**Alabama FBLA
Blueprint for Success
HIGH SCHOOL
2023-2024



Together We Achieve**

**Future Business Leaders of America**



| **TO:**  | Alabama Future Business Leaders of America Chapter Advisers  |
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| **FROM:**  | Lisa Weeks, State FBLA Adviser  |
|   | Kendi McHargh, State President; Roslyn Evans, State Officer Adviser  |
|   | Madilyn Hanback, State Secretary; Tisha Hanback, State Officer Adviser  |
|   | Catherine McWhorter, District 1 VP; Janet Cavender, State Officer Adviser  |
|   | Jared White, District 2 VP; Monica Kirkman, State Officer Adviser  |
|   | Armani Dixon, District 3 VP; Vicky Crane, State Officer Adviser  |
|   | Shar’Dajai Harris, District 4 VP; Bridget Davis, State Officer Adviser  |
|   | Carson DuBose, District 5 VP; Gabe Lee, State Officer Adviser  |
|    | Greyson Sparks, District 6 VP; Stacey Turner, State Officer Adviser  |
| **DATE:**  | August 1, 2023 |
| **SUBJECT:**  | ALABAMA FBLA BLUEPRINT FOR SUCCESS  |

Below is the **2023-2024 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.[[1]](#footnote-0) 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 2023-2024 school year.

| **ALABAMA BLUEPRINT GUIDELINES** |
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| 1 | 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. * **Achievement Level**: Complete **ALL Required® and** **two (2) Optional** 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). **19 Total Tasks**
* **Excellence** **Level**: Complete **ALL Required® and** **three (3) Optional** 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. **23 Total Tasks**
* **Outstanding** **Level**: Complete **ALL Required® and** **five (5) Optional** tasks in EACH section: Strong Foundation, School Kick-Off, Building Opportunities, Helping Hands, Celebrating Success. Submit these items to receive a ribbon, lanyard, plaque, recognition at State Leadership Conference, and preferential reserved seating at Opening Session at SLC. Outstanding Level are also eligible to submit an application for the Alabama FBLA Outstanding Chapter Award. **33 Total Tasks**
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| 2 | Refer to the Chapter Management Handbook or the FBLA Chapter Awards webpage www.fbla.org 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. |
| 3 | * Documentation may extend from May 1, 2023 – March 1, 2024.
* 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: SF1 – A minimum of five (5) or more members complete one level of the Business Achievement Awards (BAA) in the current year)**
* Must have at least one page of documentation for each task.
* Copies should be sent rather than the original documents.
* No items may be attached to any page in the report.
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| 4 | The Alabama FBLA Blueprint for Success is due in the state office by **March 8, 2024**. 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. **Mail to:** **Mrs. Lisa Weeks** **Alabama Department of Education** **P. O. Box 302101****50 North Ripley Street****Montgomery, AL 36130-2101** |

To receive updates, text the keyword **@alfbla2024** to **81010** to join “**Remind**.”  “**Remind**” is a communication platform that does not collect personal cell phone numbers. If you are already registered on “**Remind**” with Alabama FBLA, do not sign up again.

 **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:** May 1, 2023 - March 1, 2024 |
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| **SF1 ®** | **A minimum of five (5) or more members complete one level of the Business Achievement Awards (BAA) in the current year**Copy of certificates  | ▢ |
| **SF2 ®** | **Register five or more (5) members to compete and attend the 2024 Alabama FBLA State Leadership Conference (SLC)**Copy of registration form | ▢ |
| SF3 | **Complete Connect Ten**Rosters from previous year and current year of paid members (at least 10 paid member increase) | ▢ |
| SF4 | **Attend the 2023 National Leadership Conference in Atlanta**Photo(s) of chapter members at an NLC session | ▢ |
| SF5 | **Register and participate in the Lead4Change Challenge**Copy of your registration and photos of challenge | ▢ |
| SF6 | **Register and participate in the Stock Market Game** List of students and copy of your registration | ▢ |
| SF7 | **Host a minimum of 4 officer planning meetings and 4 chapter meetings**Agendas and minutes for each meeting | ▢ |
| SF8 | **Host a state officer for a chapter visit (in-person or virtual)**Copy of request form and photo(s) of visit  | ▢ |
| SF9 | **Create and/or maintain local chapter social media page(s)**Screenshot of social media timeline | ▢ |
| SF10 | **Create and use QR codes for chapter management (i.e. voting, online applications, attendance, surveys, and membership forms)**Copy of QR code and connected resource | ▢ |
| SF11 | **Submit suggestions to the Alabama FBLA State Officer Team with ideas to improve Alabama FBLA**Copy of suggestion submitted | ▢ |
| SF12 | **At least 5 members bring a non-member to a meeting**Photo of guests and the member who invited them | ▢ |
| SF13 | **Create and/or maintain a chapter website**Provide link to website and screenshot of home page | ▢ |
| SF14 | **Utilize school intercom to remind members of events and recognize members for their accomplishments**Provide email sent to front office for the announcement request | ▢ |
| SF15 | **Submit articles to State or National FBLA publications**Copy of article and/or screenshot of submission | ▢ |
| SF16 | **Participate in a broadcast interview or create a podcast about FBLA**Summary of the interview/podcast and details about the broadcast station or social media page where it was shared | ▢ |
| SF17 | **Feature your local FBLA chapter through student news team and/or a local news/radio station**Screenshot or PDF of published feature story | ▢ |
| SF18 | **Create a highlight video or slideshow to showcase chapter activities and accomplishments**Copy of slideshow or link to video | ▢ |
| SF19 | **Host a motivational speaker to speak to your chapter**Photo of speaker with chapter members | ▢ |
| SF20 | **Record a chapter meeting and post it to Schoology, Google Classroom, or social media**Screenshot of post | ▢ |
| SF21 | **Partner with other local CTSO groups to conduct a joint community service project**Photos of activity and description of project | ▢ |
| SF22 | **Attend a College Fair or partner with counselors or Career Coach to serve as volunteers at a College Fair**Photo and list of students who participated | ▢ |
| SF23 | **Participate in the Virtual Business Challenge or the Virtual Business Personal Finance Challenge**List of students participating | ▢ |
| SF24 | **Chapters members attend a webinar with the members of the State Officer team**Member reflection of the webinar | ▢ |
| SF25 | **Host a March of Dimes speaker at a chapter meeting (virtual or in-person)**Photo of speaker with chapter members or screenshot of virtual session | ▢ |
| SF26 | **Host an alumni member to speak at a meeting about how FBLA had an impact on their life (virtual or in-person)**Photo of guest speaker with chapter members or screenshot of virtual session | ▢ |
| SF27 | **Host competitive event preparations (study session, boot camp, etc)**Copy of meeting agenda and photo(s) | ▢ |
| SF28 | **Hold an event for members to be recognized for their achievements**Brief description and photos from the event | ▢ |
| SF29 | **Host an induction ceremony for new chapter officers and members**Copy of program and pictures | ▢ |
| SF30 | **Submit at least one (1) article with photos OR nominate a chapter member to be featured in the Alabama FBLA Newsletter.****Deadlines: November 5, December 1, and** **Email submissions to alfblastatesecretary2024@gmail.com**Copy of the newsletter article | ▢ |
| SF31 | **Plan an activity involving parents to inform them about the benefits of becoming an FBLA Alumni member.**Copy of flier and program | ▢ |
| SF32 | **One or more members complete the Capstone Project during the current year due March 1, 2024.** Copy of certificates  | ▢ |
| SF33 | **Complete any other activity that is unique to your chapter to gain members or community support.**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, 2023 - September 27, 2023** |
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| **SK1 ®** | **Create a Program of Work and Chapter Budget**Copy of the Program of Work & budget | ▢ |
| **SK2 ®** | **Increase membership by 10% or have 100% membership in one class (class size more than 12 students)**Copy of previous year & current year membership roster or class roster/current membership roster | ▢ |
| SK3 | **Elect officers and host a local officer planning session before the first chapter meeting**Copy of minutes and agenda | ▢ |
| SK4 | **Write cards or emails to students encouraging them to renew or join FBLA**Copy of card or email | ▢ |
| SK5 | **Develop a chapter social media schedule to promote FBLA activities and chapter accomplishments**Copy of social media schedule | ▢ |
| SK6 | **Set up a form of communication between local officers and members (i.e. Remind, GroupMe, Google Classroom, etc.)**Screenshot of communication platform page | ▢ |
| SK7 | **Create a survey for members about recommendations and changes they would like to see in the future**Summary of survey results  | ▢ |
| SK8 | **Create a point system to recognize your chapter members’ involvement**Copy of point system/rubric | ▢ |
| SK9 | **Create a “Rookie” Committee consisting of all new members**Copy of members, agenda, minutes | ▢ |
| SK10 | **Design recruitment brochures and/or information packets for new members**Copy of brochure and/or information packet | ▢ |
| SK11 | **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** Copy of letter or picture of vision board | ▢ |
| SK12 | **Design a chapter shirt following the FBLA Brand Guidelines**Copy of design and paragraph describing the design process | ▢ |
| SK13 | **Gain at least 10 new followers to join your local chapter social media**Screenshot of social media new member list/followers | ▢ |
| SK14 | **Host a “Get to Know You” social event with your local chapter**Copy of event flier, photo from event, or screenshot of social media post | ▢ |
| SK15 | **Apply for Alabama FBLA State Leadership Council**Copy of member’s completed application | ▢ |
| SK16 | **Recognize a Member of the Month**Screenshot of social media Member of the Month post | ▢ |
| SK17 | **Create a member recognition project such as “FBLA All-Stars” display where a new star is added for each new member**Picture of display | ▢ |
| SK18 | **Assign chapter members to create business cards for distribution to local businesses, elected officials, and at conferences**A copy of at least four business cards  | ▢ |
| SK19 | **Participate in March of Dimes Blue Jeans for Babies shirt fundraiser** Copy of flier, social media post, and group picture\* Note order deadline is September 29, 2023 | ▢ |
| SK20 | **Create a social media post or newsletter to publicize the State President, State Secretary, and your District VP to your local chapter**Copy of newsletter, social media post, or bulletin board | ▢ |
| SK21 | **Host a chapter review/game on the process of parliamentary procedure**Provide a copy of the game or review utilized for this activity | ▢ |
| SK22 | **Complete any other activity that is unique to your chapter to gain members or community support**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 28, 2023 - November 8, 2023** |
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| **BO1 ®** | **Submit membership dues for at least 10 paid members**Copy of paid invoice | ▢ |
| **BO2 ®** | **Create a chapter marketing plan that includes membership recruitment and involvement in school and community**Copy of final marketing plan | ▢ |
| BO3 | **Develop a Buddy Up! program. Encourage returning members to connect with a new member and plan at least one "Buddy Up" activity**Screenshot of social media post (must include caption and photos from the activity) | ▢ |
| BO4 | **Compose a letter and/or visit local businesses and colleges to discuss potential sponsorships**Copy of letter | ▢ |
| BO5 | **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”**Photo of participating members | ▢ |
| BO6 | **Have at least five (5) chapter members attend an Alabama FBLA District Workshop**Copy of registration | ▢ |
| BO7 | **Attend at least five (5) Joint Leadership Development Conference (JLDC) either virtual or in-person** Copy of registration | ▢ |
| BO8 | **Collaborate with other FBLA chapters in your district and plan a project or special event together**Photos from the event | ▢ |
| BO9 | **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)**Screenshot of social media post | ▢ |
| BO10 | **Conduct research on fundraising options and complete a sales report on the final fundraiser results**Sales report for selected fundraiser | ▢ |
| BO11 | **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**Screenshot of the alumni area on website or Facebook page | ▢ |
| BO12 | **Host an event focusing on application, resume, and interview requirements then conduct mock interviews for students**Photos from mock interviews | ▢ |
| BO13 | **Host a guest speaker at a chapter meeting to discuss resume writing, financial literacy, or career opportunities**Photos of speaker at the meeting | ▢ |
| BO14 | **Participate in a Job Shadow Day or internship opportunity**List of participating students and photos of at least one student at their assignment | ▢ |
| BO15 | **Promote financial literacy by conducting a financial simulation or playing a currency-based game**Copy of game or simulation instructions and photo(s) from activity | ▢ |
| BO16 | **Organize a social event for FBLA paid members such as attending a sporting event, picnic, park, or other activities**Photos from the event | ▢ |
| BO17 | **Incorporate FBLA games into meetings (FBLA Scavenger Hunt, Goosechase, Escape Room, Kahoot, Quizizz, Blooket, LifeSmarts, board games, etc.)**Copy of agenda with game listed | ▢ |
| BO18 | **Host an event or activity that spotlights the diversity and unique successes of your community to foster a culture where all are welcome and celebrated** Social media post including pictures or agenda. | ▢ |
| BO19 | **Create a State Leadership “Study Buddy” program to partner previous SLC competitors with new or interested SLC competitors**Social media post or picture | ▢ |
| BO20 | **Promote FBLA by participating in a parade or other community event**Share your social media post and write a brief summary on how the activity promoted team building. | ▢ |
| BO21 | **Utilize resources from Reach n Teach or conduct a concert in partnership with them**Provide documentation of your concert planning or the resources you used | ▢ |
| BO22 | **Complete any other activity that is unique to your chapter to gain members or community support**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 meetthe core of the FBLA mission: being community-minded business leaders.**Recommended Timeline: November 9, 2023 - January 10, 2024** |
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| **HH1 ®** | **Support the Alabama FBLA goal of $82,500 by donating a minimum of $500 to support the March of Dimes**Send the March of Dimes reporting Form with chapter donation to:2500 Blue Lake Drive, Suite 198Birmingham, AL 35243Copy of donation check and reporting form | ▢ |
| HH2 | **Raise awareness for American Enterprise Day or March of Dimes**Copy of flier promoting American Enterprise Day (November 15) or World Prematurity Awareness Day (November 17) | ▢ |
| HH3 | **At least one member attend National Fall Leadership Conference**Copy of registration and agenda | ▢ |
| HH4 | **Partner with a local business or college in your area and have them sponsor your FBLA chapter**Copy of letter or email | ▢ |
| HH5 | **Present a March of Dimes informative video and conduct a Mission Moment at a school event** Copy of reporting form and photo | ▢ |
| HH6 | **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.)**Copy of flier, social media post, and group picture | ▢ |
| HH7 | **Host a community clean-up day or participate in the Alabama Adopt-a-Mile program**Copy of flier, screenshot of social media post, and group picture /confirmation from Adopt-a-Mile | ▢ |
| HH8 | **Wear purple for March of Dimes on World Prematurity Awareness Day (November 17) or during Prematurity Awareness Week**Group picture | ▢ |
| HH9 | **Host a special activity or event for students or community members with special needs**Group picture, flier, and social media post | ▢ |
| HH10 | **Pass out purple ribbons and/or place March of Dimes coin boxes around your school, district school or local businesses**Picture of coin boxes placed at businesses and /or photos of students with ribbons | ▢ |
| HH11 | **Accumulate a total of ten (10) community service hours (chapter members combined)**Copy of services hours and description of activities | ▢ |
| HH12 | **Participate in a tutoring program with local programs and/or elementary/middle schools**Copy of schedules and/or communications | ▢ |
| HH13 | **Host a March of Dimes Mini Walk**Copy of flier, registration form, and group picture | ▢ |
| HH14 | **Plan a special event or activity to honor your local first responders, veterans, or members of the armed forces**Description of activity, thank you note, and photo | ▢ |
| HH15 | **Local chapter officers/members present at an FBLA Middle School chapter or potential FBLA Middle School chapter to encourage involvement**Copy of presentation or activity and group picture | ▢ |
| HH16 | **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, or internet safety workshop)**Group picture and copy of flier or screenshot of social media post | ▢ |
| HH17 | **Create thank you cards or host a special event to recognize the support staff at your school**Copy of thank you card, flier, or social media post of event and a group picture | ▢ |
| HH18 | **Distribute and/or display uplifting messages to encourage students, faculty, and staff** Copy of photo(s) of displays, notes, and examples  | ▢ |
| HH19 | **Adopt a family in need or partner with local agencies for child advocacy (i.e. gifts, dinner, supplies, gift cards, groceries, clothing, etc.)**Group picture of members with the items and/or brief description of project  | ▢ |
| HH20 | **Submit at least one application for Alabama FBLA District Scholarship**Copy of completed application | ▢ |
| HH21 | **Host a civics workshop or assembly that provides information on the political process, how to vote, and selective service**Photos of event and/or flier | ▢ |
| HH22 | **Incorporate Mental Health Awareness or World Kindness Day into your chapter activities (i.e. social media initiative, campus activity, or presentation during a chapter meeting)**Social media post of the activity | ▢ |
| HH23 | **Complete any other activity that is unique to your chapter that shows service to your community or state**Brief description, social media post, press release or photos from the event | ▢ |

| **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 11, 2024 - February 28, 2024** |
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| **CS1 ®** | **Celebrate American Enterprise Day and/or FBLA Week**Photo, letter, flier, and/or social media post | ▢ |
| **CS2 ®** | **Alabama FBLA Foundation Donation of $100 or more**Mail check to attn: Alabama State Adviser (Due by January 31, 2024)Copy of check | ▢ |
| CS3 | **Execute a second semester recruitment drive**Copy of flier/screenshot social media post, sign up list and/or group picture | ▢ |
| CS4 | **Review the FBLA Week Planning Guide and develop chapter’s week of activities**List of FBLA Week activities | ▢ |
| CS5 | **Prepare a print ad or an audio podcast about CTE and FBLA Impact**Copy of ad/transcript of podcast | ▢ |
| CS6 | **Host a school wide "Dress for Success" day to promote the FBLA National Dress Code**Copy of flier, screenshot of social media post | ▢ |
| CS7 | **Sponsor a project or event with another CTSO during CTE Month**Photos and summary of the project/event | ▢ |
| CS8 | **Host FBLA alumni or local business leader to speak at a chapter meeting**Copy of minutes, agenda, and group picture | ▢ |
| CS9 | **Submit a state officer candidate application**Copy of completed application | ▢ |
| CS10 | **Host a local Champ Camp to prepare for SLC**Copy of agenda and group pictures | ▢ |
| CS11 | **Participate in the LifeSmarts FBLA Challenge**Copy of registration | ▢ |
| CS12 | **Create a photo collage board that includes your chapter’s accomplishments, conference participation, service projects, etc. to be displayed at Alabama FBLA State Conference and school**Submit photos of the finished project | ▢ |
| CS13 | **Sponsor a teacher/adviser appreciation activity**Description of activity and photos | ▢ |
| CS14 | **Sponsor an in-person or virtual business tour for members**Photos and summary of the tour | ▢ |
| CS15 | **Host a joint CTSO activity during CTE Month (bowling, karaoke, dance, sports event, or CTSO Olympics)**Group picture and description of event | ▢ |
| CS16 | **Have your chapter attend a city council meeting or have an elected official sign an FBLA Week Proclamation**Group picture and description of city council meeting or copy of proclamation with group photo | ▢ |
| CS17 | **Interview a business owner to learn more about the traits required in entrepreneurship and leadership** Write a brief summary of the interview | ▢ |
| CS18 | **Prepare a memo to your school administrators about the number of competitors your chapter plans to send to State Leadership Conference**Provide a copy of the memo | ▢ |
| CS19 | **Complete any other activity that is unique to your chapter to gain members or community support**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 8, 2024.**

1. Chapters may achieve the **Outstanding** **Level** recognition on the Blueprint for Success without submitting Champion Chapter activities to the National Office. In order to receive recognition for Champion Chapter, you must submit documentation to the National Office using the links provided for each submission period [↑](#footnote-ref-0)