

Blueprint for Success MIDDLE LEVEL



Start Today

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



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. Criteria for these levels are detailed under Blueprint Guidelines.
- National FBLA Merit Award — Multiple tasks are recognized with the Merit Award program. See Merit Award information on National website










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.

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 Adviser Welcome Guide or the FBLA Awards and Recognition webpage https://www.fbla-pbl.org/divisions/fbla/fbla-awards-recognition/ 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 <u>bound</u> (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: 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 TASKS FOR MIDDLE LEVEL ALABAMA BLUEPRINT


Code	Tasks	Completion Date	Suggested Documentation	Ribbon
R1 <input type="checkbox"/>	Conduct a planning session for newly elected local chapter officers to include a Program of Work and budget (See Local Chapter Organization section on the Online Chapter Management Handbook.)		Copy of agenda and completed Program of Work/Budget	
R2 <input type="checkbox"/>	Submit five professional/alumni members		List of members	
R3 <input type="checkbox"/>	Make a \$100 donation to the ALABAMA FBLA-PBL Foundation. Mail checks to Mrs. Lisa Weeks.	January 31	Copy of check	
R4 <input type="checkbox"/>	Register at least five members, or at least 10% of chapter membership to compete and attend the 2022 Alabama FBLA State Leadership Conference.		Registration form	
R5 <input type="checkbox"/>	Participate in a project that benefits 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: March of Dimes 3500 Blue Lake Drive, Suite 198 Birmingham, AL 35243 Email a copy of the form to Mrs. Lisa Weeks: lweeks@alsde.edu		March of Dimes Reporting Form and copy of check	
R6 <input type="checkbox"/>	Create a list of American Free Enterprise Day and/or FBLA Week activities for your chapter.	November 15 or February 13-19	List of Activities	
R7 <input type="checkbox"/>	Document a minimum of 25 cumulative community service hours with at least 10% of your chapter participating in planning and/or service.		Roster, photo, and/or community service certificate	
R8 <input type="checkbox"/>	At least three members complete at least one level of LEAD Awards Program.	March 1	Copy of certificate/copy of confirmation email	
R9	Increase Membership by at least 10% or 100% membership in one class	March 1	Copy of Membership Roster from past/present year or Class Roster of paid members	

OPTIONAL TASKS

I believe education is the right of every person



Code	Tasks	Completion Date	Suggested Documentation	Ribbon
O1 □	New Membership Recognition Event		Pictures/Press Release	
O2 □	Plan an induction ceremony for new Officers and/or new members		Press release/photo	
O3 □	Hold a chapter meeting in which an icebreaker is used, an agenda is followed, a Treasurer's Report is shared, and minutes are recorded		Agenda/minutes/photo/ Treasurer's Report	
O4 □	Create a membership recruitment and retention plan to focus on new ways to recruit and retain members		Plan	
O5 □	Sponsor an FBLA Recruitment Poster Contest (digital or physical) as part of a recruitment plan		Photo/copy of promotional items	
O6 □	Host an FBLA Spirit Day for all members to wear FBLA t-shirts or hats		Photo	
O7 □	Hold at least four chapter meetings		Agendas/minutes	
O8 □	At least one member completes the LEAD Awards recognition program		Certificate/email confirmation	
O9 □	Conduct the FBLA Emblem Ceremony at a local chapter meeting or event		Agenda/Press release/photo	
O10 □	Offer a prize/reward/incentive to the member who recruits the most new members		Press release and photo	
O11 □	Any other activity that is unique to your chapter		Flyer/photo/agenda	

I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family and educational institution, 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	Completion Date	Suggested Documentation	Ribbon
O12 □	Teach others in your school about World Prematurity Day by creating a bulletin board, display, or posting to your school's website	November 17	Photo	
O13 □	Create a bulletin board to promote FBLA Week	February 13-19	Photo	
O14 □	Send an article to the local newspaper/magazine about chapter's activities/officers, etc.		Press Release/Copy of Article	
O15 □	Submit at least one article with photos to Tomorrow's Business Leader (article does not have to be published for credit)		Screenshot of submission/article	
O16 □	Host an end-of-the-year event to recognize outstanding FBLA members		Photo/program	
O17 □	Work with feeder FBLA chapter on a project/event.		Photo and reporting form	


O18 □	Host a guest speaker from a local NICU or a March of Dimes representative to speak at a chapter meeting or event		Photo/press release	
O19 □	Host a local businessperson to speak at a local chapter meeting or event		Photo/agenda	
O20 □	Create an FBLA display for Open House, Registration, Orientation, or other school-wide events		Photo/Invitation	
O21 □	Honor your superintendent/principal/administrator as an FBLA Professional/Alumni Network Member		Registration and certificate or letter	
O22 □	Partner with a local business to participate in a chapter activity		Photo/letter	
O23 □	Partner with an FBLA chapter on an activity		Photo	
O24 □	Any other activity that is unique to your chapter		Flyer/photo/agenda	

I believe that 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	Completion Date	Suggested Documentation	Ribbon
O25 □	Spend at least \$50 at FBLA-PBL Marketplace		Receipt	
O26 □	Have a chapter Instagram page with at least 100 followers and follow national FBLA-PBL (@fbla_pbl)		Screenshot	
O27 □	Honor members of the armed forces, veterans or first responders		Photo/sample	
O28 □	Create and maintain a chapter website or social media page		Screenshot	
O29 □	Invite an elected official to a chapter meeting or event		Invitation/Photo	
O30 □	Partner with a local store to present business attire (fashion show, speaker, demonstration, field trip, or virtual/digital media presentations)		Photo/press release/flyer/program	
O31 □	Sponsor a Dress for Success Day		Photo/advertisement	
O32 □	Teach money management/financial literacy with a guest speaker, games, or classroom instruction		Photo/handout/lesson plan/presentation	
O33 □	Any other activity that is unique to your chapter		Flyer/photo/agenda	


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

Code	Tasks	Completion Date	Suggested Documentation	Ribbon
O34 □	Attend a local school board meeting or city council meeting with chapter		Agenda of meeting/pictures	
O35 □	Sponsor a meal for a family in need		Photo/receipt	
O36 □	Help an elementary school teacher by reading in the classroom, assisting with crafts, making a presentation on		100-word summary	





	manners, or other activity approved by the teacher			
O37	Sponsor a School Staff Appreciation Day (office, custodial, CNP, security, and transportation)		Photo	
O38	Take a business-related field trip/tour a local business		Photo/press release	
O39	Make a list of possible community service projects for your chapter and/or individual members		Summary of activities and photo	
O40	Sponsor a Teacher Appreciation Day		Photo and Press release	
O41	Sponsor a campus or community clean-up day		Photo and Press release	
O42	Participate in World Kindness Day with an act of kindness at your school	November 13	Photo/list of activities	
O43	Conduct a school supply drive at your school		Photo/flyer/press release	
O44	Celebrate the holidays by sending cards to veterans, elderly, hospitalized, sick, shut-ins or others who may be alone at this time. An activity approved by your community may be substituted (gifts such as tissues/toiletries, caroling in a nursing home, adopting a child/family, participating in Toys for Tots or Angel Tree)	November/December	Photo/press release	
O45	Host a canned food drive for your local food bank		Photo	
O46	Assist victims of a disaster by collecting items requested by first responders, Red Cross, or those affected by the disaster		Photo/press release	
O47	Any other activity that is unique to your chapter		Flyer/photo/agenda	

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


Code	Tasks	Completion Date	Suggested Documentation	Ribbon
O48	Volunteer at a school event (Parent's Night, concession stands, teacher assistants, etc.)		Press release/Photo	
O49	Create a presentation highlighting the benefits of FBLA to present to students in business classes		Picture/Copy of presentation	
O50	Submit at least two pictures with captions to your District VP for publication		Photos and captions	
O51	Post a copy of your FBLA chapter calendar of events on your school/chapter website and or social media page(s)		URL	
O52	Chapter members volunteer to serve meals to those in need		Photo/press release	

O53 □	Select an FBLA member in your local chapter as a member spotlight of the month; Send to District VP		Certificate, photo, press release, social media screenshot	
O54 □	Any other activity that is unique to your chapter		Flyer/photo/agenda	

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	Completion Date	Suggested Documentation	Ribbon
O55 □	Promote Prematurity Awareness Month	November	Photo/Press release	
O56 □	Participate in a recycling activity		Photo/list of activities	
O57 □	Create a March of Dimes Banner focusing on awareness of premature birth		Photo	
O58 □	Participate in Blue Jeans for Babies Day/Purchase t-shirts from local March of Dimes representatives		Photo/Copy of reporting form	
O59 □	Submit a Banners for Babies to be displayed at the State Leadership Conference		Form and copy of check	
O60 □	Design a chapter t-shirt for Success Starts Here national theme		Photo	
O61 □	Research famous FBLA alumni and present your own video/movie/presentation that summarizes their stories. Include the Success Starts Here national theme		Copy of media	
O62 □	Invite a state officer to a chapter meeting or event		State Officer Request Form	
O63 □	Host a get-to-know-you event/activity in your local chapter		Photo	
O64 □	Any other activity that is unique to your chapter		Flyer/photo/agenda	

I believe every person has the right to earn a living at a useful occupation.

Code	Tasks	Completion Date	Suggested Documentation	Ribbon
O65 □	Create five 140-character messages (the length of a Tweet) that highlight the key points of a book, magazine, blog, or video on leadership, careers, or business		Screenshots, printout	
O66 □	Write a three-paragraph essay about an FBLA educational program, conference, or competitive event		Essay	
O67 □	Have a team participate in the Stock Market Game		Registration and 100-word summary	
O68 □	Create a game designed for elementary students about the free enterprise system		Photo and summary	
O69 □	Hold a career “dress-up” event in your school (scrubs, safety vests, hard hats, work boots, military uniform, businessman/businesswoman, actors/actresses, chef, musician)		Photo and summary	

O70 □	Attend the Joint Leadership Development Conference	December	Registration	
O71 □	Host an Adviser Appreciation Day in February as part of Career Tech Month	February	Photo	
O72 □	Invite an administrator to a local meeting		Invitation/photo/Agenda	
O73 □	Conduct a chalk-a-thon event promoting FBLA.		Photos	
O74 □	Attend a career fair		Photo and summary	
O75 □	Have a chapter member apply for State Leadership Council		Flyer/photo/agenda	
O76 □	Any other activity that is unique to your chapter		Photo, Summary, Documents, or Press Release	