ALABAMA FBLA



2019-2020 Middle Level Blueprint for Success

# Future Business Leaders of America

**Alabama Chapter**

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| TO: | Alabama Future Business Leaders of America Chapter Advisers |
| FROM: | Lisa Weeks, State FBLA Adviser |
|  | Ella Kate Brooks, State President; Pamela McTier, State Officer Adviser |
|  | Ja’Kya Carpenter, State Secretary; Alicia Cook, State Officer Adviser |
|  | Maggie Jones, District 1 VP; Monique Lawrence, State Officer Adviser |
|  | Sean Smith, District 2 VP; Roslyn Evans, State Officer Adviser |
|  | Dayleigh Carmichael, District 3 VP; LaTrenda Torrence-Salter, State Officer Adviser |
|  | Andarious Porter, District 4 VP; Jamani Warren, State Officer Adviser |
|  | Angela Sayles, District 5 VP; Susan Evans, State Officer Adviser |
|  | Rebecca Ferguson, District 6 VP; Patricia Woods, State Officer Adviser |
| DATE: | August 1, 2019 |
| SUBJECT: | ALABAMA FBLA BLUEPRINT FOR SUCCESS |

Please find the attached 2019-2020 Alabama FBLA Blueprint for Success – Middle Level. The goal of the Blueprint for Success is to encourage active chapters, help local chapters develop their programs of work, and assist chapters and members in achieving recognition and awards at the state and national level. The Blueprint for Success is aligned with the FBLA Creed.

The first section titled “Blueprint Guidelines” provides information regarding the requirements for the different levels of achievement along with directions and due dates for submission of the Blueprint. The remainder of the Blueprint shows the required and optional tasks and the required documentation for each task.

**Chapters are NOT required to participate in the LEAD Program or Champion Chapter in order to achieve Outstanding Level on the Blueprint.** The information provided for these additional awards are for planning purposes only.

Please do not hesitate to contact your District Vice President with any questions regarding completion of the Blueprint for Success. Thank you in advance for your dedication in making Alabama FBLA the best. We are looking forward to a successful 2019-2020 year.

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| **ALABAMA BLUEPRINT GUIDELINES** | |
| 1 | Complete all of the tasks listed on the "Required" page and **10 additional items** on the "Optional" pages to receive a certificate at the State Leadership Conference. **(Achievement Level)** |
| 2 | Complete all of the tasks listed on the "Required" page and **15 additional items** on the "Optional" pages to receive a certificate and a ribbon at the State Leadership Conference. **(Excellence Level)** |
| 3 | Complete all of the tasks listed on the "Required" page and **25 additional items** on the "Optional" pages to receive a ribbon, lanyards, plaque, and recognition at the State Leadership Conference, and preferential reserved seating at Opening session at SLC, plus a **$100 stipend** for National Leadership Conference. **(Outstanding Level)** |
| 4 | Refer to the Chapter Management Handbook or the FBLA Chapter Awards webpage <https://www.fbla-pbl.org/middle-level/recognition-awards/> to verify activities needed to accomplish goals of receiving National Chapter/Member Recognition Awards for example: LEAD Program, Young Leader Award, Champion Chapter, etc. |
| 5 | * Documentation may extend from April 15, 2019 – February 29, 2020. * Check all boxes beside the activities you have completed. * Place the task code and corresponding task description in the top, right corner of each page of documentation.   *(Example: R7 – Celebrate American Free Enterprise Day and/or FBLA Week*.*)*   * Must have at least one page of documentation for each task. * Copies should be sent rather than important documents. * No items may be attached to any page in the report. |
| 6 | The Alabama FBLA Blueprint of Success is due in state office by March 2, 2020. **The Blueprint must be bound (spiral bound, 3-ring binder, etc.) – loose papers, paperclips, stapled papers, or papers gathered in rubber bands will NOT be accepted.**  Mail to:  Mrs. Lisa Weeks  Alabama Department of Education P. O. Box 302101  50 North Ripley Street Montgomery, AL 36130-2101 |

**In order to receive updates, text the keyword @bamafbla to 81010 to join “Remind”. “Remind” is a communication platform that does not collect personal cellphone numbers.**

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| **REQUIRED TASKS FOR ALABAMA BLUEPRINT** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/ Champion Chapter** | **Ribbon** |
| R1  | Conduct a planning session for newly elected local chapter officers to include a Program of Work and  budget. (See the Local Chapter Organization section of the Online Chapter Management Handbook.) |  | Copy of agenda and completed Program of Work/Budget |  |  |
| R2  | Submit five paid professional members. |  | List of paid members/receipt of  payment |  |  |
| R3  | **Increase membership** in the local chapter by 10% or increase last year’s membership numbers by 10 or  have 100% membership in **one** Commerce and Information Technology class. | Payment of membership  dues received by March 1 | Membership Achievement form/100% Participation form | CC1 |  |
| R4  | Make a $100 donation to the **ALABAMA FBLA- PBL Foundation**. Mail checks to Mrs. Lisa Weeks. | January 31 | Copy of check |  |  |
| R5  | Register at least 10 members, or at least 10% of chapter membership to **compete and attend** the  2019 Alabama FBLA State Leadership Conference. |  | Registration form | CC5, LEAD SL2 |  |
| R6  | Participate in a project that benefits the March of Dimes and help meet our state fundraising goal of **$95,000.** Send the [**March of Dimes Reporting Form**](http://www.alabamafbla-pbl.org/resources/index.php) with chapter donation to:  March of Dimes  P.O. Box 18819  Atlanta, GA 31126  Email a copy of the form to Linda Gross: [lgross@marchofdimes.org](mailto:lgross@marchofdimes.org). |  | March of Dimes Reporting Form and copy of check | CC9 |  |
| R7  | Create a committee to promote  American Free Enterprise Day *and/or*  FBLA Week. | November  Feb 2-8 | Photo/letter/ newspaper article | CC8 |  |
| R8  | Document a minimum of 25 cumulative community service hours with at least 10% of your chapter participating in planning and/or service. |  | Roster, photo. and/or community service certificate | CC10 |  |
| R9  | At least three members complete at least one level of the LEAD Program and/or Champion Chapter. | March 1 | Copy of certificate/copy of confirmation email |  |  |

Note: The above tasks fulfill the requirements for the Alabama Blueprint; however, additional requirements exist for the recognition as a Champion Chapter and LEAD Awards.

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| **Optional Tasks** | | | | | |
| **I believe education is the right of every person.** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/Champion Chapter** | **Ribbon** |
| O1  | Set a goal to increase membership and a percentage goal for retention of last  year’s members. |  | Submit online form | CC1 |  |
| O2  | Plan an induction ceremony for new  Officers and/or new members. |  | Press release/photo | CC15 |  |
| O3  | Hold a chapter meeting in which an icebreaker is used, an agenda is followed, a Treasurer’s Report is  shared, and minutes are recorded. |  | Agenda/minutes/photo/ Treasurer’s Report | CC14, LEAD BL1 |  |
| O4  | Create a membership committee to focus on new ways to recruit and  retain members. |  | List of committee members and  2-page plan | LEAD GL1 |  |
| O5  | Sponsor a FBLA Recruitment Poster  Contest as part of a recruitment plan. |  | Photo/copy of  promotional items | LEAD BL3 |  |
| O6  | Host a FBLA Spirit Day for all  members to wear FBLA t-shirts. |  | Photo | LEAD BL1 |  |
| O7  | Hold at least four Chapter meetings. |  | Agendas/minutes | LEAD BL1 |  |
| O8  | At least one member complete the LEAD gold level recognition program. |  | Certificate/email confirmation | CC3 |  |
| O9  | Have officers present the FBLA Emblem Ceremony at a local chapter  meeting or event. |  | Agenda/Press release/photo |  |  |
| O10  | Prepare a chapter budget. |  | Budget |  |  |
| O11  | Offer a prize to the member who  recruits the most new members. |  | Press release and photo |  |  |
| O12  | Any other activity that is unique to your chapter. |  | Flyer/photo/agenda |  |  |
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| **I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family and educational institution, as well as people around the world. I agree to do my utmost to bring about understanding**  **and cooperation among all of these groups.** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/Champion Chapter** | **Ribbon** |
| O13  | Create a poster or flyer to promote  American Enterprise Day or World Prematurity Day. | November | Photo/Flyer | CC8 |  |
| O14  | Create a poster, flyer, or bulletin board  to promote FBLA Week. | February | Poster/Flyer/Photo | CC13 |  |

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| O15  | Plan a different activity for each day of  FBLA Week. | February | Press release and photo | CC13 |  |
| O16  | Submit at least one article with photos for Tomorrow’s Business Leader (article does not have to be published  for credit). |  | Screenshot of submission confirmation email  confirmation | CC2 |  |
| O17  | Host an end-of-the-year banquet to recognize outstanding FBLA  members. |  | Photo/program |  |  |
| O18  | Place March of Dimes coin boxes at a  local business or at school. |  | Photo and reporting  form |  |  |
| O19  | Invite a guest speaker from NICU or  March of Dimes office. |  | Photo/press release |  |  |
| O20  | Invite a local businessperson to speak  at a local chapter meeting or event. |  | Photo/agenda |  |  |
| O21  | Create an FBLA display for Open  House, Registration, Orientation, etc. |  | Photo/Invitation |  |  |
| O22  | Honor your superintendent/principal/  administrator as an FBLA Professional Division Member. |  | Registration and certificate or letter |  |  |
| O23  | Partner with a local business to participate in a chapter activity. |  | Photo/letter |  |  |
| O24 | Partner with an FBLA or PBL chapter  on a joint project or social event. |  | Agenda/photo |  |  |
| O25 | Sponsor an activity with another Career and Technical Student  Organization. |  | Agenda/photo |  |  |
| O26 | Any other activity that is unique to  your chapter. |  | Flyer/photo/agenda |  |  |

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| **I believe that every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest**  **number.** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/Champion Chapter** | **Ribbon** |
| O27 | Chapter spends at least $50 at FBLA-  PBL Marketplace. |  | Receipt | CC7 |  |
| O28 | Have a chapter Instagram page with at  least 100 followers and follow national FBLA-PBL (@fbla\_pbl). |  | Screenshot | CC12 |  |
| O29 | Host an event to honor members of the armed forces, veterans or first  responders. |  | Photo/program |  |  |
| O30 | Create and maintain a chapter website  or social media page. |  | Screenshot |  |  |

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| O31 | Invite an elected official or business  representative to a chapter meeting or event. |  | Invitation/Photo |  |  |
| O32 | Sponsor a Dress for Success Day. |  | Photo |  |  |
| O33 | Promote financial literacy. |  | Photo/handout/lesson  plan/presentation |  |  |
| O34 | Any other activity that is unique to your  chapter. |  | Flyer/photo/agenda |  |  |

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| **I believe every person should actively work toward improving social, political, community and family life.** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/Champion Chapter** | **Ribbon** |
| O35 | Plan and participate in a service project  for your school or community. |  | Project planning  form/press release | CC11 |  |
| O36 | Document a minimum of 25 cumulative community service hours with at least  10% of your chapter participating in planning and/or service. |  | Community Service Award/Rosters/ Photo | CC10, LEAD BS3 |  |
| O37 | Sponsor a meal for a family in need. |  | Photo/receipt | LEAD SS4 |  |
| O38 | Volunteer your chapter’s services to  benefit someone with special needs in the community. |  | 100-word summary | LEAD SS4 |  |
| O39 | Sponsor a school support staff appreciation day. |  | Photo | LEAD GS2 |  |
| O40 | Take a business-related field trip/tour a local business. |  | Photo/press release | LEAD BE5 |  |
| O41 | Create a chapter community service  committee. |  | Summary of  activities and photo | LEAD BS1 |  |
| O42 | Sponsor a teacher appreciation day. |  | Photo and Press  release | LEAD GS2 |  |
| O43 | Sponsor a campus or community clean-up day. |  | Photo and Press release |  |  |
| O44 | Participate in World Kindness Day. | Nov. 13 | Photo/list of  activities |  |  |
| O45 | Conduct a school supply drive at your  school. |  | Photo/flyer/press  release |  |  |
| O46 | Adopt a child or family for the holidays. | November/  December | Photo/press release |  |  |
| O47 | Host a canned food drive for your local  food bank. |  | Photo |  |  |
| O48 | Assist victims of a disaster. |  | Photo/press release |  |  |
| O49 | Any other activity that is unique to your chapter. |  | Flyer/photo/agenda |  |  |

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| **I believe I should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school and community.** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/Champion Chapter** | **Ribbon** |
| O50 | Design a bulletin board promoting  FBLA in a high traffic area within the school. |  | Photo | LEAD BL3 |  |
| O51 | Write a press release about the March of Dimes or promoting FBLA Week. |  | Press release/Photo | CC13 |  |
| O52 | Create a presentation highlighting the  benefits of FBLA to present to students in business classes. |  | Picture/Copy of presentation | LEAD SL1 |  |
| O53 | Join Tallo (formerly STEM Premier) to create your online leadership profile. |  | Screenshot | LEAD BE3 |  |
| O54 | Submit at least two pictures with captions to your District VP for  publication. |  | Photos and captions |  |  |
| O55 | Post a copy of FBLA calendar of events on your school/chapter website and or  social media page(s). |  | URL |  |  |
| O56 | Chapter members volunteer to serve  meals to those in need. |  | Photo/press release |  |  |
| O57 | Have at least 10 members, or 10% of  our chapter, join Alabama FBLA Remind. |  | Screenshot |  |  |
| O58 | Select an FBLA member in your local chapter as a member of the month. |  | Certificate, photo, press release, social  media screenshot |  |  |
| O59 | Any other activity that is unique to your  chapter. |  | Flyer/photo/agenda |  |  |
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| **I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/Champion Chapter** | **Ribbon** |
| O60 | Promote Prematurity Awareness Month. | November | Photo/Press release | LEAD BS2, GS1 |  |
| O61 | Participate in the FBLA Go Green  Project. |  | Photo/list of  activities | LEAD BS4 |  |
| O62 | Have members sign a petition for preemies banner and display in your  school. |  | Photo/list of signed members | LEAD GS1 |  |

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| O63 | Participate in Blue Jeans for Babies  Day/Purchase t-shirts from local March of Dimes representatives. |  | Photo/Copy of reporting form | LEAD GS1 |  |
| O64 | Submit a Banners for Babies to be  displayed at the State Leadership Conference. |  | Form and copy of check | LEAD GS1 |  |
| O65 | Design a chapter t-shirt or other promotional item that reflects the national theme. |  | Photo | LEAD SL5 |  |
| O66 | Create a tri-fold brochure and video (uploaded to be viewed online) promoting the national FBLA theme. |  | Brochure and URL | LEAD SL1 |  |
| O67 | Invite a state officer to a chapter  meeting or event. |  | State Officer  Request Form |  |  |
| O68 | Host a get-to-know-you social event in  your local chapter. |  | Photo |  |  |
| O69 | Any other activity that is unique to your  chapter. |  | Flyer/photo/agenda |  |  |

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| **I believe every person has the right to earn a living at a useful occupation.** | | | | | |
| **Code** | **Tasks** | **Completion Date** | **Suggested Documentation** | **LEAD**  **Program/Champion Chapter** | **Ribbon** |
| O70 | Create five 140-character messages (the length of a Tweet) that highlight the key points of a book, magazine, blog, or  video on leadership, careers, or business. |  | Screenshots, printout | LEAD BE4 |  |
| O71 | Write a three-paragraph essay about an  FBLA educational program, conference, or competitive event. |  | Essay | LEAD SL3 |  |
| O72 | Have a team participate in the Stock  Market Game. |  | Registration and  100-word summary | LEAD SE6 |  |
| O73 | Create a game designed for elementary students about the free enterprise  system. |  | Photo and summary | LEAD GL3 |  |
| O74 | Research careers in technology. |  | 100-word summary | LEAD GE4 |  |
| O75 | Attend the Joint Leadership  Development Conference. | December | Registration |  |  |
| O76 | Host an Adviser Appreciation Day in  February as part of Career Tech Month. | February | Photo |  |  |
| O77 | Invite an administrator to a local meeting. |  | Invitation/photo/ Agenda |  |  |
| O78 | Any other activity that is unique to your  chapter. |  | Flyer/photo/agenda |  |  |

# \*\*This form must be in the state office no later than March 2, 2020\*\*