

You Want Me to Make a Program of What?

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What will we answer today?



01 What did your chapter do last year?

02 What does your chapter want to do that's **NEW** this year?

03 How does this align to the goals of your CTSO?

04 How do I make a POW? and What does a POW look like?

05 Who's responsible and when?

What did your chapter do last year?



- Each chapter is different in what they accomplish each year.
- The first step is to map out what you did last year, by months.
- Sort through previous agendas and keep only items that were successful, mandatory, or really could be improved

What does your chapter want to do that's NEW this year?



**Veterans'
Holiday
Project**

**FUNDRAISE
x4**

Nov — **Dec** — **Jan** — **Feb** — **Mar**

**Competitive
Events Prep**

**All members
attend RLC**

**Take home a
BIG WIN at
SLC!**

How does this align to the goals of your CTSO?

- Are instructional strategies used to develop, improve and expand occupational competencies related to a particular career and technical subject and as such increase the relevance of the instruction
- Enrich and enhance classroom/laboratory learning as an extension of the classroom /laboratory instructional program
- Present organized activities for students to gain personal and leadership skills, making them more employable, preparing them to become productive citizens and assisting them in assuming positive roles in the home and community
- Demonstrate goals and purposes that parallel the philosophy of career and technical education and the subject matter (or program area) which the organization reinforces, and are compatible with the overall purposes and objectives of career and technical education today; and,
- Provide training and realistic learning experiences in an organized educational program that are directly related to the preparation of individuals for employment in careers and preparation for their roles as active family and community members.



10

Comp Fund 101

- google chat
- MC
- Perf
- Product
- Multiple

19- Arttoberfest

24 FSLA
Haison App Opportunity Day

Emblem ceremony

Januar Competitive

CSA Events - Register

MDRBLA - Dresscode week - BUA

Medica Madras

NOV

14

AEP/Mod

4315 417

900sechase

Job rules

Do gethell?

MOD Rumpkin

MDRBLA Spirit week

Membership Requirements

1) Early Bid	7
2) PD Members	X?
3) 21 Members (6000)	7
4) Reschedule - 2000/10/15	5
5) Media + Madras 1000 (by 10/15)	8
6) Video Power Imple	6
7) BUA BUA	5
8) Budget Plan - 1000 + Plans	3
9) Chapter Social Packets	2
10) Social Cream	

Public Relations

20 MDRBLA Newsletter - Lion (3)	-6
21 Medica Madras - Sm	5
22 TBA/Arts	5
23 Local news Competition	0
24 SM @ School - M'Gowan	8
25 MDRBLA Conference/Workshop	8
26 Comm Plan (outreaching)	X
27 Chapter website - M'Gowan	9
28 SM sites	4
29 Follow like MDRBLA	4

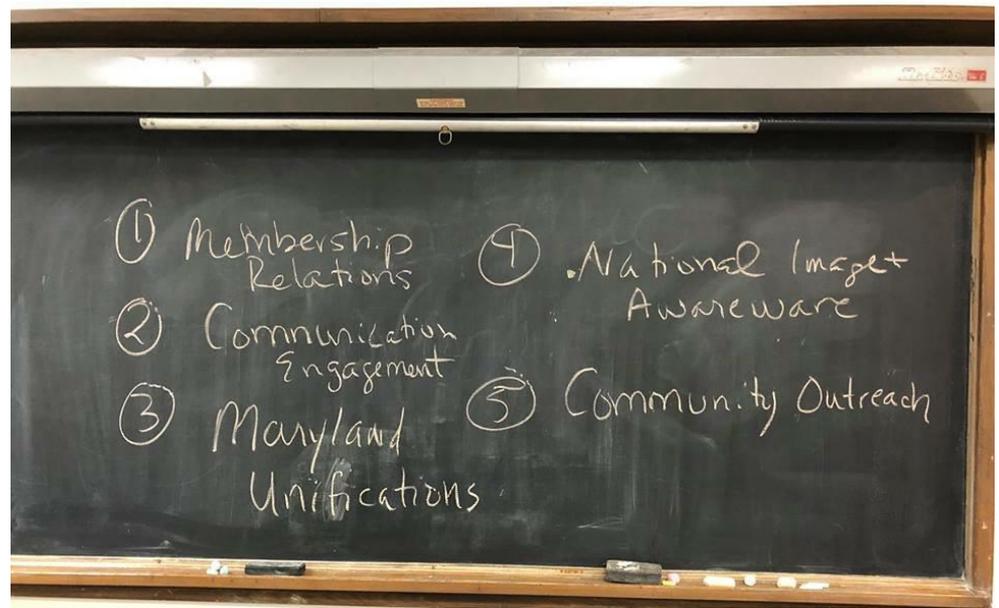
Costs

32 CSA - Community link	3
33 MDRBLA Project (SAB)	10
34 LC Comm team 2 BUA	12
35 Play + friend note	0
36 CSP w/ NHS - Belyschiff	2
37 CSP Chapter Event	15
38 MDRBLA Awareness - Search	5
39 X	5
40 X	5
41 X	5
42 X	5
43 X	5

How do I make a POW?

1. Organize your ideas by goals
2. Integrate State and National Projects your chapter wants to accomplish
3. Develop a calendar
4. **Adviser MUST BE hands-on during the development process and implementation**





How do I make a POW?

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What does a POW look like?

Maryland FBLA Program of Work 2018-19

#	Goals	Audience	Artifact	Task
1A&B	Goal One: Membership Relations	Local (Current) Chapters	Chapter Planning Guide	Develop Chapter Planning Guide which targets current chapters with all information, key dates, programs, etc sponsored by MDFBLA
1C	Goal One: Membership Relations	Inactive Chapters	Inactive Chapter Package	Contact inactive chapters in Maryland, find an educator willing to serve as an FBLA adviser
1D	Goal One: Membership Relations	Advisers	Professional Division Package - Advisers	Recruit advisers as professional division members
1E	Goal One: Membership Relations	New Chapter	New Chapter Recruitment Package	Contact schools that have potential for an FBLA chapter
1F	Goal One: Membership Relations	Businesspersons	Professional Division Package-Businesspersons	Recruit businessperson as professional division members
1G	Goal One: Membership Relations	Middle Level	Middle Level Recruitment Package	Contact middle schools that have potential for a ML chapter
1H	Goal One: Membership Relations	Local (Current) Chapters	Member Registration Challenge	Develop Early Bird Member Challenge criteria
1I	Goal One: Membership Relations	Local (Current) Chapters	MDFBLA Spirit Week (November)	Create a MDFBLA Spirit Week chapter challenge for November 12-16 including American Enterprise and March of Dimes
2A	Goal Two: Communication Engagement	Local (Current) Chapters	Contact Info Database	Contact chapters to verify adviser information, collect chapter president contact information, and introduce Region VPs
2B	Goal Two: Communication Engagement	FBLA Members	Five Minute Fridays	Host Five Minutes Fridays on social media platforms by using a round robin rotation for officers
2C	Goal Two: Communication Engagement	FBLA Members	Social Media Accounts	Maintain MD social media account on a weekly basis (Facebook, Instagram, Twitter, Snapchat), and post to MDFBLA YouTube Channel
2D	Goal Two: Communication Engagement	FBLA Members	Regional Roundtables	Write a Regional Roundtable news bulletin to keep Local Chapter Presidents up-to-date and gather feedback

Who's responsible and when?

Goal Three: Public Relations			
1	Submit articles to MDFBLA Newsletter	Liam	3 Times per Year
2	Complete MDFBLA Media Madness	Jamar & SM	
3	Submit at least one article to "Tomorrows Business Leader"	Liam	
4	Inform Local media of competetive event placings		
5	Use of NEHS Social meidia to get information out to students	Dr. McGowan	All Year
6	Submit Photos to MDFBLA Conference Slide show	Jamar	All Year
7	Develop a clear communication plan		
8	Keep chapter website up to date	Dr. McGowan	
9	Maintain chapter social media pages	CSM	
10	Keep up to date on MDFBLA on Social Media		
11	Create and distribute chapter newsletter	Liam	

ACCOUNTABILITY
 is the glue that ties
COMMITMENT
 to **RESULTS**

Who's responsible and when?

#	Goal	Audience	Artifact	Goal	Notes		M	J	J	A	S	
1A&B	Goal One: Membership Relations	Local (Current) Chapters	Chapter Planning Guide	Develop Chapter Planning Guide which targets current chapters with all information, key dates, programs, etc sponsored by MDFBLA	*Next year move to goal Item G to 2F		M	J	J	A	S	
		Tasks	Notes	Who's Responsible	Due Dates	Completed						
a		Membership Recruitment and Retention Plan	See Assignment Doc by Coach	VP, Parl, R1VP, R5VP, R2VP	3-Jun	X						
		Subtask 1 - Share research and plan	Share at NLC work session		1-Jul	X						
b		Develop ...Value Posters	Team to show other careers applicable to FBLA - high, quality poster series.	VP, Parl, R1VP, R5VP, R2VP								
		Subtask 1 - Graphic Design (Draft 1)	Group 1 to develop 4 poster designs		15-Aug	X						
		Subtask 2 - Graphic Design (Draft 2)	Apply Feedback		24-Aug	X						
		Subtask 3 - Approval	Approval by Adviser and Coach	Adviser/Coach								
c		Develop recruitment video	Develop recruitment video based on research and experience	Sec/Trea, Rep-Hist, R3VP, R4VP	15-Aug	X						
		Subtask 1 - Initial Review	Approval by Adviser and Coach									
		Subtask 2 - Second Stagegate Review	2nd round of feedback									
		Subtask 3 - Final Stagegate Review	Final Edits by Team, Adviser, and Coach									
		Subtask 6 - Approval	Approval by Adviser and Coach	Adviser/Coach								
d		Predevelop Workshops for Chapter Visits	*Next year move to goal 2F	All								
		Subtask 1 - Assign Workshop Topics	Submit Topic Requests to Coach		20-May	X						
		Subtask 2 - Create Workshop Outline			1-Jun	X						
		Subtask 3 - Approval	Approval by Adviser and Coach	Adviser/Coach	10-Jun	X						
		Subtask 4 - Create Slide Deck		All	13-Jul	X						



Questions?

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