

PROGRAM OF WORK RESOURCE

Why create a Program of Work?

Creating a Program of Work is a great way to outline goals that you have for the year. By putting all your ideas into one place, as well as giving yourself deadlines to work toward, you are setting your chapter up for a successful and productive year. Statistics show that when you write down your goals, you are 42% more likely to achieve them, so by collating your ideas into one document you are increasing your chances of having a big impact on FBLA on a local, state, and national level.

How to start?

Begin with big ideas and a “dream cycle.” Think of where you want to be at the end of the year. What kinds of experiences do you want to have had within your chapter? In what ways do you wish to grow? What does your membership want/need? Address these things in your Program of Work. Collaborate with your adviser and decide which ideas are realistic within the next year and which can you begin to take small steps towards.

Things to include:

1. Goals: These should include, but are not limited to:
 - Member recruitment methods
 - Fundraisers
 - Community service projects
 - Chapter activities
 - FBLA’s presence in the school

2. S.M.A.R.T. Goals
 - **S: Specific:** Make sure you are making your goals as precise as possible. Include: who, what, when, where, why, and how.
 - Ex. (BAD) “I want to show members FBLA is fun!”
 - Ex. (GOOD) “I will create a set of 3 social media posts per week to post on all social media platforms to highlight how fun FBLA is!”
 - **M: Measurable:** Do your best to create goals that have an outcome that can be measured. Include a specific outcome; a number increase or a percentage increase. You should be able to produce concrete evidence for what you do.
 - Ex. (BAD) Create a social media presence that increases student engagement.
 - Ex. (GOOD) Create an FBLA presence that increases student engagement on social media by 25%.
 - **A: Achievable:** Although big dreams are good, do your best to stay away from farfetched ideas. Make sure you have the power, and/or resources to achieve you goal.
 - Ex. (BAD) “We want our WHOLE school to join our FBLA chapter.” In most cases this is simply unrealistic.
 - Ex. (GOOD) “We want to increase our membership this year by 20%.”

- **R: Relevant:** Think about the needs of your chapter and whether your goals are going to help those needs.
 - Ex. (BAD) If your chapter has an outstanding membership but is struggling with paying for conferences, DO NOT create a goal that is based on increasing membership. Instead;
 - Ex. (GOOD) Create a goal that gives your members an easy way to fundraise. (or do both)
 - **T: Timely:** Set a deadline for every step of every goal that you have. Time is money. You only have a limited amount of time as an officer, so use it well!
 - Ex. (BAD) “We will finish creating 3 social media posts when I get around to it.”
 - Ex. (GOOD) “We will finish creating 3 social media posts by December 3, 2018.”
 - Know that it is okay to change deadlines if you need to. As long as the task is on your radar and you know when you will complete it, don’t feel bad about changing the date on paper. 🕒
3. Main objectives: How do you plan to achieve your main goal?
- What are the checkpoints you need to hit between where you are now and where you wish to be? Think about the things you can DO to make it to that point.
 - Ex. If your main goal is to give members a way to fundraise, your objectives could be:
 - Create a “How to Fundraise Easily” guide that members can use to plan and carry out fundraisers.
 - As an officer team, list out and contact local businesses you can ask for donations. See more resources to this here:
<http://wafbla.org/Websites/washingtonfbla/images/Business%20Sponsors%20Guide.pdf>)
4. Action Items: Specific steps within each objective that you and your team must take to achieve the goal.
- These are especially useful for tasks that would qualify as “big kahunas.” If you and your team have experience with a certain task, these specifications might not be necessary. However, they are helpful for tasks that need more attention to detail.
 - Ex. If your goal is to have a party, steps could be:
 - 1. Secure location for event
 - 2. Invite people
 - 3. Get decorations
 - 4. Advertise

Overall, the Program of Work is a way for your chapter to plan the upcoming year. We encourage each chapter to create a POW, not only to stay organized for the year, but to make the most of it. If you need any help with your Program of Work, please contact your region Vice President or fill out a chapter visit request.

Chapter Program of Work Plan

Month	Activities	Officer Assigned	Due Date	Comments
August/September				
October				
November				
December				
January				
February				
March				
April				
May				
June/July				