

Alabama



**FBLA**

**ADVISER**

**TOOLKIT**

**2022-2023**



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## Meet the Team

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Your state leadership team is available to assist and answer your questions.

## **FBLA General Information**

### **Career and Technical Student Organizations**

Career and Technical Student Organizations (CTSOs) are an instructional tool that reinforces what the students learn in the classroom and on the job. Chapter activities provide opportunities for students to use their skills, thus contributing to the overall effectiveness of CTE programs. An active CTSO is an integral part of the Career and Technical Education curriculum and is rewarding to both students and advisers. Evidence of an active CRSO is a TAPE requirement. Future Business Leaders of America (FBLA) is one of the CTSOs for Business and Work-Based Learning. FBLA has three divisions—middle school, high school, and collegiate. The alumni/professional network is open to former members, advisers, parents, teachers and administrators, community leaders, and other adult supporters of your program. There is no charge for joining the alumni/professional network.

### **Future Business Leaders of America**

FBLA is the largest business career student organization in the world. Its membership is made up of secondary, postsecondary, and college students preparing for careers in business, business-related, and information technology fields. FBLA has four divisions: Middle School for students in middle school/junior high (Grades 5-9), FBLA High School for high school students (Grades 9-12), FBLA Collegiate for postsecondary students, and Alumni/Professional Network for other interested participants.

### **Structure**

FBLA is headquartered in Reston, Virginia, and organized on local, state, and national levels, with five regions at the national level. Alabama FBLA is part of the Southern Region. The state is divided into six districts (see map below).

The state officer team is made up of an elected State President, State Secretary, District 1 Vice President (VP), District 2 VP, District 3 VP, District 4 VP, District 5 VP, and District 6 VP and their local advisers.

The Board of Trustees (Administration Board) consists of experienced advisers who have had state officers and are deeply dedicated to the success of the organization. Business teachers, advisers, and advisory councils (including school officials, business people, and community representatives) guide local chapters. The chapter adviser advises local chapters according to the by-laws established by that chapter.

# Alabama District Map



## **FBLA Core Values**

### **FBLA Mission**

FBLA-PBL inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

### **Pledge**

I solemnly promise to uphold the aims and responsibilities of the Future Business Leaders of America, and, as an active member, I shall strive to develop the qualities necessary in becoming a responsible business leader.

### **Creed**

I believe education is the right of every person.

I believe the future depends upon 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 these groups.

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

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

I believe every person has the right to earn a living at a useful occupation and that this right should not be denied because of race, color, creed, sex, or handicap.

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

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.

### **Goals**

To develop competent, aggressive business leadership

To strengthen the confidence of students in themselves and their work

To create more interest in, and understanding of, American business enterprise

To encourage members in the development of individual projects which contribute to the improvement of home, business, and community

To develop character, prepare for useful citizenship, and foster patriotism

To encourage and practice efficient money management

To encourage scholarship and promote school loyalty

To assist students in the establishment of occupational goals

To facilitate the transition from school to work

## Code of Ethics

I will be honest and sincere.

I will approach each task with confidence in my ability to perform my work at a high standard.

I will willingly accept responsibilities and duties.

I will seek to profit by my mistakes and take suggestions and criticisms directed toward the improvement of myself and my work.

I will abide by the rules and regulations of my school.

I will exercise initiative and responsibility and will cooperate with my employer and fellow workers.

I will dress and act in a manner that will bring respect to me and to my school.

I will seek to improve my community by contributing my efforts and my resources to worthwhile projects.

## Building Your Chapter

### Step 1: Activate/Reactivate your chapter

For new chapters, and existing chapters that need to be reactivated, visit the Alabama FBLA website to complete an application found here:

<https://fblapbl.wufoo.com/forms/chapter-organization-packet-cop-request/>

### Step 2: Membership Enrollment

The FBLA year runs from August 1 through July 31st; however, members and advisers should note eligibility deadlines to participate in conferences and competitive events.

All membership dues must be submitted to FBLA.

Membership Dues: \$10

National FBLA (\$6) + Alabama FBLA (\$4)

*\*It is up to the local chapter to decide if you would like to increase your dues to cover additional costs such as t-shirts, travel, etc.*

Advisers must **annually** register their students as active members by logging into Membership Registration on the national website.

Go to <https://my.fbla-pbl.org/> and log into your My FBLA account to access the FBLA database.

Registering members is a 3-step process.

1. Adding members to your roster
2. Moving members from your roster to Create a Membership Order
3. Paying for your Membership Order

You will be able to register student members and professional members. As a chapter adviser, you are strongly encouraged to become a Professional Division member.

For more detailed instructions and screenshots go to <https://www.fbla-pbl.org/myfbla-faqs/>.

### **Step 3: Establish a Local Leadership Team**

Elect student officers according to your local chapter bylaws.

Visit the link below to view information on conducting elections, roles, and duties of officers, officer applications, and interview questions.

[FBLA Officer Guide](#)

### **Step 4: Setup a Communication System**

Establish a way to stay informed with your chapter by setting up a Remind, email distribution, your LMS, and/or social media platforms.

## **Operating Your Chapter**

### **[Blueprint for Success High School](#)**

### **[Blueprint for Success Middle Level](#)**

Each summer the state officer team creates a High School Blueprint for Success and a Middle School Blueprint for Success. The goal of the Blueprint 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. Think of the Blueprint as your roadmap to navigate various activities, awards, and recognition for both the state and national levels.

Chapter and member recognition at SLC including ribbon, plaque/banner, certificate, and lanyard at the conference are documentation of students' and advisers' hard work. In addition, chapters receiving the outstanding level on the Blueprint receive a \$100 stipend if they register for NLC.

Most of the Blueprint activities from one year will appear on the Blueprint for the upcoming year. Therefore, work can begin immediately after SLC for the upcoming year.



Your CTE Summer Conference Workshops, District Workshop, and JLDC will provide explanation, strategies, and ideas for getting started and completing the Blueprint.

Find the current Blueprint here:

1. Alabama FBLA Website under RESOURCES  
<https://www.alabamafbla-pbl.org/resources/>
2. Click on Chapter Resources

## Program of Work

A Program of Work (POW) is an annual written action plan for the FBLA Chapter. Building the POW involves collaboration among chapter officers and input from the adviser to determine the goals, strategies, and activities for the year, which are listed in the Blueprint for Success.

Find an example and template of the Program of Work here:

1. Alabama FBLA Website under RESOURCES-  
<https://www.alabamafbla-pbl.org/resources/>
2. Click on Chapter Resources

## Committees

After the POW is approved, chapter committees plan all activities. Each chapter member should serve on at least one standing committee.

Appointed committee chairs prepare brief project reports for every completed project. The following are suggested standing committees to build chapter involvement.

**Professional Development:** Plans icebreakers and secures guest speakers for meetings; coordinates business tours and social activities.

**Community Service:** Facilitates the chapter's community involvement by coordinating service activities including nursing home visits, March of Dimes, donations service organizations, etc.

**Fundraising:** Plans chapter fundraisers in support of chapter activities, including conferences, seminars, travel, March of Dimes, etc.

**Recruitment/Membership:** Plans/coordinates recruitment and retention activities.

**Social:** Plans social activities throughout the year to enhance the membership experience. Suggested activities could be the end-of-year banquet, mixers, quarterly member activities,

cookouts, and awards.

**Public Relations/Communications:** Helps to maintain positive social media for the community and enhance the CTSO image. This committee may design t-shirts, flyers, pins, banners, and promotional materials to market the FBLA chapter.

## **Budget**

Chapters should create a budget to manage income and expenses and help plan activities throughout the year.

Sample budget:

[https://www.pafbla.org/downloads/16-17\\_Web\\_Files/16-17\\_CMH\\_Components/Sample\\_Chapter\\_Budget.pdf](https://www.pafbla.org/downloads/16-17_Web_Files/16-17_CMH_Components/Sample_Chapter_Budget.pdf)

## **Meetings**

A minimum of four-chapter meetings per academic year are required for TAPE. Scheduling and announcing the semester's or year's chapter meetings at the start of the year are highly recommended. Agendas covering specific items from your Program of Work must be provided for each meeting. Minutes should be submitted for approval after each meeting.

## **Fundraising**

Fundraising is essential for a successful chapter and presents numerous teachable moments in finance, sales, and development. The most successful fundraisers are unique and innovative. Many ideas are available from your state officers, other advisers, CMH, and national website. Plan today to prepare for FBLA trips tomorrow.

## **Marketing/Promoting Your Chapter**

As your chapter executes its Program of Work and Blueprint, document and promote accomplishments using social media, television, radio, print media and other resources available.

## **March of Dimes**

FBLA partners with March of Dimes to raise awareness of premature births in the fight for healthy babies. Alabama FBLA's March of Dimes fundraising goal is set by the state officer team, and each chapter is expected to contribute to reaching that goal. Special reporting forms are used to remit chapter donations. Chapter awards are presented at SLC, and national

recognition is earned for the Alabama FBLA at NLC. For more info go to <https://www.marchofdimes.org/>

## **FBLA Week**

The second week of February is FBLA Week. Chapters are encouraged to publicize their activities, boost their membership, and gear up for spring events. FBLA Week also coincides with National Career and Technical Education (CTE) Month. For more information go to <https://leadershipcommunity.fbla.org/communities/community-home/digestviewer/viewthread?MessageKey=1ba4c466-8820-4b37-8e4e-d1d469927869&CommunityKey=58f838ed-3aa3-48ad-bed9-d706dbfed27d&tab=digestviewer#bm1ba4c466-8820-4b37-8e4e-d1d469927869>

## **Champion Chapter**

Champion Chapter is a series of membership engagement-focused challenges that chapters may complete for national recognition. By completing activities, chapters accrue points. Completing activities across four sections (to accrue points) will result in Champion Chapter recognition, with a banner for the adviser's classroom/meeting space or school award case. Additional incentives such as ribbons at conferences, national recognition in publications, and plaques are available.

Dates	Section	Focus
August 1 - September 15	Summer Starter	Focuses on chapter building and membership strategy.
September 16 - October 31	Shaping Success	Focuses on member recruitment and retention.
November 1 - December 15	Service Season	Focuses on community service and engagement.
January 1 - March 1	CTE Celebration	Focuses on chapter excellence and CTE awareness.

Champion Chapter is open to all active chapters. Chapter advisers may access the activity list for each section within the Leadership Community at the link below:

<https://leadershipcommunity.fbla.org/viewdocument/champion-chapter-activities-and-tra?CommunityKey=58f838ed-3aa3-48ad-bed9-d706dbfed27d&tab=librarydocuments>

## **Business Achievement Awards (BAA)**

The Business Achievement Awards (BAA) are an individual achievement award program for active, paid high school student members in FBLA. Participating students have the opportunity to enhance their leadership skills, expand their business knowledge, contribute to their local communities, and earn recognition by immersing themselves in their school and communities. There are four levels to the Business Achievement Awards.



## **FBLA Calendar**

Important dates for state and national FBLA activities can be found here:

1. Alabama FBLA Website under RESOURCES-  
<https://www.alabamafbla-pbl.org/resources/>
2. Click on Chapter Resources, Calendar of Events

Print and post these in a visible location to aid in meeting deadlines.

## **Conferences/Workshops**

### **Conference Registration**

Advisers must register their students to attend FBLA-sponsored events through the national website. There is a registration fee for events. You will need your chapter number and password to register your students.

### **District Workshops**

District Workshops are one-day events held in the fall and hosted by each District Vice President. New advisers are especially encouraged to attend. The dates will be announced soon. The seminars will include activities for both students and advisers. Registration materials are e-mailed and posted on the Alabama FBLA website under the Conference tab.

## **Alabama Joint Leadership Development Conference (JLDC)**

Each fall, the Alabama State Department of Education sponsors the Joint Leadership Development Conference. It is the premier leadership event for Alabama youth and the largest non-athletic youth gathering for an educational purpose in Alabama. The event brings together more than 6,000 top students preparing to make Alabama the leading state for work, family, fun, community and great living. Some chapters consider JLDC as their chapter officer training. JLDC is a learning experience for all CTSOs and FBLA members.

Go to <http://www.alabamajlhc.org/> for more information and registration.

## **National Fall Leadership Conference (NFLC)**

NFLC is a two-day conference hosted by the national office in November with a choice of three venues. Students and advisers participate in motivational general sessions, professional development, and career planning workshops.

<https://www.fbla-pbl.org/conferences-and-programs/student-conferences/fbla-fall-conference/>

NFLC registration must be completed soon after the start of school. Therefore, approvals to attend, planning, and fundraising must be a start-of-the-year priority if your chapter participates.

## **State Leadership Conference (SLC)**

SLC is a two-day conference hosted by the Alabama FBLA during April at the Mobile Convention Center in Mobile, Alabama. It is often referred to as “state competition.” See Competitive Events Program

The conference includes competitive events in addition to activities such as leadership workshops, motivational speakers, and state officer elections. Students and advisers prepare for competitive events throughout the school year.

Instructions for registration are emailed to advisers and posted on the state website in early spring. Registration materials are e-mailed and links posted on the state website.

Familiarize yourself with the FBLA Competitive Events Guidelines, Rating Sheets and Format Guides here: <https://www.fbla-pbl.org/divisions/fbla/fbla-competitive-events/>

## SLC Preparation

1. Post the SLC dates early in the year. Include SLC general information when promoting FBLA.
2. Clear conference attendance through your administrator.
3. Verify that all competitors are paid members. Membership dues must be received by the national office by March 1.
4. Issue the following items to interested students at the earliest date possible.
  - a. Dates and general times for departure/return
  - b. Cost
  - c. Deadline for SLC registration and hotel reservations
  - d. Deadline for payments (Depending on adviser preference)
  - e. Conference activities
  - f. Conference expectations and consequences
  - g. Event participation options and event guidelines
5. Be sure that students entering events have not placed in state, or competed nationally in their events in prior years. (See state and national competitive event guidelines for repeat competitors)
6. Register students for online testing. (See Calendar of Events, Recognize tab for deadline.) Complete purchase orders early to avoid delays.
7. Send home a conference packet with permission forms and general information for participating students.
8. Arrange for additional chaperones, if needed. There should be one chaperone for every eight students. Chaperone-to-student ratio will be checked by the state office. Discuss expectations of chaperones prior to leaving for the conference and provide chaperones with the same information as students.
9. Complete SLC online registration at <http://www.FBLA.org>. (See Calendar of Events for March deadline.)
10. Follow registration instructions carefully and do not miss postmark and/or upload deadlines for hotel or conference materials including but not limited to reports, applications, resumes, etc.
11. Arrange transportation.
12. Send a reminder memo to students/parents the week prior to the conference about what students need to bring.
13. Provide faculty and staff with a list of participants, giving appropriate notice.
14. Collect supplies and equipment to bring to the conference. (See Competitive Event guidelines)
15. Decide with students to prepare for performance events.
16. Discuss dress code and hotel/elevator etiquette.
17. Provide students with a general itinerary.
18. Read all entry and registration materials carefully and thoroughly. Check your email regularly for conference updates.

19. Advisers are expected to assist with competitive events as Event Assistants during state and national conferences. Check your email for State Leadership Conference Updates from your State Officer team.

## **Champ Camp**

Students in the top four places at SLC in each competitive event are eligible to compete at the National Leadership Conference (NLC). These competitors are highly encouraged to attend Champ Camp to prepare for NLC. Champ Camp is held in June prior to NLC. Participants in performance events will be given the opportunity to present, receive judges' feedback, and learn helpful tips such as how to greet judges. Participants in objective test events will be given the opportunity to take several sample tests and to research questions answered incorrectly. Participating in Champ Camp will give your NLC competitor extra confidence and may help get one step closer to the NLC Awards stage and cash prizes! More information may be found at <https://www.alabamafbla-pbl.org/conferences/>

## **National Leadership Conference (NLC)**

NLC is a four-day conference that is considered the pinnacle of the FBLA experience, especially for those running for national office. FBLA has forged partnerships with industry leaders to underwrite competitive events and scholarships for students achieving national ranking. Since some event guidelines vary from state to national level, it is best to check the National Competitive Event Guidelines before competing.

## **Scholarships**

### **Alabama FBLA District Scholarship**

Each spring one senior scholarship applicant from each of the six FBLA Districts is awarded a \$1,000 scholarship. The state application (Alabama FBLA Foundation Scholarship) can be found in the Recognize section on the Alabama FBLA website.

Applicant must be a paid member (graduating senior) of Alabama FBLA and must attend the Alabama FBLA state conference. The application deadline is early December. An essay portion is mailed to the adviser and completed at the home site.

### **National FBLA Distinguished Business Leader Scholarships**

The FBLA Distinguished Business Leadership Scholarship is designed to recognize outstanding FBLA members for their activity and involvement in the association. The number of

scholarships given depends on yearly contributions to the national FBLA scholarship fund. Chapters can make voluntary donations as part of their annual member registrations. The scholarship is open to graduating FBLA members who plan to pursue post-secondary education and become actively involved in PBL at the college level. The application form is available on the national website between August and April.