

Start Today



- ★ *Leadership Experience*
- ★ *Competitive Events*
- ★ *Awards & Recognition*
- ★ *Service*
- ★ *Business Education*
- ★ *Experience*
- ★ *Confidence*
- ★ *Opportunities*

Blueprint for Success **HIGH SCHOOL**



Future Business Leaders of America

Alabama Chapter

TO: Alabama Future Business Leaders of America Chapter Advisers & Members

FROM: Lisa Weeks, State FBLA Adviser
Sean Smith, State President; Roslyn Evans, State Officer Adviser
Alexandria Torbert, State Secretary; Mandi Edwards, State Officer Adviser
Taylor Barnes, District 2 VP; Francine Wuebold, State Officer Adviser
Jacory Foreman, District 3 VP; April Flournoy, State Officer Adviser
Colson Collier, District 4 VP; Jen Sanders, State Officer Adviser
Lucinda Long, District 5 VP; Mandi Edwards, State Officer Adviser
Alina Day, District 6 VP; Vicky Crane, State Officer Adviser

DATE: August 1, 2021

SUBJECT: ALABAMA FBLA BLUEPRINT FOR SUCCESS

Below is the **2021-2022 Alabama FBLA Blueprint for Success**. The goal of the Blueprint for Success is to encourage active chapters, help local chapters develop their programs of work, and assist chapters and members in achieving recognition and awards at the state and national levels. The Blueprint for Success is aligned with the FBLA Creed. All activities may be completed virtually or in-person at the chapter's discretion.

Chapters and members achieve recognition for their work in various ways:

- **Alabama Blueprint for Success**—a chapter can be recognized in an Achievement, Excellence, or Outstanding category.¹ Criteria for these levels are detailed under Blueprint Guidelines.
- **National FBLA Champion Chapter Recognition Award** — codes SS1, SS2, SS3, and CC4 in the Champion Chapter Award column in the tables below indicate steps toward this level of recognition.

This school year will bring about opportunities to overcome last year's many challenges. Please do not hesitate to contact your District Vice President with any questions regarding completion of the Blueprint for Success. Thank you in advance for your dedication in making Alabama FBLA the best. We are looking forward to a successful 2021-2022 school year.









¹Chapters may achieve the **outstanding** level recognition on the Blueprint for Success without Alabama Outstanding Chapter recognition or Champion Chapter recognition.

ALABAMA BLUEPRINT GUIDELINES

1	Complete all of the tasks listed on the " Required " page and 10 additional items on the "Optional" pages to receive a certificate at the State Leadership Conference. (Achievement Level)
2	Complete all of the tasks listed on the " Required " page and 15 additional items on the "Optional" pages to receive a certificate and a ribbon at the State Leadership Conference. (Excellence Level)
3	Complete all of the tasks listed on the " Required " page and 25 additional items on the "Optional" pages to receive a ribbon, lanyards, plaque, and recognition at the State Leadership Conference, and preferential reserved seating at Opening Session at SLC, plus a \$100 stipend for National Leadership Conference. Outstanding Level Chapters completing the Blueprint for Success - Outstanding Level are eligible to apply for the Alabama FBLA Outstanding Chapter Award.
4	Refer to the Chapter Management Handbook or the FBLA Chapter Awards webpage http://www.fbla-pbl.org/fbla/membership-benefits/awards to verify requirements for receiving National Chapter/Member Recognition Awards (for example: Summer Starters, Shaping Success, Service Season, CTE Celebration, Business Achievement Awards, and other national programs).
5	<ul style="list-style-type: none"> • Documentation may extend from April 19, 2021 – March 4, 2022. • Check all boxes beside the activities you have completed. • Place the task coded and corresponding task description in the top, right corner of each page of documentation. (Example: R7 – Planning/participating in 25 cumulative community service hours) • Must have at least one page of documentation for each task. • Copies should be sent rather than important documents. • No items may be attached to any page in the report.
6	<p>The Alabama FBLA Blueprint for Success is due in the state office by March 10, 2022. The Blueprint must be bound (spiral bound, 3-ring binder, etc.) – loose papers, paper clips, stapled papers, or papers gathered in rubber bands will NOT be accepted.</p> <p>Mail to:</p> <p>Mrs. Lisa Weeks Alabama Department of Education P. O. Box 302101 50 North Ripley Street Montgomery, AL 36130-2101</p>

To receive updates, text the keyword **@bamafbla** to **81010** to join "Remind". "Remind" is a communication platform that does not collect personal cell phone numbers.

REQUIRED ITEMS
ALL ITEMS R-1 through R10 MUST BE COMPLETED


Code	Tasks	Suggested Documentation	Champion Chapter Awards	Ribbon
R1	Hold a planning session for newly elected local chapter officers to include a program of work, budget, and calendar	copy of agenda, completed Program of Work, and calendar	SS1	
R2	Submit five (5) professional/alumni members	list of members	SS3	
R3	Make a \$100 donation to the ALABAMA FBLA-PBL FOUNDATION. Mail check to State Adviser. Due by January 31, 2022.	copy of check	SS3	
R4	Register at least five (5) members to compete and/or attend the 2022 Alabama FBLA State Leadership Conference (SLC)	registration form	CC4	
R5	Conduct at least two (2) fundraisers/activities in support of the March of Dimes and help meet our state fundraising goal of \$75,000 Send the March of Dimes Reporting Form with chapter donation to: 2500 Blue Lake Drive Suite 198 Birmingham, AL 35243 Email donation form to Mrs. Lisa Weeks: LWeeks@alsde.edu	March of Dimes Reporting Form and copy of check/photo	SS3	
R6	Celebrate American Free Enterprise Day and/or FBLA Week	photo/letter social media post	CC4	
R7	Document a minimum of 25 cumulative community service hours with your chapter participating in planning and/or service	list of members involved and project description	SS3	
R8	Increase membership by 10% or have 100% membership in one class (class size at least 12 students)	previous year & current year membership roster or class roster/current membership roster	SS2	
R9	Create and maintain a chapter website and/or social media account	URL/screenshot	SS2	
R10	Five (5) members complete at least one level of the Business Achieve Awards (BAA)	copy of certificates	CC4	

SS1 – Summer Starter





SS2 – Shaping Success

SS3 – Service Season

CC4 – CTE Celebration

 The Ribbon icon indicates this task could result in a ribbon. One ribbon may be awarded for multiple tasks.

OPTIONAL TASKS FOR ALABAMA BLUEPRINT
I believe education is the right of every person.


Code	Tasks	Suggested Documentation	Champion Chapter Awards	Ribbon
O1	Participate in one of the State Officer Student Workshop(s)	login, reflection of activity		
O2	Create a member recognition project such as, "FBLA All-Stars" display where a new star is added for each new member	picture of display	CC4, SS2	
O3	Promote an anti-bullying campaign to bring awareness to community members	campaign plan of work	SS3	
O4	Set up an informational table or host a parent/guardian orientation session/meeting (freshman orientation/ open house/ club day) highlighting the goals and activities of your local chapter	pictures and/or sign in sheet	SS1	
O5	"Success Starts Here". Create your own Success / Vision board. Gather ideas that will benefit FBLA. Show us at the State Conference	picture of board	CC4	
O6	Conduct at least four (4) officer meetings	meeting agenda/minutes	SS1	
O7	Conduct at least four (4) chapter meetings	meeting agenda/minutes	SS1	
O8	Teach a Computer 101 class to community members or students	pictures/promotional flyer/sign in sheet	SS2	
O9	Host a leadership workshop for new FBLA members	pictures/promotional flyer/sign in sheet	SS2	
O10	Elect grade level representatives in your local chapter to promote FBLA involvement in all grades	list of representatives and duties	SS1	
O11	Have a chapter member apply for a National Officer Leadership Council	copy of application	CC4	
O12	Offer Microsoft Office Specialist Tutoring after school	picture	SS2, SS3	
O13	Attend/host a meeting with school or district administration and/or community stakeholders to promote FBLA	pictures/agenda	SS1, SS2	
O14	Participate in national recognition & awards	press release/press coverage	CC4	
O15	Plan/participate in a project or special event with another FBLA (HS or ML) Chapter or PBL Chapter	pictures/promotional materials or press release	SS2	
O16	Have at least one (1) chapter member recite the FBLA Creed or FBLA Goals at a chapter meeting or event	picture	SS2	
O17	Test your members on their FBLA knowledge (Kahoot, Gimkit, Quizizz or any custom quiz tool/game)	copy of FBLA Knowledge Quiz Game	SS1	


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SS2 – Shaping Success

SS3 – Service Season

CC4 – CTE Celebration







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O18	Attend one or more of the "Teach FBLA" Webinars	attendance certificate		
O19	100% of students Credentialed in one class	class roster of students' credential from official documentation	CC4	
O20	Hold an induction ceremony for new officers	induction ceremony program	SS1	
O21	Plan and present an FBLA Emblem/Induction Ceremony	picture	SS1	
O22	Invite a state officer to a chapter meeting/activity	picture; copy of emails or thank you note	SS1	
O23	Contact a high school or middle school in your district about chartering or reactivating a chapter	copy of chapter re-activation	SS2	
O24	Send correspondence to prior members who have not rejoined encouraging them to come back	copy of correspondence	SS2	
O25	Create continued communications for FBLA members to stay informed on upcoming and past chapter events. (Schoology, Remind, Google Classroom, Group Me, Clever or any district approved platforms)	copy of materials	SS2	
O26	Record members giving a presentation to school educators, administrators, and community members about the benefits of FBLA and the effect it has on the community	pictures or link to recording	SS2	
O27	Plan a community service event with school-wide participation	copy of planned activities and pictures	SS3	
O28	Meet with middle school students to educate them on the importance of a positive social media presence	pictures and plan of action	SS2	
O29	Teach elementary students how to use Microsoft PowerPoint (Ex. What I Want to be When I Grow Up or My Christmas List)	pictures and agenda	SS2, CC4	

OPTIONAL TASKS FOR ALABAMA BLUEPRINT

I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.

Code	Tasks	Suggested Documentation	Champion Chapter Awards	Ribbon
O30	Host an end-of-the-year event recognizing outstanding FBLA members	event planning	CC4	
O31	Create a publication spotlighting your local chapter to the community	copy of publication or link to video	CC4, SS2	
O32	Write a letter and/or email to local business(es) about potential sponsorships.	copy of letter	SS1	


O33	Form an FBLA chapter membership committee	list of membership committee and plan of action	SS1	
O34	Plan a Christmas themed fundraiser during the holidays to raise funds for a nonprofit	reconciliation form	SS3	
O35	Partner with a local business to sponsor a "Dress for Success" day to highlight the National Dress Code	pictures; press release	SS2	
O36	Host or participate in a project to honor the military, veterans, and/or local first responders	project plan of action/pictures	SS3	
O37	Partner with special groups for an event or activity	pictures; press release	SS2	
O38	Promote positivity with motivational quotes around schools/community (Kindness rocks, Post-It Notes, Posters)	pictures	SS3	
O39	Have a "Success Starts Here" Campaign for CTE/Career Prep Classes	campaign plan of action	SS2, CC4	
O40	Host/Attend a local Serve Day in the community	project plan of action/picture	SS3	
O41	Tour a business or industry	pictures	CC4	
O42	Submit your "Spotlight" on members and/or local advisers to your District VP	copy of spotlight	CC4	
O43	Attend a regional workforce meeting	pictures or agenda	SS2	
O44	Chapter member(s) compete in the FBLA Stock Market Game and/or Virtual Business Challenge-Business or Virtual Business Challenge - Finance	competitive event roster	SS2	
O45	Form a March of Dimes committee for your local chapter	list of committee and plan of action	SS3	
O46	Create an FBLA display in your school to publicize your chapter activities	picture	SS1, SS2	
O47	Utilize school announcements platforms to inform students about FBLA activities	copy of announcements and dates announced	SS1, SS2	
O48	Create an information packet for new members (email, podcast, video, brochure, postcard, etc.)	copy of packet or link	SS1, SS2	
O49	Submit press releases to media outlets promoting your chapter activities, programs or members achievements	copy of press release	SS2, CC4	
O50	Have an event/meeting with another CTSO at your school	copy of agenda and pictures	SS2	
O51	Schedule a field trip for members to explore career options in the local community	copy of Itinerary and pictures	CC4	
O52	Partner with a local religious organization to join them in service opportunities	pictures and plan of action	SS3	
O53	Coordinate with local religious and/or civic groups to sponsor a scholarship for senior FBLA members that recognizes their service hours and character	copy of scholarship guidelines and/or pictures	CC4	

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CC4 – CTE Celebration

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O54	Local chapter rewards a member(s) with complimentary Joint Leadership Development Conference Registration open to all members who have paid their dues and are in good standing (Criteria set by local chapter)	copy of agenda and minutes approving registration costs and picture(s)	SS2	
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OPTIONAL TASKS FOR ALABAMA BLUEPRINT

I believe every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.


Code	Tasks	Suggested Documentation	Champion Chapter Awards	R i b b o n
O55	Form a social media committee to create and manage a chapter social media account or webpage	screenshot of social media account and schedule of posts	SS1	
O56	Host a guest speaker at a chapter meeting to discuss career opportunities	picture and description of guest speaker	SS2	
O57	Have a chapter senior apply for a National FBLA Scholarship to the National FBLA Office	copy of application	CC4	
O58	Create a presentation featuring the "Benefits of FBLA" and present it to students enrolled in business classes	copy of presentation in handout form	SS2	
O59	Partner with a local business and start a fundraiser to generate operating funds for your local chapter	fundraiser reconciliation form and pictures	SS2	
O60	Invite a financial adviser to speak at a local chapter meeting to promote financial literacy	picture and description of guest speaker	SS2	
O61	Purchase items from the FBLA-PBL Marketplace	copy of receipt	CC4	
O62	Have ten-chapter members or 10% of your membership participate in a college and/or career fair	picture and itinerary	SS2, CC4	
O63	Prepare and present a brief history of your local chapter. (timeline, story, or PowerPoint)	copy of research/history	SS1	
O64	Get a local business to prepare students for competitive events	pictures/list of competitive event, student and business	CC4	
O65	Generate operating funds for your local chapter	fundraiser reconciliation form and pictures	SS1	
O66	Have a minimum of one (1) chapter senior apply for the Alabama FBLA Foundation District Scholarship	copy of application	CC4	
O67	Promote financial literacy	activity plan of action and pictures	SS2	
O68	Prepare a Local Chapter Annual Business Report and submit it for the State Leadership Conference	copy of report	SS1, CC4	
O69	Enter at least one FBLA presentation event at the State Leadership Conference	copy of registration	SS1, CC4	
O70	Create business cards for your local chapter officers/chapter advisers (include chapter website, social media, email and logo)	copy of business cards	SS1	

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O71	Host a college recruiter, military recruiter and/or a variety of career representatives for FBLA Meeting or classroom	pictures and description of presentation	CC4	
O72	Provide 3 members with internship opportunities	list of internships and student reflection	CC4	
O73	Create a presentation to promote Middle Level FBLA to middle school administrators	copy of presentation in handout form	SS1	
O74	Have 5% of your local chapter members complete a resume, cover letter, and job application applying for a future job following the National Format Guide for Job Interview documents	list of members completing documents and reflection of students	CC4	
O75	Have at least four (4) members interview a professional in a chosen career path regarding education, training, and job outlook	reflection of interview and description of interview	SS2, CC4	

OPTIONAL TASKS FOR ALABAMA BLUEPRINT

I believe every person should actively work toward improving social, political, community, and family life.


Code	Tasks	Suggested Documentation	Champion Chapter Awards	Ribbon
O76	Have your chapter "adopt" a local family or community member and provide a service for them	list of activities/photo	SS3	
O77	Meet with a local or state elected official and post a photo on your chapter social media page	screenshot of post	CC4	
O78	Write thank you letters to CTSO Advisers within your school for CTSO Adviser Appreciation Day	photo/copy of thank you	CC4	
O79	Host an event for professional paid members/alumni	event agenda and photo	SS3	
O80	Select a student in your local chapter as an FBLA member of the month to promote Career and Technical Education	photo/press release	CC4, SS2	
O81	Create a Snapchat filter to promote your local chapter and/or school event	screenshot of post	SS1	
O82	Host an employability workshop	workshop agenda	SS2, CCR	
O83	Have a Voter Registration/Selective Service Campaign	photos/copy of publicity items	SS3	
O84	Create a Teacher Appreciation Video, host an event or project to recognize teachers and staff	link to video	SS3	
O85	Create a point system for members of your local chapter to encourage chapter participation and future leadership position	copy of point system	SS1	
O86	Visit students at an elementary school or middle school, to promote one or more of the values of the FBLA goals	pictures	CC4	

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O87	Create a chapter portfolio/scrapbook that includes Blueprint documentation (photos, certificates, etc.) (virtual or print)	photos	CC4	
O88	Host a CTSO Adviser Appreciation Day	photos	CC4	
O89	Apply for the Adopt-a-Mile program (this is good publicity when your chapter's name is on the sign)	application/photo	SS3	
O90	Provide needed supplies for sav-a-life/a local women's center	photo	SS3	
O91	Work with or provide supplies to a local animal shelter	photo	SS3	
O92	Submit an FBLA article to your school media department	copy of article	CC4	
O93	Host an event with a non-CTSO in your school (academic clubs, sports)	photos, agenda	SS2	
O94	Local Chapter members write letters/create cards to senior citizens, veterans, nursing homes, shelters, NICU patients, children's hospital patients or any other facility residents	photos	SS3.	

OPTIONAL TASKS FOR ALABAMA BLUEPRINT
I believe every person has the right to earn a living at a useful occupation.


Code	Tasks	Suggested Documentation	Champion Chapter Awards	R i b b o n
O95	Write a thank you letter to a government official or local represented	copy of thank you letter	SS3, CC4	
O96	Submit an FBLA article to your school media department	copy of article	CC4	
O97	Recognize your principal/administrator as an honorary FBLA Professional Division member	copy of receipt	SS3	
O98	Have your chapter attend the Joint Leadership Development Conference	copy of receipt/registration	SS2	
O99	Compete with another local chapter in collecting dimes for March of Dimes. The winning chapter receives a reward	photos	SS3	
O100	Operate a tutoring business, school store, bank, or other small business at your school	photo, business plan	SS2	
O101	Have three-chapter members register and attend one of the Alabama FBLA District Workshops	registration form	SS2	
O102	Invite a minority guest speaker to talk about entrepreneurship and inspire members to pursue creating a business	photo and agenda	CC4, SS3	
O103	Create a professional mentor program for FBLA members	copy of interview question and list of participants	SS2	
O104	Host competitive event study sessions for State and/or National Leadership Conference	Agenda and photos	SS2, CC4	


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SS3 – Service Season



CC4 – CTE Celebration


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O105	Invite a minority/small business owner as a guest speaker to talk about entrepreneurship and to inspire members to be business owners	photo and agenda	CC4, SS3	
O106	Host a school-wide CTSO Day during National Career Technical Education Month	photo and plan of action	CC4	
O107	At least three FBLA members gain industry credentials (see ALSDE approved industry credential list)	official list of credentialed students	SS2, CC4	
O108	Make a Wall of Fame for members who become Microsoft Office Specialists	photo	CC4, SS2	
O109	Invite chapter alumni to speak at an FBLA chapter event and/or meeting	photo and agenda	SS2, SS3	
O110	Have at least three (3) members write a one-page essay (use the FBLA format guide) on a business article or career	copy of essay	CC4	
O111	Highlight an FBLA member who is an entrepreneur	Screenshot of post	SS2, CC4	

OPTIONAL TASKS FOR ALABAMA BLUEPRINT

I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.

Code	Tasks	Suggested Documentation	Champion Chapter Awards	Ribbon
O112	Post a copy of the FBLA calendar of events on your chapter website or social media page	screenshot	SS1	
O113	Have a chapter member partner with a local business to "Take an FBLA Member to Work" day for a job shadowing opportunity	photo and reflection	SS2, CC4	
O114	Recognize members for their participation in the local chapter Program of Work by developing a point system	copy of point system	SS1	
O115	Promote Blue Jeans for Babies by selling at least ten (10) T-shirts	copy of fundraising reconciliation form	SS3	
O116	Chapter submits one article with photos for <i>Tomorrow's Business Leader</i> online	Copy of Article	SS2	
O117	Offer an incentive for students passing MOS Credential (grad cords, monetary, lunch, gift cards, etc.)	action plan and/or photos	CC4	
O118	Invite a March of Dimes representative to speak at a chapter meeting/assembly	photo and copy of thank you letter	SS3	
O119	Chapter submits three (3) photos to your District VP	copy of submission	SS2, CC4	
O120	Plan at least one activity for CTE Month in February that is different from the activities that your chapter planned for FBLA-PBL Week	copy of activities and photo	CC4	


O121	Sponsor/participate in a school-wide recycling project that will improve your community	photo and project plan of action	SS3	
OPTIONAL TASKS FOR ALABAMA BLUEPRINT				
I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.				
Code	Tasks	Suggested Documentation	Champion Chapter Awards	R i b b o n
O122	Submit a state officer candidate application	copy of application	CC4	
O123	One member applies as a Student Worker at a Voting Precinct for local, state and national elections	report of progress and project plan of action	SS2, SS3	
O124	Create and upload a video promoting the FBLA-PBL State/National theme "Success Starts Here" and upload to chapter's video hosting site	link to video	SS2	
O125	Prepare an icebreaker for your chapter members and present it at a local chapter meeting	explanation of icebreaker/photo	SS1	
O126	Promote Prematurity Awareness Month and/or World Prematurity Day.	list of activities/photo	SS3	
O127	Design a chapter T-shirt or pin that reflects the State/National them "Success Starts Here"	picture of t-shirt	SS1	
O128	Create and submit a "Banners for Babies" to be displayed at the 2021-2022 State Leadership Conference (SLC)	copy of form	SS3, CC4	
O129	Present an "Essential Skills" Workshop	agenda/photos	SS2, SS3	
O130	Hold a "Resume Building" Workshop	agenda/photos	CC4	
O131	Host Mock Interviews/Workshop	agenda/photos	SS1, SS2	
O132	Volunteer services to a local business such as graphic design, marketing, website development, social media	photo and reflections	SS3	
O133	Enter a candidate for District Who's Who in FBLA at Alabama FBLA State Leadership Conference (SLC)	copy of application	CC4	
O134	Attend one of the 2021 National Fall Leadership Conferences (NFLC)&	registration form	SS3	
O135	Organize a special social event for paid members	agenda/photos	SS1, SS3, CC4	
O136	Create a FBLA Scavenger Hunt and have at least ten (10) members participate	Copy of Scavenger Hunt	SS2	
O137	Host a Mini Walk or participate in a community March for Babies event	agenda/photos	SS3	
O138	Sponsor/participate in a school-wide blood drive	agenda/photos	SS3, CC4	
O139	Any unique activity that your chapter has completed that is not listed	agenda/photos		

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SS2 – Shaping Success

SS3 – Service Season

CC4 – CTE Celebration

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