

# Illinois FBLA 2023-2024 Program of Work

## Membership

Objective(Due Date)	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
Increase state chapter membership by 500 members.	Create an email template to reach out to deactivated chapters.	Avi	Avi	August 15th		Reactivation Template	Completed
	All area VPs send emails using the template to at least 5-6 deactivated chapters.	All Area VPs	Jahnavi	October 1st			
	Create an email template to reach out to the business teachers of schools without chapters.	Briar	Briar	August 15th		<a href="https://docs.google.co">https://docs.google.co</a>	Completed
	All area VPs send emails using the template to the business teacher at least 6 non-chapters.	All Area VPs	Jahnavi	October 1st			
Increase connectivity with members and advisers.	Attend IBEA Fall Conference.	Central Area Officers	Ellie	November 1st		IBEA Committee Rep	
	All state officers reach out and visit at least one chapter in their area, either virtually or in-person.	All state officers	Siddhu	December 31st			
	Create a request form for state officer visits.	Darius	Darius	September 1st			Completed
Create a promotional video detailing Illinois FBLA goals.	Promote National Center resources to members.	Jahnavi	Jahnavi	ongoing			
	Create Script for video.			September 15th			Completed
	Create Montage with conference images for video.	Jahnavi, Izzy	Jahnavi	September 15th			Completed
	Edit clips together.			September 15th			Completed
Increase cross-CTSO interaction.	Create a joint marketing collaboration/with another organization.	Jahnavi, Izzy, Siddhu	Jahnavi	January 31st			
	Create a CTSO week with other CTSOs to feature each organization.	Danae, Ellie	Danae	January 31st			
	Create a cross-CTSO toolkit.	Danae, Shreya, Izzy, Pranathi	Pranathi	December 31st			

## Community Service

Objective(Due Date)	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
Raise over \$4,000 for March of Dimes.	Create raffle tickets, containers, and price signs.	Yoonseo	Yoonseo	April 1st			
	Sell raffle entries for 5 officers to get pied in the face, the prices for each being 1 ticket for \$2, 3 for \$5, 7 for \$10, 20 for \$20. (Raffle entries will specify which officer they want to pie)	All State Officers	Ellie	April 1st			
	Dance battle to raise money for MoD (money in jars to support dancers)	All State Officers	Pranathi	April 1st			
	Create sign up for teams participating in the dance battle.	All State Officers		February 29th		Dance Battle	
	Cont. MoD Champion Chapters Program	All State Officers	Jahnavi	March 31st			
Promote Community Service recognition among members	Create an Innerview Guide	Darius and Yoonseo		October 1st			
	Create an email template to promote CSAs to advisers	Lili	Darius	October 10th			
	Recognize winners at SLC by tiers (25 hours- Silver, 50 Hours- Gold, 100 Hours- Diamond)	Liliana, Shreya, Darius, Avi, Yoon		April 1st		Community Service A	

## Middle Level FBLA

Objective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
Create a promotional video describing, "What is FBLA" targeted towards middle level members	Create script for video			September 15th			Completed
	Edit final video together	Izzy, Jahnavi	Izzy	September 15th			Completed
	Obtain conference footage from previous years and edit into video			September 15th			Completed
	Recruit 5 middle level chapters	Each state officer should email and visit their middle school, encouraging them to start an FBLA chapter.	All Officers	Jahnavi	October 31st		
Create a toolkit advertising the benefits of starting a middle level chapter (SLC credit for HS who participate).		Darius, Yoonseo, Ellie	Darius	September 15th			

## Collegiate FBLA

Objective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
Increase awareness of collegiate FBLA and joining beyond high school.	Post alumni spotlights on social media featuring high school alumni/collegiate members.	Izzy, Jahnavi	Izzy	ongoing			
	Host sessions with collegiate members on Instagram live	Danae	Danae	ongoing			
	Invite 2-3 collegiate members to Area Conferences for Q&A panel	All Area VPs	Danae	December 1st			
	Build a guide for seniors on how to join FBLA Collegiate	Darius, Avi, Jahnavi, Liliana	Darius	March 1st			

## Communication and Marketing

Objective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
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