Illinois FBLA 2023-2024 Program of Work

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Objective(Due Date)	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Complete
Increase state chapter membership by 500 members.	Create an email template to reach out to deactivated chapters.	Avi	Avi	August 15th		Reactivation Template	a Complete
	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		https://docs.google.co	o Complete
	All area VPs send emails using the template to the business teacher at least 6 non-chapters.	All Area VPs	Jahnavi	October 1st			
	Attend IBEA Fall Conference.	Central Area Officers	Ellie	November 1st		IBEA Committee Rep	.c
Increase connectivity with members and advisers.	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			Complete
	Promote National Center resources to members.	Jahnavi	Jahnavi	ongoing			
	Create Script for video.			September 15th			Complete
Create a promotional video detailing Illinois FBLA goals.	Create Montage with conference images for video.	Jahnavi, Izzy	Jahnavi	September 15th			Complete
	Edit clips together.			September 15th			Complete
0700	Create a joint marketing collaboration/with another						Jonpiele
	organization. Create a CTSO week with other CTSOs to feature each	Jahnavi, Izzy, Siddhu	Jahnavi	January 31st			
ncrease cross-CTSO interaction.	organization.	Danae, Ellie	Danae	January 31st			
	Create a cross-CTSO toolkit.	Danae, Shreya, Izzy, Pranathi	Pranathi	December 31st			
Community Service							
Dbjective(Due Date)	Tactics		Team Lead	Due Date	Approval Date	Resources	Complete
	Create raffle tickets, containers, and price signs.	Yoonseo	Yoonseo	April 1st	, pprotai Bato	1100001000	Complete
Raise over \$4,000 for March of Dimes.	Sell raffle entries for 5 officients, and price signs. Sell raffle entries for 5 officients 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	Derive	October 10th			
	Recognize winners at SLC by tiers (25 hours- Silver, 50 Hours-		Darius				
		Liliana, Shreya, Darius, Avi, Yoon		April 1st		Community Service A	3
/liddle Level FBLA							
bjective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Complete
Create a promotional video describing, "What is FBLA" targeted towards middle level members	Create script for video	-	Izzy	September 15th			Complete
	Edit final video together	Izzy, Jahnavi		September 15th			Complete
	Obtain conference footage from previous years and edit into video			September 15th			Complete
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		· ·					
Dejective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Complete
increase awareness of collegate 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			
ommunication and Markation			Danus	March 13t			
Communication and Marketing							
bjective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Complete

	Create application for SMAs	Izzy, Jahnavi		August 10th			
Establish Illinois FBLA Social Media Ambassadors Promote members and increase member connectivity	Select SMAs (2)	All state officers	Jahnavi	September 10th			
	Create form where members can submit member of the month	Danae	Danae	August 20th			Completed
	Post member of the month posts (1st of every month)	Izzy, Jahnavi Izzy, Jahnavi	Izzy	ongoing			
	Create instagram takeovers			ongoing			
	Host instagram live once a month	Danae, Izzy, Jahnavi	Danae	ongoing			
Promote FBLA to non-business fields	Post career of the month posts with information about what FBLA has to offer for different, non-business career paths.	Danae, Darius, Lili	Darius	ongoing			
Officer Core Requirements							
Objective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
Monthly Activity Reports MARS	Each officer is required to report their FBLA activites monthly	All Officers		10th of every month			
	Fall News Articles	All Officers		Oct 1, 2023		Newsletter Topics	
Fall & Spring News Article	Spring News Articles	All Officers		Jan 15, 2024			
State Conference Sponsorship	Each officer is required to find at least one event sponsor	All Officers		Feb 15, 2024			
College Exhibits	Reach out to a minimum of 3 colleges to have a booth at SLC	All Officers		Feb 15, 2024		College Exhibits	
Attend Multiple Area Conferences	All officers are strongly recommended to travel to at least 1 other area conference apart from their own	All Officers		Jan 25, 2024			
Business Achievement Awards	Complete at least one level of BAA's	All Officers		Feb 15, 2024			
State Programs							
Objective	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
Increase competitive event preparation.	Reimplement a Competitive Event Mentorship Program	Siddhu, Eleanor, Shreya, Jahnavi	Siddhu	January 31st		CEMP Committee R	tej
Raise funds for Illinois FBLA (at least \$500)	Create an Auction Basket worth a minimum of \$40	All Officers	Shreya	April 1st		Auction Basket Idea	s
Legacy project: Maintain and update Resource Bank	Create a Google Form allowing members to contribute tips and resources to the resource bank.			November 1st			
for competitive events (including those changed this	Update new event resources in the resource bank	Yoon	Yoon	November 1st			
year)	Maintain Google Drive with resources such as practice tests and event competencies.			November 1st			
	Create a promo video for IFR	All officers	Jahnavi	September 15th			
Increase participation in IFR to 420 participants	Create and email template and reach out to chapter advisors encouraging them to attend IFR	Ellie	Ellie	September 31st		IFR Template	
	Provide scholarships for SLC	Shreya, Siddhu, Ellie, Briar	Shreya	February 15th		SLC scholarship cor	mr
exceptional members SLC	Obtain approval for a scholarship to be awarded to members as deemed by a committee	Shreya	Shreya	September 15th			Completed
Increase Parliamentary knowledge	Host parli pro workshop	Eleanor, Siddhu	Siddhu	November 1st			
Professional Development							
	Tactics	Officer Assignments	Team Lead	Due Date	Approval Date	Resources	Completed
Provide internship opportunities to FBLA members.	Create an internship database with assistance of IMSA departments	Avi	Avi	March 1st			
	Promote internship toolkit	Siddhu, Liliana	Liliana	March 1st			