



KANSAS

Future Business Leaders of America

2008-2009 Program of Work

I. Communication

- Monthly, the State President will email each State Executive Board member going over updates and duties that the board is striving to accomplish.
- The President will provide monthly ideas, tips and reminders to all Kansas chapter presidents and their advisers through email.
- The President will invite chapter presidents and their advisers to communicate via email (or phone if necessary) at any time to anyone on the State Executive Board.
- The Kansas Exchange and ksfbia.org must be used to keep all chapters, Kansas professional members and the MPVP informed and up-to-date with information concerning Kansas FBLA.
- The Secretary will have an up-to-date listing of all chapters in the state, the adviser(s) in charge, their addresses, emails and phone numbers, both home and school if possible. This must be completed by the September State Board meeting and ready to go out in the mailing packet following the board meeting.
- The President will maintain monthly communication with the Mountain Plains Vice President to inform him of what Kansas is doing and to obtain any information that is received from the national officer team.

II. Public Relations

- Beginning in September, each State Executive Board member will attempt to contact some form of media about an FBLA activity at least five times before the Kansas SLC. The types of media coverage can include television, radio, Kansas Exchange, Tomorrow's Business Leader, local news or even your school's newspaper.
- Increased promotion will occur during FBLA-PBL Week with appearances on Kansas television station(s). PBL representatives will be invited to be interviewees for the television station(s), as well.
- A State Executive Board committee will create **FIVE** public service announcements that will also be sent to each chapter across the state to air during FBLA/PBL week.
- A State Executive Board committee will create **FIVE** public service announcements containing information about the March of Dimes that will be sent to each chapter across the state to air during November.
- The State Executive Board, along with the governor of Kansas, will declare national FBLA-PBL week in February.
- An exhibit booth will be hosted at one or more business or technology conferences to promote FBLA and its programs. (KBEA, KACTE, etc.)

III. Middle Level Involvement

- Maintain current middle school chapter(s), but instead of recruiting NEW middle school chapters, encourage high school chapters to perform an activity that includes middle school students. This will provide recognition and promote FBLA at the middle school level. Also encourage paid middle school level students to attend the State Leadership Conference and take the middle level objective tests.



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Page 2 of 2

IV. Active Membership

- State officers will visit schools in their district or surrounding areas to inform members about the benefits of being actively involved with FBLA. They will also promote national and state recognition programs, as well as answer any questions members may have.
- The Quality Member Award, which will be the responsibility of the Historian and Kansas Phi Beta Lambda, will continue to be awarded at the State Leadership Conference by recognizing active members.
- Chapters with increased membership from the previous year will be recognized at the State Leadership Conference.
- Strive to increase active participation in the *National Recognition Awards* (100% Class Participation, Membership Achievement Award, Membership Mania, Membership Madness, FUTURE/BUSINESS/LEADER/AMERICA—Individual Awards, Chapter Achievement/Chapter Excellence/Outstanding Chapter—Chapter Awards, etc.)
- The State Executive Board will oversee a March of Dimes awareness or fundraiser event at the Summer Leadership Seminar and State Leadership Conference.

V. Recruitment

- Each State Executive Officer must visit at least one school that does not have an FBLA chapter to talk about the benefits FBLA has to offer their school and its students.
- The Chapter Mentoring Program will be used to assist all new and recently chartered chapters with any problems or questions that may arise.
- The State Executive Board will strive to increase the total membership by 50 members to surpass the 2007-2008 membership of 3248.
- State officers will also obtain at least one professional member, other than a Corporate Sponsor, for their local chapter.
- The State Executive Board will begin developing cost-effective ideas to help with testing and traveling costs for the western Kansas chapters.

VI. Event Sponsorship

- Each state officer will be responsible for obtaining one Corporate Sponsor for the 2007/2008 State Leadership Conference. Besides the one required Corporate Sponsorship, each state board member will provide two additional names of businesses that can be contacted as potential Corporate Sponsors by the September Board Meeting.
- To financially assist the Kansas national qualifiers, the SEB will strive to obtain sponsors for each national event. The State Executive Vice President, the State Treasurer and Mrs. Dawn Rottinghaus (Wellsville adviser) shall oversee the program and its progress.

VII. College Scholarships

- To obtain post-secondary scholarships that will be offered to State Leadership Conference winners from a variety of colleges from across the State of Kansas.