

2022/2023 Ohio FBLA Program of Work

Objective	Goal	Mission Statement	Leaders	Duration
Communication: Further develop and incorporate new projects in order to form a better communicative strategy that involves all levels of Ohio FBLA	C1: State and Local Connections	Develop the connection between the state and local chapter to further the efficiency of Ohio FBLA	Jesus and Region VPs	Up until SLC
	C2: Inter-state Officer Connections	Communicate with officers from other states to strengthen our own team.	All Positions	Up until SLC
	C3: Incoming Officer Team Transition	Work to make the transition between officer teams efficient and easy	Jesus and Historian	Up until SLC
	C4: SLC Hype Video	Create a video that will advertise why members should attend the SLC	Harshita	July and August
Membership: Organize a multitude of strategies to increase membership within the state whilst focusing on the retainment of existing chapters	M1: Membership Recruitment	Further the recruitment of Ohio FBLA's membership platform to a total of 550 members	Rishabh and Region VPs	Up until SLC
	M2: Active Chapter Participation	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
	M3: Activation of	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		
Social Media: Initiate various social media programs to create a larger presence across all platforms	SM1: Officer Takeover	Have different officers "take over" Instagram to do interactions such as Q&A, poll, etc.	Reporter, all positions	All Year
	SM2: Social Media Scavenger Hunt	Offer incentives to spark social media engagement among FBLA members.	Reporter, Historian	All Year
	SM3: Local Member Monday	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
	SM4: Website	Ensure all links are relevant and accessible. Fix any errors and help construct a more organized page.	Gabby	ASAP
	SM5: Social Media Following	Increasing social media presence and engagement to promote upcoming events.	Reporter/social media person	All Year
	SM6: Social Media Engagement	Achieve at least 50 likes on each post to maximize viewer engagement.	Reporter/social media person	All Year
	SM7: Tiktok/Snapch	Expand our social media presence to	President, All	All Year

	at	Tiktok and Snapchat. Slay on yet more platforms.		
Engagement: Create state-wide projects to better engage with our members	E1: 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
	E2: Larger variety of SLC events	Offer more events and activities at SLC to increase engagement amongst contestants.		Up until SLC
	E3: Map places where we have chapters and find internships	Expand future business leaders' involvement in business beyond FBLA events	All Positions, Elle	All Year
	E4: Business Leader Business Learner Partnership	Scout for business leaders across the towns in which we have chapters and initiate partnerships	All Positions	All year
	E5: 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
	E6: Local Officer Training	Educate local officers on duties and procedures	Jesus, region VP's	August/September

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