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



Together We Achieve**



| TO:    | Alabama Future Business Leaders of America Chapter Advisers & Members |
| --- | --- |
| 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 levels.  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.
* **MERIT Award** —  Multiple tasks are recognized with the MERIT Award program. See MERIT Award information on National website

This school year will bring 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 | **Achievement Level:** Complete **all “Required” and 10 “Optional” tasks** to receive a certificate at the State Leadership Conference. |
| 2 | **Excellence Level:** Complete **all “Required” and 15 “Optional” tasks** to receive a certificate and a ribbon at the State Leadership Conference. |
| 3 | **Outstanding Level:** Complete **all “Required” and 25 “Optional” tasks** to receive a ribbon, lanyard, plaque, recognition at the State Leadership Conference, and preferential reserved seating at Opening Session at SLC. 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:**MERIT** Award, **LEAD** Awards, and other national programs). |
| 5 | * 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: R6 – Host a community service event with a minimum 10 hours collectively.)**
* 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.
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| 6 | The Alabama FBLA Blueprint for Success is due in the state office by **March 1, 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 WeeksAlabama Department of EducationP. O. Box 30210150 North Ripley Street, GPB Suite 3152Montgomery, 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.

| **ALABAMA MIDDLE LEVEL FBLA BLUEPRINT FOR SUCCESS 2023-2024** |
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| **REQUIRED TASKS FOR ALABAMA BLUEPRINT 2023-2024****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  |
| **Code** | **Check for Completion** | **Required Tasks** | **Merit Award** |
| **R1** | **▢** | **Create a Program of Work and Budget.**Copy of the Program of Work & Budget. |  |
| **R2** | **▢** | **Alabama FBLA Foundation Donation of $100 or more.**Mail check to ATTN: Mrs. Lisa Weeks, Alabama State AdviserCopy of check. |  |
| **R3** | **▢** | **Register at least two (2) members to compete and/or attend the 2024 Alabama FBLA State Leadership Conference (SLC).**Copy of registration form. | Oct. 2023 Mar. 2024 |
| **R4** | **▢** | **Support the Alabama FBLA goal of $82,500 by donating a minimum of $200 to support the March of Dimes.****Send the March of Dimes reporting form with chapter donation to: 2500 Blue Lake Drive Suite 198****Birmingham, AL 35243****Email reporting form to Mrs. Lisa Weeks: LWeeks@alsde.edu**Copy of donation check and reporting form. |  |
| **R5** | **▢** | **Celebrate FBLA Week, with activities that promote FBLA Week.**Photo, letter, flyer, and/or social media post. | February 2024 |
| **R6** | **▢** | **Host a community service event with a minimum 10 hours (collectively).**Photos and description of the event. | April 2024 |
| **R7** | **▢** | **At least three members complete at least one level of LEAD Awards Program.**Copy of certificate/copy of confirmation email. | January 2024 |
| **R8** | **▢** | **Meet or beat your membership numbers from the previous year.**Copy of previous year & current year membership roster. | March 2024 |
| **OPTIONAL TASKS FOR ALABAMA BLUEPRINT 2023-2024****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  |
| **Code** | **Check for Completion** | **Optional Tasks** | **Merit Award** |
| **O1** | **▢** | **"Adopt" a family for the holidays: provide them with gifts and/or dinner.**Brief description of project and/or pictures. |  |
| **O2** | **▢** | **Ask an elected official to sign a proclamation for FBLA Week.**Picture of proclamation and/or picture of chapter representative(s) with the elected official. | February 2024 |
| **O3** | **▢** | **Chapter members attend a webinar with the members of the State Officer team.**Member reflection of the webinar. |  |
| **O4** | **▢** | **Attend the 2023 Joint Leadership Development Conference (JLDC).**JLDC Registration Confirmation email, and/or screenshot of attendee list, and/or pics of members at event. |  |
| **O5** | **▢** | **Become a pen pal with: a senior citizen, a child in a hospital, a child in another country, or a member of the military.**Copy of letter sent to **or** received from pen pal. |  |
| **O6** | **▢** | **Celebrate Prematurity Awareness Month: Wear purple, pass out ribbons, etc. (November 2023)**Brief description and/or pictures from Prematurity Awareness Month celebration. |  |
| **O7** | **▢** | **Complete the Chapter Checklist.**Copy of checklist and/or verification email. | December 2023 |
| **O8** | **▢** | **Create a bulletin board where new members will be recognized.**Photo of bulletin board. |  |
| **O9** | **▢** | **Create a chapter recruitment flyer.**Copy of recruitment flyer. |  |
| **O10** | **▢** | **Hold a “Lunch & Learn” with chapter members to discuss FBLA benefits, projects, and activities.** Description of event and pictures. | August 2023 |
| **O11** | **▢** | **Create a chapter webpage.**URL and/or screenshots from the website. |  |
| **O12** | **▢** | **Create a point system to recognize your chapter members’ accomplishments.**Copy of point system. |  |
| **O13** | **▢** | **Create a survey for members to get recommendations and changes they would like to see in the future.**Copy of survey questions. |  |
| **O14** | **▢** | **Create different committees assigned to complete different tasks such as membership, community service, March of Dimes fundraising, Blueprint for Success, etc.**Copy of meeting agenda discussing committee assignments. | Aug. 2023Oct. 2023 |
| **O15** | **▢** | **Design a chapter shirt with the new FBLA logo in compliance with National FBLA branding guidelines.**Photo of shirt. |  |
| **O16** | **▢** | **Design member business cards to share with local businesses, elected officials, and at conferences.**Copy of at least four (4) business cards. |  |
| **O17** | **▢** | **Develop a video, scrapbook, or video scrapbook of your chapter activities.**Video/Video scrapbook URL or pictures of some scrapbook pages. |   |
| **O18** | **▢** | **Discuss an article or story from Tomorrow’s Business Leader at a chapter meeting.**Write an overview of your discussion and/or copy of the agenda. | January 2024 |
| **O19** | **▢** | **Display uplifting messages to encourage students at your school.**Picture of messages around school. |  |
| **O20** | **▢** | **Host a high school member or Alabama FBLA State Officer to speak at a meeting about how FBLA has helped them (virtual or in-person).**Brief description and photo of meeting event. |  |
| **O21** | **▢** | **Host or participate in a joint CTSO activity.**Description of activity and pictures. |  |
| **O22** | **▢** | **Plan a “Welcome Back” event for returning & prospective members.**Brief description; Copy of flyer, social media post, and photo of meeting event. | August 2023 |
| **O23** | **▢** | **Have at least one member to attend the National Fall Leadership Conference (NFLC) in Providence, RI or Dallas, TX.**Copy of registration and agenda. | November 2023  |
| **O24** | **▢** | **Attend the 2023 National Leadership Conference (NLC) in Atlanta.**Photo(s) of chapter members at an NLC session. |  |
| **O25** | **▢** | **Have at least one member shadow a business person for the day.**Student write-up and/or picture of event. |  |
| **O26** | **▢** | **Have at least two of your members shadow a high school FBLA member for the day.**Description of event and pictures. | April 2024 |
| **O27** | **▢** | **Have chapter members attend Alabama FBLA District Workshop.**District Workshop registration confirmation and/or pictures of members at the event. |  |
| **O28** | **▢** | **Have chapter officers attend the 2023 Academy for Chapter Excellence (ACE).**ACE Confirmation email and/or pictures of members at the event. |  |
| **O29** | **▢** | **Plan activities for Random Acts of Kindness month in February.**Description and picture of activities. |  |
| **O30** | **▢** | **Have your chapter host a school-wide recycling/ clean-up day.**Brief description of volunteer project and/or pictures. |  |
| **O31** | **▢** | **Have your chapter officers or members prepare a visual promotional item for FBLA Week: bulletin board, flyer, poster, etc.**Picture of bulletin board/flyer/poster. |  |
| **O32** | **▢** | **Have your local March of Dimes representative speak at a virtual or in-person chapter meeting.**Photo from meeting event. |  |
| **O33** | **▢** | **Have your members write a letter to themselves outlining their future goals, and the steps they will take to achieve them.**Copy of meeting agenda discussing the letter. |  |
| **O34** | **▢** | **Have your officers make a presentation about FBLA-Middle level to a service club, class of upcoming middle level students, and/or school administration or school board.**Description and picture from presentation. | April 2024 |
| **O35** | **▢** | **Have your officers write letters to government officials about the benefits of CTSOs and FBLA - Middle Level.**Copy of letter. | May 2024 |
| **O36** | **▢** | **Hold/sponsor an end of the year celebration.**Brief description and photo of meeting event. | May 2024 |
| **O37** | **▢** | **Honor your local first responders, veterans, or members of the armed forces by making thank you cards or planning a special event.**Description and picture of activity. |  |
| **O38** | **▢** | **Plan a "Socktober" event in October by collecting new warm socks of all sizes to donate to a homeless shelter.**Picture(s) from the event. |  |
| **O39** | **▢** | **Host a "Dress for Success" day to promote the National FBLA Dress Code.**Pictures of members dressed professionally for the event. | February 2024 |
| **O40** | **▢** | **Hold a “bring a friend” meeting.**Picture of member and friend at meeting. | January 2024 |
| **O41** | **▢** | **Host a “Get to Know You” icebreaker with your local chapter.**Brief description and photo of meeting event. | September 2023 |
| **O42** | **▢** | **Offer a breakfast meeting and/or Member Appreciation Breakfast.**Agenda and pictures from the event/meeting. | December 2023 |
| **O43** | **▢** | **Host a costume party/contest for members or have members trick or treat for canned goods.**Photo and description of event. |  |
| **O44** | **▢** | **Write an Article for Tomorrow’s Business Leader.**Copy of article submitted, and/or submission confirmation, and/or pic of article in publication. | February 2024 |
| **O45** | **▢** | **Host a FBLA chapter spirit day with FBLA members wearing either FBLA shirts or blue and gold. Post a photo on social media and tag FBLA.**Pictures of members in spiritwear and/or screenshot of social media posts. | November 2023 |
| **O46** | **▢** | **Host an induction ceremony for new chapter officers and members.**Ceremony program and/or photo of ceremony. |  |
| **O47** | **▢** | **Incorporate FBLA games into meetings (i.e. FBLA Scavenger Hunt, Goosechase, Escape Room, Trivia, Etc.).**Meeting agenda that indicates game played and picture of students participating in the game at the meeting. |  |
| **O48** | **▢** | **Invite a local business leader to speak at a chapter meeting.**Pictures with speaker and brief overview of topics discussed. | November 2023 |
| **O49** | **▢** | **Invite a state officer to present at a chapter event.**Copy of invitation and/or photo of event. |  |
| **O50** | **▢** | **Invite your principal to attend a local chapter meeting or event.**Copy of invitation email/letter and/or picture of principal with members. | December 2023 |
| **O51** | **▢** | **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.**Submit photos of the finished project. |  |
| **O52** | **▢** | **Make thank you cards or host a special event to recognize the cafeteria and/or custodial staff at your school.**Description and picture of activity. |  |
| **O53** | **▢** | **Members attend an in-person or virtual business tour.**Event reflection paper and picture/screenshot. | November 2023 |
| **O54** | **▢** | **Compete in the Annual Chapter Activities Presentation or Community Service Presentation chapter event at FBLA State Leadership Conference.**Copy of SLC registration form. |  |
| **O55** | **▢** | **Participate in a community service project or volunteer for a nonprofit, such as an animal shelter, homeless shelter, food bank, etc.**Brief description and/or pictures of the event. | May 2024 |
| **O56** | **▢** | **Participate in a March of Dimes Mini Walk.**Pictures or social media posts from the March of Dimes Walk. |  |
| **O57** | **▢** | **Participate in at least one of the panels or forums presented by the National Center during FBLA Week.**Screenshot those participating in the event. | February 2024 |
| **O58** | **▢** | **Participate in the Blue Jeans for Babies shirt fundraiser for March of Dimes.**Copy of flyer, social media post, and group picture. |  |
| **O59** | **▢** | **Submit a project for the Lead4Change Challenge.**Description of project submitted, and/or Lead4Change submission confirmation, and/or pictures of students involved in project. | May 2024 |
| **O60** | **▢** | **Participate in the Fall and/or Spring LifeSmarts FBLA Challenge.**Registration email and/or certificate. | Sept 2023Jan. 2024 |
| **O61** | **▢** | **Partner with your local non-profits or nursing homes and have your chapter volunteer.**Brief description of volunteer project and/or pictures. |  |
| **O62** | **▢** | **Plan a fundraiser.**Copy of fundraiser report. | January 2024 |
| **O63** | **▢** | **Plan a joint activity with another FBLA chapter in your area.**Description of activity and pictures. | December 2023 |
| **O64** | **▢** | **Plan a literacy project (e.g., a tutoring and/or reading program or a book drive, for or to elementary students).**Description of event and pictures. | March 2024 |
| **O65** | **▢** | **Host a Member Appreciation Day.**Photo and description of event. | October 2023 |
| **O66** | **▢** | **Plan a recruitment campaign drive.**Recruitment campaign. | September 2023 |
| **O67** | **▢** | **Plan an activity to promote American Enterprise Day.**Description and picture(s) of event. | November 2023 |
| **O68** | **▢** | **Plan at least one "buddy" activity connecting a returning member with a new member.**Picture of "buddies" doing activity. |  |
| **O69** | **▢** | **Prepare an agenda for a chapter meeting.**Copy of the agenda. | September 2023 |
| **O70** | **▢** | **Record minutes from four (4) or more meetings.**Copy of meeting minutes. |  |
| **O71** | **▢** | **Register and participate in the Fall and/or Spring Stock Market Game.**List of students and copy of your registration. | Sept. 2023 Jan. 2024 |
| **O72** | **▢** | **Send your Alabama FBLA District VP, an email including a photo and description of a chapter activity.**Copy of email with submission provided to District VP. |  |
| **O73** | **▢** | **Send your Alabama FBLA District VP, an email including a photo and description of an outstanding chapter member.**Copy of email with submission provided to District VP. |  |
| **O74** | **▢** | **Set up a form of communication between local officers and members.**Screenshot/Photo of program used. |  |
| **O75** | **▢** | **Sponsor a competitive events study night or session.**Screenshot or copy of message invite and/or photo during study night or session. | December 2023 |
| **O76** | **▢** | **Sponsor a movie night with a theme for members.**Pictures and description from the event. | March 2024 |
| **O77** | **▢** | **Sponsor a teacher/adviser appreciation activity.**Pictures from the event. |  |
| **O78** | **▢** | **Email your Alabama FBLA District VP and make suggestions that can improve Alabama FBLA.**Copy of email to District VP. |  |
| **O79** | **▢** | **Utilize the school intercom to remind members of events and recognize members for their accomplishments.**Provide email sent to the front office for the announcement request. |  |
| **O80** | **▢** | **Any other activity that is unique to your chapter that you would like to share.**Brief description and photo. |  |