

**Alabama FBLA**  
**Blueprint for Success**  
**HIGH SCHOOL**  
**2022 - 2023**



**A Brand New Era**

**As FBLA members we....**

- Explore opportunities
- Experience leadership
- Engage in competitive events
- Support our community through service
- Dream big

- Set goals
- Create a better future
- Strive for excellence
- Live our best lives

## Future Business Leaders of America



**TO:** Alabama Future Business Leaders of America Chapter Advisers

**FROM:** Lisa Weeks, State FBLA Adviser  
Alexandria Torbert, State President; Mandi Edwards, State Officer Adviser  
Samantha Kreutz, State Secretary; Monique Lawrence, State Officer Adviser  
Madilyn Hanback, District 1 VP; Michelle Cabler, State Officer Adviser  
Gavin Norton, District 2 VP; LaDonna Beck, State Officer Adviser  
Jane Wiley Wright, District 3 VP; Kelly Gandy, State Officer Adviser  
Shamirria Rudolph, District 4 VP; Bridget Davis, State Officer Adviser  
Estela Padgett, District 5 VP; Kaitlyn Sutton, State Officer Adviser  
Nick Cortez Ramirez, District 6 VP; Stacey Turner, State Officer Adviser

**DATE:** August 1, 2022

**SUBJECT:** ALABAMA FBLA BLUEPRINT FOR SUCCESS

Below is the **2022-2023 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 level. Many of the activities are designed so that chapter members may participate virtually or in-person.

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.<sup>1</sup> Criteria for these levels are detailed under Blueprint Guidelines.
- **Champion Chapter**— chapters may receive national recognition by completing a series of membership engagement-focused challenges. The Alabama Blueprint for Success has been divided into categories that align with the deadlines for each area of Champion Chapter to help chapters successfully earn points.

This school year will bring about many opportunities and challenges for you and your chapter. 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 2022-2023 school year.

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<sup>1</sup> Chapters may achieve the **Outstanding Level** recognition on the Blueprint for Success without submitting Champion Chapter activities to the National Office..

# ALABAMA BLUEPRINT GUIDELINES

1	<p>The Alabama Blueprint is patterned after the national Champion Chapter program. Each section has a recommended timeline, and a specified number of required and optional tasks to obtain a certificate and/or ribbons at State Leadership Conference.</p> <ul style="list-style-type: none"> <li>● <b>Achievement Level:</b> Complete <b>ALL Required® and two (2) Optional</b> tasks in EACH section: Strong Foundation, School Kick-Off, Building Opportunities, Helping Hands, Celebrating Success. Submit these items to receive this certificate at State Leadership Conference (SLC). <b>17 Total Tasks</b></li> <li>● <b>Excellence Level:</b> Complete <b>ALL Required® and three (3) Optional</b> tasks in EACH section: Strong Foundation, School Kick-Off, Building Opportunities, Helping Hands, Celebrating Success. Submit these items to receive this certificate at State Leadership Conference. <b>22 Total Tasks</b></li> <li>● <b>Outstanding Level:</b> Complete <b>ALL Required® and five (5) Optional</b> tasks in EACH section: Strong Foundation, School Kick-Off, Building Opportunities, Helping Hands, Celebrating Success. Submit these items to receive a ribbon, lanyard, plaque, and recognition at State Leadership Conference, and preferential reserved seating at Opening Session at SLC, plus a <b>\$100 stipend</b> for National Leadership Conference. Chapters completing the Alabama Blueprint for Success - Outstanding Level are also eligible to submit an application for the Alabama FBLA Outstanding Chapter Award. <b>32 Total Tasks</b></li> </ul>
2	<p>Refer to the Chapter Management Handbook or the FBLA Chapter Awards webpage <a href="http://www.fbla.org">www.fbla.org</a> to verify activities needed to accomplish goals of receiving National Chapter/Member Recognition Awards for example: Summer Starter, Shaping Success, Service Season, CTE Celebration, Business Achievement Awards, etc.</p>
3	<ul style="list-style-type: none"> <li>● Documentation may extend from June 1, 2022 – March 3, 2023.</li> <li>● Check all boxes beside the activities you have completed.</li> <li>● Place the task coded and corresponding task description in the top, right corner of each page of documentation. (<b>Example: SF1 – A minimum of five (5) or more members complete one level of the Business Achievement Awards (BAA) in the current year</b>)</li> <li>● Must have at least one page of documentation for each task.</li> <li>● Copies should be sent rather than the original documents.</li> <li>● No items may be attached to any page in the report.</li> </ul>
4	<p>The Alabama FBLA Blueprint for Success is due in the state office by <b>March 3, 2023</b>. The Blueprint must be bound (spiral bound, 3-ring binder, etc.) – loose papers, paper clips, stapled papers, or papers gathered in rubber bands will <b>NOT</b> be accepted.</p> <p><b>Mail to:</b></p> <p><b>Mrs. Lisa Weeks</b>  <b>Alabama Department of Education</b>  <b>P. O. Box 302101</b>  <b>50 North Ripley Street</b>  <b>Montgomery, AL 36130-2101</b></p>

In order to receive updates, text the keyword **@alfbla2023** to **81010** to join “Remind”. “Remind” is a communication platform that does not collect personal cell phone numbers.

# Blueprint for Success Tasks

## Strong Foundation

These tasks focus on national programs and conferences, sponsors and partners, and recruitment.

These activities may be done at any time during the year.

**Recommended Timeline:** June 1, 2022 - March 1, 2023

SF1 ®	<b>A minimum of five (5) or more members complete one level of the Business Achievement Awards (BAA) in the current year</b> Copy of certificates	
SF2 ®	<b>Register five or more (5) members to compete and attend the 2023 Alabama FBLA State Leadership Conference (SLC)</b> Copy of registration form	
SF3	<b>Complete Connect Ten</b> Rosters from previous year and current year of paid members (at least 10 paid member increase)	
SF4	<b>Attend the 2022 National Leadership Conference in Chicago</b> Photo(s) of chapter members at an NLC session	
SF5	<b>Register and participate in the Lead4Change Challenge</b> Copy of your registration and photos of challenge	
SF6	<b>Register and participate in the Stock Market Game</b> List of students and copy of your registration	
SF7	<b>Host a minimum of four (4) officer planning meetings and four (4) chapter meetings</b> Agendas and minutes for each meeting	
SF8	<b>Host a state officer for a chapter visit (in-person or virtual)</b> Copy of request form and photo(s) of visit	
SF9	<b>Create and/or maintain local chapter social media page(s)</b> Screenshot of social media timeline	
SF10	<b>Create and use QR codes for chapter management (i.e. voting, online applications, attendance, surveys, and membership forms)</b> Copy of QR code and connected resource	
SF11	<b>Submit suggestions to the Alabama FBLA State Officer Team with ideas to improve Alabama FBLA</b> Copy of suggestion submitted	
SF12	<b>At least five (5) members bring a non-member to a meeting</b> Photo of guests and the member who invited them	
SF13	<b>Create and/or maintain a chapter website</b> Provide link to website and screenshot of home page	
SF14	<b>Utilize school intercom to remind members of events and recognize members for their accomplishments</b> Provide email sent to front office for the announcement request	

SF15	<b>Submit articles to State or National FBLA publications</b> Copy of article and/or screenshot of submission	
SF16	<b>Participate in a broadcast interview or create a podcast about FBLA</b> Summary of the interview/podcast and details about the broadcast station or social media page where it was shared	
SF17	<b>Feature your local FBLA chapter through student news team</b> Screenshot or PDF of published feature story	
SF18	<b>Create a highlight video or slideshow to showcase chapter activities and accomplishments</b> Copy of slideshow or link to video	
SF19	<b>Host a motivational speaker to speak to your chapter</b> Photo of speaker with chapter members	
SF20	<b>Record a chapter meeting and post it to Schoology, Google Classroom, or social media</b> Screenshot of post	
SF21	<b>Partner with other local CTSO groups to conduct a joint community service project</b> Photos of activity and description of project	
SF22	<b>Attend a College Fair or partner with counselors or Career Coach to serve as volunteers at a College Fair</b> Photo and list of students who participated	
SF23	<b>Participate in the Virtual Business Challenge or the Virtual Business Personal Finance Challenge</b> List of students participating	
SF24	<b>Chapters members attend a webinar with the members of the State Officer team</b> Member reflection of the webinar	
SF25	<b>Host a March of Dimes speaker at a virtual or in-person chapter meeting</b> Photo of speaker with chapter members or screenshot of virtual session	
SF26	<b>Host an alumni member to speak at a meeting about how FBLA had an impact on their life (virtual or in-person)</b> Photo of guest speaker with chapter members or screenshot of virtual session	
SF27	<b>Host competitive events preparations session(s) (study session, boot camp, workshop)</b> Copy of meeting agenda and photo(s)	
SF28	<b>Hold an event for members to be recognized for their achievements</b> Brief description and photos from the event	
SF29	<b>Host an induction ceremony for new chapter officers and members</b> Copy of program and pictures	
SF30	<b>Submit at least one (1) article with photos to the Alabama FBLA Newsletter</b>	

	Copy of the newsletter article	
SF31	<b>Nominate a chapter member to be featured in the Alabama FBLA Newsletter in recognition for their achievements</b> <b>Deadline November 10 and February 10</b> <b>email submissions to <a href="mailto:alfbalsecretary2023@gmail.com">alfbalsecretary2023@gmail.com</a></b> Copy of photo and information submitted	
SF32	<b>Plan an activity involving parents to inform them about the benefits of becoming an FBLA Alumni member</b> Copy of flier and program	
SF33	<b>Complete any other activity that is unique to your chapter to gain members or community support</b> Brief description, social media post, press release or photos from the event	

### School Kick-Off

These tasks focus on chapter building and membership strategy. These tasks align with Summer Starter and are designed to help chapters set the foundation for a successful membership year.

**Recommended Timeline: August 1, 2022 - September 15, 2022**

SK1 ®	<b>Increase membership by 10% or have 100% membership in one class (class size more than 12 students)</b> Copy of previous year & current year membership roster or class roster/current membership roster	
SK2	<b>Elect officers and host a local officer planning session before the first chapter meeting</b> Copy of minutes and agenda	
SK3	<b>Write cards or emails to students encouraging them to renew or join FBLA</b> Copy of card or email	
SK4	<b>Develop a chapter social media schedule to promote FBLA activities and chapter accomplishments</b> Copy of social media schedule	
SK5	<b>Create a chapter marketing plan that includes membership recruitment and involvement in school and community</b> Copy of final marketing plan	
SK6	<b>Set up a form of communication between local officers and members (i.e. Remind, GroupMe, Google Classroom, etc.)</b> Screenshot of communication platform page	

SK7	<b>Create a survey for members about recommendations and changes they would like to see in the future</b> Summary of survey results	
SK8	<b>Create a point system to recognize your chapter member's involvement</b> Copy of point system/rubric	
SK9	<b>Create a “Rookie” Committee consisting of all new members</b> Copy of members, agenda, minutes	
SK10	<b>Design recruitment brochures and/or information packets for new members</b> Copy of brochure and/or information packet	
SK11	<b>Ask members to write a letter to themselves or create a vision board outlining their future goals and the steps they will take to achieve them</b> Copy of letter or picture of vision board	
SK12	<b>Design a chapter shirt with new FBLA logo</b> Copy of design and paragraph describing the design process	
SK13	<b>Gain at least 10 new followers to join your local chapter social media</b> Screenshot of social media new member list/followers	
SK14	<b>Host a “Get to Know You” social event with your local chapter</b> Copy of event flier, photo from event, or screenshot of social media post	
SK15	<b>Apply for Alabama FBLA State Leadership Council</b> Copy of member’s completed application	
SK16	<b>Recognize a Member of the Month</b> Screenshot of social media Member of the Month post	
SK17	<b>Create a member recognition project such as “FBLA All-Stars” display where a new star is added for each new member</b> Picture of display	
SK18	<b>Assign chapter members to create business cards for distribution to local businesses, elected officials, and at conferences</b> A copy of at least four business cards	
SK19	<b>Participate in March of Dimes Blue Jeans for Babies shirt fundraiser</b> Copy of flier, social media post, and group picture* Note order deadline is September 30, 2022	
SKO20	<b>Complete any other activity that is unique to your chapter to gain members or community support</b> Brief description, social media post, press release or photos from the event	

## Building Opportunities

These tasks focus on member retention and recruitment, as well as chapter planning. These tasks align with Shaping Success and are designed to promote membership benefits and foster engagement.

**Recommended Timeline: September 16, 2022 - November 10, 2022**

BO1 ®	<b>Create a Program of Work and Chapter Budget</b> Copy of the Program of Work & budget	
BO2	<b>Submit membership dues for at least 10 paid members</b> Copy of paid invoice	
BO3	<b>Develop a Buddy Up! program. Encourage returning members to connect with a new member and plan at least one "Buddy Up" activity</b> Screenshot of social media post (must include caption and photos from the activity)	
BO4	<b>Compose a letter and/or visit local businesses and colleges to discuss potential sponsorships</b> Copy of letter	
BO5	<b>Host a CEO day - Have members dress in professional attire to let other students know that they are the "Chief Executive Officers of the Future"</b> Photo of participating members	
BO6	<b>Have at least five (5) chapter members attend an Alabama FBLA District Workshop</b> Copy of registration	
BO7	<b>Attend at least five (5) Joint Leadership Development Conference (JLDC) either virtual or in-person</b> Copy of registration	
BO8	<b>Collaborate with other FBLA chapters in your district and plan a project or special event together</b> Photos from the event	
BO9	<b>Host a FBLA chapter spirit day in which all FBLA members wear either FBLA shirts or in blue and gold. Post a photo to one of your social media outlets (Tag FBLA @alabamafbla)</b> Screenshot of social media post	
BO10	<b>Conduct research on fundraising options and complete a sales report on the final fundraiser results</b> Sales report for selected fundraiser	
BO11	<b>Create an Alumni Area on your chapter website or Facebook page for your chapter and plan an in-person or virtual meet-and-greet activity where your members can network with FBLA Alumni</b> Screenshot of the alumni area on website or Facebook page	
BO12	<b>Host an event focusing on application, resume, and interview requirements then conduct mock interviews for students</b> Photos from mock interviews	
BO13	<b>Host a guest speaker at a chapter meeting to discuss resume writing, financial literacy, or career opportunities</b> Photos of speaker at the meeting	



BO14	<b>Participate in a Job Shadow Day or internship opportunity</b> List of participating students and photos of at least one student at their assignment	
BO15	<b>Promote financial literacy by conducting a financial simulation or playing a currency-based game</b> Copy of game or simulation instructions and photo(s) from activity	
BO16	<b>Organize a social event for FBLA paid members such as attending a sporting event, picnic, park, or other activities</b> Photos from the event	
BO17	<b>Incorporate FBLA games into meetings (FBLA Scavenger Hunt, Goosechase, Escape Room, Kahoot, Quizizz, Blooket, board games, etc.)</b> Copy of agenda with game listed	
BO18	<b>Complete any other activity that is unique to your chapter to gain members or community support</b> Brief description, social media post, press release or photos from the event	

### Helping Hands

These tasks focus on service and engagement. These tasks align with Service Season and are designed to meet the core of the FBLA mission: being community-minded business leaders.

**Recommended Timeline: November 11, 2022 - December 31, 2022**

HH1 ®	<b>Support the Alabama FBLA goal of \$65,000 by donating a minimum of \$500 to support the March of Dimes</b> Send the March of Dimes reporting Form with chapter donation to: 2500 Blue Lake Drive, Suite 198 Birmingham, AL 35243 Copy of donation check and reporting form	
HH2	<b>Raise awareness for American Enterprise Day or March of Dimes</b> Copy of flier promoting American Enterprise Day (November 15) or World Prematurity Awareness Day (November 17)	
HH3	<b>At least one member attend National Fall Leadership Conference</b> Copy of registration and agenda	
HH4	<b>Partner with a local business or college in your area and have them sponsor your FBLA chapter</b> Copy of letter or email	
HH5	<b>Present a March of Dimes informative video and conduct a Mission Moment at a school event</b> Copy of reporting form and photo	
HH6	<b>Host an event to raise money for March of Dimes (i.e. Bake Sale, Paper Football Sales, Candy Grams, Dancing with Teacher Assembly, partnering with elementary schools, coinboxes, etc.)</b> Copy of flier, social media post, and group picture	

HH7	<b>Host a school-wide recycling event / community clean-up day</b> Copy of flier, screenshot of social media post, and group picture	
HH8	<b>Wear purple for March of Dimes on World Prematurity Awareness Day (November 17) or during Prematurity Awareness Week</b> Group picture	
HH9	<b>Host a special activity or event for students or community members with special needs</b> Group picture, flier, and social media post	
HH10	<b>Pass out purple ribbons and/or place March of Dimes coin boxes around your school, district school or local businesses</b> Picture of coin boxes placed at businesses and /or photos of students with ribbons	
HH11	<b>Accumulate a total of ten (10) community service hours (chapter members combined)</b> Copy of services hours and description of activities	
HH12	<b>Participate in a tutoring program with local programs and/or elementary/middle schools</b> Copy of schedules and/or communications	
HH13	<b>Host a March of Dimes Mini Walk</b> Copy of flier, registration form, and group picture	
HH14	<b>Plan a special event or activity to honor your local first responders, veterans, or members of the armed forces</b> Description of activity, thank you note, and photo	
HH15	<b>Local chapter officers/members present at an FBLA Middle School chapter or potential FBLA Middle School chapter to encourage involvement</b> Copy of presentation or activity and group picture	
HH16	<b>Partner with a local non-profit, nursing home, assisted living facility, or senior citizens group to have your chapter volunteer or host an event (i.e. clothing or toiletry drive, cards, holiday event, and visits)</b> Group picture and copy of flier or screenshot of social media post	
HH17	<b>Create thank you cards or host a special event to recognize the support staff at your school</b> Copy of thank you card, flier, or social media post of event and a group picture	
HH18	<b>Distribute and/or display uplifting messages to encourage students, faculty, and staff.</b> Copy of photo(s) of displays, notes, and examples	
HH19	<b>Adopt a family in need (i.e. gifts, dinner, supplies, gift cards, groceries, clothing, etc.)</b> Group picture of members with the items and/or brief description of project	
HH20	<b>Submit at least one application for Alabama FBLA District Scholarship</b> Copy of completed application	
HH21	<b>Complete any other activity that is unique to your chapter to gain members or community support</b>	

	Brief description, social media post, press release or photos from the event	
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## Celebrating Success

These tasks focus on chapter excellence and CTE awareness. These tasks align with CTE Celebration and are designed to showcase FBLA excellence and achievements.

**Recommended Timeline: January 1, 2023 - March 1, 2023**

CS1 ®	<b>Celebrate American Enterprise Day and/or FBLA Week</b> Photo, letter, flier, and/or social media post	
CS2 ®	<b>Alabama FBLA Foundation Donation of \$100 or more</b> Mail check to attn: Alabama State Adviser Copy of check Due by January 31, 2023	
CS2	<b>Execute a second semester recruitment drive</b> Copy of flier/screenshot social media post, sign up list and/or group picture	
CS3	<b>Review the FBLA Week Planning Guide and develop chapter's week of activities</b> List of FBLA Week activities	
CS4	<b>Prepare a print ad or an audio podcast about CTE and FBLA Impact</b> Copy of ad/transcript of podcast	
CS5	<b>Host a school wide "Dress for Success" day to promote the FBLA National Dress Code</b> Copy of flier, screenshot of social media post	
CS6	<b>Sponsor a special project or event with another CTSO during CTE Month</b> Photos and summary of the project/event	
CS7	<b>Host FBLA alumni or local business leader to speak at a chapter meeting</b> Copy of minutes, agenda, and group picture	
CS8	<b>Submit a state officer candidate application</b> Copy of completed application	
CS9	<b>Host a local Champ Camp to prepare for SLC</b> Copy of agenda and group pictures	
CS10	<b>Participate in the LifeSmarts FBLA Challenge</b> Copy of registration	

CS11	<b>Create a photo collage board that includes your chapter's accomplishments, conference participation, service projects, photos, etc. to be displayed at Alabama FBLA State Conference and future school activities</b> Submit photos of the finished project	
CS12	<b>Sponsor a teacher/adviser appreciation activity</b> Description of activity and photos	
CS13	<b>Sponsor an in-person or virtual business tour for members</b> Photos and summary of the tour	
CS14	<b>Host a joint CTSO activity during CTE Month (bowling, karaoke, dance, sports event, or Club Olympics)</b> Group picture and description of event	
CS15	<b>Complete any other activity that is unique to your chapter to gain members or community support</b> Brief description, social media post, press release or photos from the event	

**\*\*The Alabama State Blueprint for Success binder must be in the state office no later than March 3, 2023.**