

2007-2008 New Jersey FBLA**Program of Work****I. Communication Tactics**

Objectives	Details	Responsible Parties	Timeline
1. Keep professional members and FBLA members updated within the state	<p>A. Prepare four issues of the Spotlight to be sent out to local chapters within one month following article deadline</p> <p>B. Include Regional newsletter with the Spotlight giving an update of activities in each region</p> <p>C. Include Parliamentary Procedure Section within the Spotlight</p> <p>D. Include Community Service section within the Spotlight</p> <p>E. Include Membership Report section within the Spotlight</p>	<p>A. All Officers</p> <p>B. All Regional Vice Presidents</p> <p>C. Kelly Tacore</p> <p>D. Daniel Burdzy</p> <p>E. Shreya Amin</p>	<p>A. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008</p> <p>B. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008</p> <p>C. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008</p> <p>D. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008</p> <p>E. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008</p>

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I. Communication Tactics

Objectives	Details	Responsible Parties	Timeline
1. Keep professional members and FBLA members updated within the state	F. Discuss the New Jersey FBLA Website including website statistics within the Spotlight	F. Paul Cohen	F. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008
	G. Online submission of Spotlight articles for local members	G. Paul Cohen	G. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008
	H. Create an informative flyer explaining open article policy for the Spotlight	H. Jessica Smith	H. September 20, 2007
2. Encourage communication among chapters	A. Compile a directory that will include the email address of the presidents of local chapters	A. Regional Vice Presidents	A. Presidents' Breakfast

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I. Communication Tactics

Objectives	Details	Responsible Parties	Timeline
2. Encourage communication among chapters	B. Hold regional chapter to chapter conference calls at 8:30 p.m.	B. Regional Officers	B. November 8, 2007 January 17, 2008 March 27, 2008 May 1, 2008
3. Receive national recognition	A. Submit articles to the national newsletter, Tomorrow's Business Leader	A. All Officers	A. Ongoing

2007-2008 New Jersey FBLA**Program of Work****II. Public Relations Tactics**

Objectives	Details	Responsible Parties	Timeline
1. Increase awareness of FBLA throughout the state by media exposure	A. Encourage chapters to submit articles of events to local newspapers	A. All Officers	A. Ongoing
	B. Invite media representatives to all state hosted conferences	B. All Officers	B. Ongoing
2. Increase state officer contact with local chapters	A. Include a section on the website for local chapters to request a state officer to attend a local event	A. Paul Cohen	A. September 29, 2007
3. Increase partnerships with businesses throughout the state	A. Promote American Enterprise Day at the State Fall Leadership Conference, on the website, and in the Spotlight	A. All Officers	A. November 15, 2007
	B. Each officer interview at least one local and state business for the website to communicate the skills necessary to become a successful business leader	B. All Officers	B. October 31, 2007

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III. Membership Recruitment and Enhancement Tactics

Objectives	Details	Responsible Parties	Timeline
1. Increase number of local chapters	A. Each officer activate/reactive a minimum of one FBLA chapter B. Each region acquire four prospective chapters' contact information and send the information to Shreya Amin C. Contact prospective chapters	A. All Officers B. Regional Vice Presidents Shreya Amin C. Shreya Amin	A. February 20, 2008 B. Ongoing A. Ongoing
2. Increase number of members	A. Continue to encourage use of Membership Madness and Membership Mania throughout the state especially through the Spotlight B. Increase the FBLA state membership to 9,000 C. Achieve personal Membership Madness Goals	A. All Officers B. All Officers C. All Officers	A. Ongoing B. Ongoing C. Ongoing
3. Increase membership and participation in Middle Level chapters	A. Each officer contact a minimum of one middle school feeding his/her high school	A. All Officers	A. Ongoing

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III. Membership Recruitment and Enhancement Tactics

Objectives	Details	Responsible Parties	Timeline
4. Increase number of professional members	A. Increase the number of professional members by fifteen percent	A. All Officers	A. Ongoing
	B. Encourage Membership Madness by awarding recognition to the chapters and members that recruit the most professional members	B. Shreya Amin	B. Ongoing
5. Increase member recognition	A. Promote participation in the state and national business achievement awards (Future, Business, Leader, and America Level Programs)	A. Regional Vice Presidents	A. State Leadership Conference
	B. Support national programs and scholarships	B. All Officers	B. Ongoing
	C. Continue Member of the Month Program	C. Shreya Amin	C. October 5, 2007 November 5, 2007 December 5, 2007 January 5, 2008 February 5, 2008

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III. Membership Recruitment and Enhancement Tactics

Objectives	Details	Responsible Parties	Timeline
5. Increase member recognition	D. Select a Member of the Year from the Members of the Month submitted by local chapters	D. All Officers	D. State Leadership Conference
6. Encourage the maturation of new chapters and new advisers	A. Promote a Buddy Program for new chapters	A. All Officers	A. Ongoing
	B. Promote a Buddy Program for new advisers	B. All Officers	B. Ongoing

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IV. FBLA, Middle Level, PBL, and Professional Division Unity Tactics

Objectives	Details	Responsible Parties	Timeline
1. Promote FBLA, Middle Level, PBL, and Professional Division Unity	A. Encourage the inclusion of a PBL article in each issue of the FBLA Spotlight	A. Jessica Smith	A. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008
	B. Encourage the inclusion of Middle Level article in each issue of the FBLA Spotlight	B. Jessica Smith	B. September 1, 2007 November 14, 2007 January 30, 2008 April 3, 2008
	C. Represent FBLA at the PBL State Leadership Conference in February	C. Michael Yaroshefsky	C. TBD
	D. Invite PBL to the FBLA State Leadership Conference	D. Michael Yaroshefsky	D. State Leadership Conference
	E. Invite PBL to host a workshop at the State Fall Leadership Conference and FBLA State Leadership Conference	E. All Officers	E. Ongoing
	F. Promote and support the PBL college directory through the Spotlight and the state website	F. Jessica Smith Michael Yaroshefsky	F. September 1, 2007 April 3, 2008

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V. Leadership Development and Conference Tactics

Objectives	Details	Responsible Parties	Timeline
1. Increase participation in competitive events	A. Publicize competitive events through the Spotlight	A. Jessica Smith	A. November 14, 2007 January 30, 2008 April 3, 2008
	B. Recognize event winners on state website	B. Paul Cohen	B. After regional, state, and national competitions
2. Encourage members to run for local, state, and national offices	A. Write Spotlight articles describing positions and encouraging members to run for office	A. All Officers	A. November 14, 2007
	B. Hold a campaigning workshop at the State Fall Leadership Conference	B. All Officers	B. State Fall Leadership Conference
	C. Include a section on the website encouraging members to run for office	C. Paul Cohen	C. Ongoing
	D. Maintain a section on the website for members to contact officers	D. Paul Cohen	D. Ongoing

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V. Leadership Development and Conference Tactics

Objectives	Details	Responsible Parties	Timeline
3. Plan and implement Fall, Regional, and State Leadership Conference	A. Promote aggressive enforcement of proper attire and behavior in all competitive events, workshops, general sessions, and all other occasions deemed necessary	A. All Officers	A. During conferences
	B. Investigate the possibility of additional regional activities	B. All Regional Vice Presidents	B. Prior to Regionals
4. Conduct Leadership Training Seminar for FBLA State Officers	A. Send incoming FBLA State President to the Institute for Leaders in Atlanta, Georgia	A. Michael Yaroshefsky	A. National Leadership Conference
	B. Encourage all incoming State Officers to attend the Institute for Leaders in Atlanta, Georgia	B. All Officers	B. National Leadership Conference
	C. Encourage local chapter members to attend the Institute for Leaders in Atlanta, Georgia	C. All Officers	C. National Leadership Conference
	D. Conduct a training seminar for FBLA and PBL State Officers to develop the 2008-2009 FBLA and PBL Program of Work	D. All Officers	D. Summer 2008

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V. Leadership Development and Conference Tactics

Objectives	Details	Responsible Parties	Timeline
4. Conduct Leadership Training Seminar for FBLA State Officers	E. Promote attendance and participation in the FBLA-PBL National Fall Leadership Conference in Buffalo, New York and FBLA National Conference in Atlanta, Georgia	E. All Officers	E. National Fall Leadership Conference, National Leadership Conference
	F. Host a state meeting at the National Fall Leadership Conference and National Leadership Conference	F. All Officers	F. National Fall Leadership Conference, National Leadership Conference
	G. Hold a President's Breakfast for each of the four regions	G. All Regional Vice Presidents	G. By November 1, 2007

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VI. Community Service Tactics

Objectives	Details	Responsible Parties	Timeline
1. Continue to raise money for the March of Dimes	A. Recognize each participant chapter that donates at least \$50.00 to the March of Dimes and award a plaque to the chapter donating the most money. Special recognition will be given to the chapter raising the most money in each region	A. All Officers	A. State Leadership Conference
	B. Strive for a total donation amount of \$30,000 from the NJ FBLA chapters	B. All Officers	B. Ongoing
	C. Distribute March of Dimes information to all local chapters and include Regional March of Dimes representative contact information in the Spotlight, state website, and Chapter Manual	C. All Regional Vice Presidents	C. September 1, 2007
	D. Encourage all local chapters to invite a March of Dimes representative to speak at a local meeting	D. All Officers	D. Ongoing
	E. Develop a "Super Month" program for the month of February, 2008	E. Daniel Burdzy	E. Ongoing

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VI. Community Service Tactics

Objectives	Details	Responsible Parties	Timeline
1. Continue to raise money for the March of Dimes	F. Encourage each member to contribute \$1.00 to March of Dimes: "A Dollar for Dimes" at the SLC Dance	F. All Officers	F. State Leadership Conference
2. Recognize chapters for community service hours	A. Continue the Community Service challenge	A. Daniel Burdzy	A. Ongoing
3. Continue to support the Ronald McDonald House Charity	A. Continue to collect soda tabs for Pop-A-Top	A. All Officers	A. Regional Competitive Events
4. Include community service section on state website	A. Include a section of website indicating the progress of community service projects	A. Daniel Burdzy Paul Cohen	A. Ongoing
	B. Include community service corner on website	B. Daniel Burdzy Paul Cohen	B. Ongoing
5. Assist in the coordination of inter-chapter activities	A. Maintain a directory of community service activities on the website	A. Daniel Burdzy Paul Cohen	A. Ongoing

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VII. Technological Development Tactics

Objectives	Details	Responsible Parties	Timeline
1. Continue and maintain the NJ FBLA website	A. Maintain the state website	A. Paul Cohen	A. Ongoing
	B. Maintain PBL pages on the main FBLA website	B. Paul Cohen	B. Ongoing
	C. Maintain current online calendar	C. Paul Cohen	C. Ongoing
	D. Update the message board	D. Paul Cohen	D. Ongoing
	E. Maintain the message board	E. All Officers	E. Ongoing
	F. Post a profile of each officer	F. Paul Cohen	F. Ongoing
	G. Post electronic version of the Spotlight	G. Paul Cohen	G. According to the Spotlight Deadlines
	H. Maintain email addresses for each state officer	H. Paul Cohen	H. Ongoing

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VII. Technological Development Tactics

Objectives	Details	Responsible Parties	Timeline
1. Continue and maintain the NJ FBLA website	I. Continue the webmaster's quarterly email updates for state officers	I. Paul Cohen	I. Ongoing
	J. Explore the usage of automatic registration via email for the message board	J. Paul Cohen	J. Ongoing
	K. Investigate the possibility of setting up an internet booth at state conferences and President's Breakfasts for members to create message boards usernames	K. Paul Cohen	K. Ongoing
	L. Maintain counter to track hits per year	L. Paul Cohen	L. Ongoing

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VIII. Financial Development Tactics

Objectives	Details	Responsible Parties	Timeline
1. Be financially responsible	<p>A. Review and approve financial statements at State Executive Board Meetings</p> <p>B. Encourage local chapters to submit state and national dues</p> <p>C. Award one \$700.00 and three \$500.00 scholarships to eligible FBLA members</p> <p>D. Award \$100.00 savings bonds to first place State Leadership Conference winners (individuals and team members)</p> <p>E. Seek business and professional association sponsorships for competitive events and scholarships The State Officer Team will work with Ms. Benowitz to identify possible sponsors</p>	<p>A. All Officers</p> <p>B. All Officers</p> <p>C. All Officers</p> <p>D. All Officers</p> <p>E. All Officers Ms. Benowitz</p>	<p>A. Board Meetings through out the year</p> <p>B. October 20, 2007</p> <p>C. State Leadership Conference</p> <p>D. State Leadership Conference</p> <p>E. State Leadership Conference</p>