           <ol style="list-style-type: none"> <li>i. Google Form will be sent out and the team picks the top 5 and you will be tagged on the Colorado FBLA page.</li> </ol> </li> <li>b. District State Officers will repost if a member from their district is recognized.</li> </ol> </li> <li>4. At SLC recognize all FBLA sponsors and recognize state sponsors through social media posts.</li> </ol>			
District Engagement	<ol style="list-style-type: none"> <li>1. Creating active districts on social media.       <ol style="list-style-type: none"> <li>a. Create a scheduling plan to keep their social media active.</li> <li>b. Give district officers post ideas and what is good to post to keep their page active.</li> <li>c. Have a workshop at DOT to educate them on keeping their social medias active.</li> </ol> </li> <li>2. Monthly Member Meeting-Districts Breakouts       <ol style="list-style-type: none"> <li>a. Prepare members for conferences (competitions, workshops, what all happens.)</li> <li>b. At MMM, breakout into districts to have a</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Public Relations, Professional Development, Social Activities, Financial Leadership Activities, and Community Service</li> </ol>	<ol style="list-style-type: none"> <li>1. Mainly in August but throughout year (Kyndal)</li> <li>2. January (All District Officers)</li> </ol>	

	District Membership Meeting preparing your members for DLC.			
Opportunity Awaits	<ol style="list-style-type: none"> <li>1. Alumni Speaking <ol style="list-style-type: none"> <li>a. Skills learned, connections made, and memories made.</li> <li>b. Either invite them to a Membership Meeting or have them do a networking workshop.</li> <li>c. We will send out a google form asking advisors to submit past students that were impactful towards FBLA.</li> </ol> </li> <li>2. Fun Things Offered <ol style="list-style-type: none"> <li>a. At SLC and DLC and NLC such as workshops, resort activities, and nightly activities.</li> <li>b. Create a video that highlights all the fun amenities. <ol style="list-style-type: none"> <li>i. Posted on all social media platforms.</li> </ol> </li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Professional Development, Business &amp; Industry Connections, Social Activities, and Public Relations</li> </ol>	<ol style="list-style-type: none"> <li>1. April 3-7 (Sam and Brad)</li> <li>2. January (Kyndal)</li> </ol>	

**President's Council**

<b>Main Objective</b>	<b>Plan of Action (w/ officer assigned)</b>	<b>Content Area</b>	<b>Due Date</b>	<b>Status</b>
Service	<ol style="list-style-type: none"> <li>1. Our Impact, similar to Why We Serve by encouraging chapters to participate in a social media challenge to show what community service projects they have done and how they've done it.               <ol style="list-style-type: none"> <li>a. Multimedia submissions of community services</li> <li>b. Showcase community service ideas that have worked in the past</li> <li>c. Recap of all projects at end of project (Chapter Rewind)</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Community Service</li> <li>2. Public Relations</li> </ol>	<ol style="list-style-type: none"> <li>1. April 5th</li> </ol>	<ol style="list-style-type: none"> <li>1. Maleah, Aly, Gabriel</li> <li>2. Posted ASAP, videos due March 24th</li> </ol>
Education	<ol style="list-style-type: none"> <li>1. What to expect at conferences               <ol style="list-style-type: none"> <li>a. January Monthly Membership with theme of DLC Preparation</li> </ol> </li> <li>2. School Based Enterprise workshop for teachers at SLC               <ol style="list-style-type: none"> <li>a. Present to teachers to inform them about the opportunities of school based enterprises and how to implement them into your chapter.</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Professional Development</li> <li>2. Financial Leadership</li> </ol>	<ol style="list-style-type: none"> <li>1. April 5th</li> </ol>	<ol style="list-style-type: none"> <li>1. Completed</li> <li>2. Gabriel, Madinat ou</li> </ol>
Progress	<ol style="list-style-type: none"> <li>1. Member hangouts               <ol style="list-style-type: none"> <li>a. Online social activities for members to join to network with other FBLA members and have fun.</li> <li>b. Run by Council, split into teams to compete</li> <li>c. Incentive - Peak Awards?</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Social Activities</li> <li>2. Public Relations</li> </ol>	<ol style="list-style-type: none"> <li>1. April 5th</li> </ol>	<ol style="list-style-type: none"> <li>1. Abby, Reba, Madinat ou</li> </ol>