

2017-2018 STATE OFFICER PROGRAM OF WORK

1. **GOAL: COMMUNICATION!**
Increase the flow of information throughout the state and regional levels.
 - a. Create Quarterly Newsletter
 - b. Create Social Media Presence
 - c. Produce Quality Videos

2. **GOAL: CHAPTER FUNDING PLAN!**
Provide a detailed fundraising framework that 20% of chapters statewide will use to increase fundraising
 - a. Create a Business Sponsorship Guide for members
 - b. Create a School Supplies Fundraiser Guide
 - c. Create an additional fundraising guide that can be implemented by a chapter

3. **GOAL: OUTREACH!**
Increase Number of Active Chapters by Two per Region
 - a. Locate 2 middle schools per region interested in starting an FBLA-ML Chapter in their community
 - b. Locate 2 high schools per region interested in starting/reactivating an FBLA Chapter in their community
 - c. Implement the Chapter Check-in Program

4. **GOAL: MEMBERSHIP!**
Increase Membership by 5%
 - a. Increase the Number of Middle Level Chapters by 20%
 - b. Recognize FBLA Week
 - c. Continue Member of the Month
 - d. Create Membership Video
 - e. Create & Compile BAA Activities for Fall & Winter Conferences
 - f. Create Membership Campaign

5. **GOAL: COMMUNITY SERVICE!**
Raise \$3,000 for State-wide Charity
 - a. Select Charity for the year
 - b. Create community service competition
 - c. Advertise and promote community service project