

## 2022/2023 Ohio FBLA Program of Work

Objective	Goal	Mission Statement	Leaders	Duration
<b>Communication:</b> Further develop and incorporate new projects in order to form a better communicative strategy that involves all levels of Ohio FBLA	<b>C1: State and Local Connections</b>	Develop the connection between the state and local chapter to further the efficiency of Ohio FBLA	Jesus and Region VPs	Up until SLC
	<b>C2: Inter-state Officer Connections</b>	Communicate with officers from other states to strengthen our own team.	All Positions	Up until SLC
	<b>C3: Incoming Officer Team Transition</b>	Work to make the transition between officer teams efficient and easy	Jesus and Historian	Up until SLC
	<b>C4: SLC Hype Video</b>	Create a video that will advertise why members should attend the SLC	Harshita	July and August
<b>Membership:</b> Organize a multitude of strategies to increase membership within the state whilst focusing on the retainment of existing chapters	<b>M1: Membership Recruitment</b>	Further the recruitment of Ohio FBLA's membership platform to a total of 550 members	Rishabh and Region VPs	Up until SLC
	<b>M2: Active Chapter Participation</b>	Retain the number of memberships within the Ohio FBLA Chapters to increase state chapter membership. (486-531) Paid (488-677) Unpaid	All Positions	Up until SLC
	<b>M3: Activation of</b>	Initiate 2-3 FBLA Chapters and 2	All Positions	Up until SLC

	FBLA Chapters	FBLA-ML Chapters to continue to develop FBLA's membership platform		
<b>Social Media:</b> Initiate various social media programs to create a larger presence across all platforms	<b>SM1: Officer Takeover</b>	Have different officers "take over" Instagram to do interactions such as Q&A, poll, etc.	Reporter, all positions	All Year
	<b>SM2: Social Media Scavenger Hunt</b>	Offer incentives to spark social media engagement among FBLA members.	Reporter, Historian	All Year
	<b>SM3: Local Member Monday</b>	In order to encourage the activeness of FBLA on a local level and knowledge of those who have greatly contributed to FBLA	Reporter, All Positions	All Year
	<b>SM4: Website</b>	Ensure all links are relevant and accessible. Fix any errors and help construct a more organized page.	Gabby	ASAP
	<b>SM5: Social Media Following</b>	Increasing social media presence and engagement to promote upcoming events.	Reporter/social media person	All Year
	<b>SM6: Social Media Engagement</b>	Achieve at least 50 likes on each post to maximize viewer engagement.	Reporter/social media person	All Year
	<b>SM7: Tiktok/Snapch</b>	Expand our social media presence to	President, All	All Year

	at	Tiktok and Snapchat. Slay on yet more platforms.		
<b>Engagement:</b> Create state-wide projects to better engage with our members	<b>E1:</b> Visit schools in our region	Establish connections with local schools to accomplish mutually beneficial objectives. To provide an FBLA information presentation, personally visit any interested schools.	Regional VP	All year
	<b>E2:</b> Larger variety of SLC events	Offer more events and activities at SLC to increase engagement amongst contestants.		Up until SLC
	<b>E3:</b> Map places where we have chapters and find internships	Expand future business leaders' involvement in business beyond FBLA events	All Positions, Elle	All Year
	<b>E4:</b> Business Leader Business Learner Partnership	Scout for business leaders across the towns in which we have chapters and initiate partnerships	All Positions	All year
	<b>E5:</b> Potential Schools Potential Visits	Make our way to potential schools and pitch our FBLA idea in hopes of a better chance to initiate a chapter	Regional VPs	1/2 of year
	<b>E6:</b> Local Officer Training	Educate local officers on duties and procedures	Jesus, region VP's	August/September

		necessary to have a successful chapter.		
	<b>E7:</b> Guest Speaker Video Collection	Find speakers to record videos for us on different topics and create an easily accessible connection	All	All Year
	<b>E8:</b> Resource Guide	Work with our chapters to create the resources they need and use for future years	Regional VPs	Before end of year
	<b>E9:</b> College prep videos	Continue on with "Personal Finance" type videos	All Positions	All Year
<b>Fundraising:</b> Raise money for various uses	<b>F1:</b> Sponsorships	Apply for various sponsorships across the regions to raise over \$1,000  <a href="https://drive.google.com/file/d/1-MbsKLrTRtE2jawcCONERM1LJ-NUWJZs/view">https://drive.google.com/file/d/1-MbsKLrTRtE2jawcCONERM1LJ-NUWJZs/view</a>	All Positions, treasurer	All year
<b>Legacy Project:</b> Leave a lasting legacy for future State Officer Teams	<b>LP1:</b> Ohio FBLA Day of Service	Look for volunteering opportunities across Ohio for chapters to collaboratively work on	Regional VP's, All	Beginning of year