

Arizona FBLA Collegiate Program of Work for 2023 to 2024

1. Membership Growth:

Goal: Develop a targeted marketing campaign to attract new members.

Utilize social media platforms, email newsletters, and website updates to promote the organization and its benefits.

Offer incentives for current members to refer new members.

Organize membership drives and networking events to engage potential members.

Track progress regularly and adjust strategies as needed.

2. Chapter Reactivation

Goal: Conduct a comprehensive review of the reasons behind a chapter's discontinuation and work on resolving said issues.

Potential chapters to activate: Paradise Valley College and UofA.

Provide resources and guidance to help reestablish the chapter's operations.

Foster communication and collaboration between current chapters to share best practices and overcome challenges.

3. Chapter Retention:

Goal: Implement strategies to support the continued growth and development of existing chapters.

Specific chapter retention are Phoenix College, Eastern Arizona College, Central Arizona College, and Christian University.

Facilitate regular communication and collaboration among chapters to share best practices and address challenges.

Provide training and resources to chapter leaders to enhance their leadership skills and chapter management.

Recognize and celebrate successful chapters to boost morale and motivation among chapter members. Conduct periodic evaluations of chapter performance and engagement to identify areas for improvement and take proactive measures to address them.

4. Monthly Zoom Meetings with State Officers:

Goal: Schedule regular monthly meetings with state officers and local chapter representatives. - Starting next semester.

Discuss recruitment and retention strategies, share success stories, and address concerns or challenges.

Provide training and resources on effective recruitment and retention techniques.

Encourage open dialogue and idea sharing among all participants.

Document meeting outcomes and action items for follow-up.

5. Increasing Virtual Workshops:

Goal: Identify relevant workshop topics based on member feedback and emerging trends.

Conduct virtual workshops using platforms like Zoom or other suitable tools.

Promote workshops through various communication channels, including newsletters, social media, and the organization's website.

Collaborate with subject matter experts and industry professionals to deliver high-quality workshops.

Collect feedback after each workshop to continuously improve content and delivery.

6. Community Service Projects:

Goal: Plan and organize one community service project per semester.

Identify local organizations or initiatives that align with the organization's mission.

Coordinate volunteers, resources, and logistics required for each project.

Publicize the projects through social media, local press, and the organization's website.

Evaluate the impact of each project and share success stories with members and the community.

HHRD - Countries impacted by national disasters. September 23 - 10am to 1pm