

Illinois FBLA Executive Council Program of Work 2017-2018

MEMBERSHIP				
<i>Objective</i>	<i>Responsible Party</i>	<i>Officer in Charge</i>	<i>Deadline</i>	
Increase State Membership				
Increase state membership to 4,000	All State Officers	Bradley Marks	March 1, 2018	
Increase Middle Level Membership				
Add two Middle Level Chapters as a state	Gordon and Weber	Bradley Marks	March 1, 2018	
Increase Professional Division Membership				
Four new Professional Division members per officer	All State Officers	Shawna Weber	March 1, 2018	
Contact all Professional Division members in your area to invite them to judge at Area Conferences	Area Presidents	Bradley Marks	One Month Prior to Area Conference	
Create a letter promoting the benefits of being a Professional Division Member	Zayyan Faizal	Ean Fox	September Board Meeting, September 15 - 16, 2017	
Chapter Activation and Re-Activation				
Contact 3-4 inactive chapters in the area	Area Presidents	Lili Wang	December 4, 2017	
Develop five minute FBLA Informational Presentation	All State Officers	Adam Grimes	September Board Meeting, September 15 - 16, 2017	
SERVICE				
<i>Objective</i>	<i>Responsible Party</i>	<i>Officer in Charge</i>	<i>Deadline</i>	
March of Dimes				
Raise \$14,000 as a State	All State Officers	Graham Gordon	State Leadership Conference, April 6 - April 7, 2018	
Fundraise for March of Dimes at Area Conferences	Area Presidents	Thomas O'Brien	February 15, 2018	
SLC March of Dimes Event Determined	All State Officers	Trisha Nair	September Board Meeting, September 15 - 16, 2017	
All State Officers will participate in TBD fundraising event at SLC	All State Officers	Bradley Marks	State Leadership Conference, April 6 - April 7, 2018	
PROFESSIONAL Division and PBL				
<i>Objective</i>	<i>Responsible Party</i>	<i>Officer in Charge</i>	<i>Deadline</i>	
PBL Involvement				

	Invite at least 2 PBL members to Area Conferences	Area Presidents	Nicholas Berta	One Month Prior to Area Conference
	Inform all State officers on upcoming PBL conferences	All State Officers	Adam Grimes	One Month Prior to PBL Conferences
PUBLIC RELATIONS				
	<i>Objective</i>	<i>Responsible Party</i>	<i>Officer in Charge</i>	<i>Deadline</i>
	Website			
	Short biography, picture, and contact information for each officer on the FBLA State Website	All State Officers	Zayyan Faizal	August 1, 2017
	Two newsletters posted (Fall and Spring)	All State Officers	Zayyan Faizal	December 4, 2017 and March 2, 2018
	Regularly maintain and monitor Illinois FBLA website	Zayyan Faizal	All State Officers	Ongoing
	Social Networking			
	Chapter and member shoutouts through social media	State Reporter	Zayyan Faizal	Ongoing
	Regularly maintain and monitor Facebook page, Twitter account, and Instagram	State Reporter	Zayyan Faizal	Ongoing
	Chapter Communications			
	Virtual monthly officer meetings	All State Officers	Graham Gordon	First Sunday of the Month
	Monthly email blasts for local chapters promoting each area	Area Presidents	Snehitha Talugula	15th of each Month
SOCIAL				
	<i>Objective</i>	<i>Responsible Party</i>	<i>Officer in Charge</i>	<i>Deadline</i>
	Social Events			
	Conduct area social event	Area Presidents	Lili Wang	May 1, 2018
OFFICER DUTIES				
	<i>Objective</i>	<i>Responsible Party</i>	<i>Officer in Charge</i>	<i>Deadline</i>
	State Officer Requirements			
	2 personal newsletter articles submitted (Fall and Spring)	All State Officers	Zayyan Faizal	November 17, 2017 and February 23, 2018

	Completion of a new level of BAA, unless completed	All State Officers	Nicholas Berta	March 1, 2018, April 25, 2018 for the America Level
	Monthly Activity Reports (MARS)	All State Officers	Ean Fox	10th of each month
	Provide SLC raffle item(s), minimum of \$50	All State Officers	Thomas O'Brien	January 10, 2018
	Sponsors for SLC Competitive Events, at least two (\$150 per award) (one for officer and one for adviser)	All State Officers	Shawna Weber	January 10, 2018
	Contact three colleges concerning exhibiting at 2017 SLC and have responses sent to Darlene Shannon by deadline (CC Darlene Shannon in email correspondence with colleges)	All State Officers	Trisha Nair	January 31, 2018
	Send materials, including State Officer Binder, to 2018-2019 incoming counterpart	All State Officers	Natalie Seamen	May 1, 2018
	Visit three chapters in your area, other than your own	All State Officers	Ean Fox	March 1, 2018
	Have at least one speaker at each Area Conference	Area Presidents	Lili Wang	Prior to Area Conference (TBD by Area President)
	Ask all area local chapters to have campaign booths at their Area Conference	Area Presidents	Thomas O'Brien	Prior to Area Conferences (TBD by Area President)