

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
2E	Goal Two: Communication Engagement	FBLA Members	MDFBLA Newsletter	Publish the Maryland FBLA newsletter on a monthly basis
2F	Goal Two: Communication Engagement	FBLA Members	Chapter Visit - Interactive Platform	All officers will complete five chapter visits within their designated region

2G	Goal Two: Communication Engagement	Government	MDFBLA Legislative Affairs Package	Contact local government officials by sending them the MDFBLA Legislative Affairs Package
2H	Goal Two: Communication Engagement	Local Businesses	MDFBLA Foundation Sponsorship Package	Contact at least five local businesses by sending them the MDFBLA Foundation Sponsorship Packet
2I	Goal Two: Communication Engagement	National FBLA	TBL Articles	Submit three (3) articles to Tomorrow's Business Leader (Fall, Winter & Spring) for Chapter/State News section
2J	Goal Two: Communication Engagement	Public	Press Releases	Submit press releases to news outlets
2K	Goal Two: Communication Engagement	Middle Level Members	Middle Level Corner - Newsletter	Write a "Middle Level Corner" in the MDFBLA Newsletter - monthly
2L	Goal Two: Communication Engagement	FBLA Members	MDFBLA Website	Update and maintain the Maryland FBLA website on a regular basis
3A	Goal Three: Maryland Unification	Local (Current) Chapters	Wizards Day - DC	Advertise Wizards Day sponsored by Monumental
3B	Goal Three: Maryland Unification	FBLA Members	Media Madness Challenge	Develop Media Madness Challenge
3C	Goal Three: Maryland Unification	Local (Current) Chapters	OCC/Goal Seal Criteria	Develop new Outstanding Chapter/Gold Seal Criteria
3D	Goal Three: Maryland Unification	FBLA Members	Speaker Series	Implementing a "speaker series" on social media platforms, posting monthly
3E	Goal Three: Maryland Unification	FBLA Members	State Officer Candidates	Promote becoming a MDFBLA State Officer for 2019-2020
3F	Goal Three: Maryland Unification	FBLA Members	Competitive Events Prep	Develop a program to assist member in preparing for competitive events
4A	Goal Four: National Image & Awareness	Middle Level	National ML Projects	Promote National Middle Levels Projects
4B	Goal Four: National Image & Awareness	FBLA Members	BAA Challenge	Develop BAA "Rockstar" Chapter Challenge
4C	Goal Four: National Image & Awareness	FBLA Members	National FBLA Projects	Develop awareness campaign to promote one - two National FBLA programs monthly
4D	Goal Four: National Image & Awareness	FBLA Members	National FBLA Week	Update National FBLA Week criteria including celebrations/reports for MDFBLA
5A	Goal Five: Community Outreach	Local (Current) Chapters	March of Dimes	Develop three NEW March of Dimes - Service Projects to be implemented

5B	Goal Five: Community Outreach	Local (Current) Chapters	Regional Service Project	Develop Statewide Canned Food Drive broken into a regional competition
5C	Goal Five: Community Outreach	FBLA Members	CSA Challenge	Develop CSA "Pay It Forward" Challenge