

PHI BETA LAMBDA
Arkansas Chapter
AN ASSOCIATION FOR BUSINESS EXCELLENCE

PROGRAM OF WORK
2005-2006

SECTION I
(Membership)

A. Membership, Reactivation, and Chapter Chartering

Goal: To increase the number of members in the Arkansas Phi Beta Lambda.

Objectives:

1. State Membership of 1,200.
2. Charter or reactivation of five (5) chapters.

Procedure:

1. Local chapters strive to increase membership by ten (10%) percent over 2004-2005 membership.
2. Designated state officers will contact prospective chapters.
3. Local chapters will contact prospective chapters.

B. Project Reach

Goal: To encourage interaction by PBL chapters with FBLA chapters and other prospective members.

Objectives:

1. To make these people aware that the post-secondary division of PBL is Phi Beta Lambda.
2. Provide service to FBLA organizations.
3. To publicize and encourage participation in the Arkansas PBL Transition Awards Program.

Procedure:

1. Each local PBL chapter is encouraged to become actively involved with three (3) FBLA chapters by making presentations, installing officers, offering seminars, etc.
2. PBL Region Vice Presidents will arrange to participate in FBLA fall and spring district conferences.
3. Each local PBL Chapter is asked to sponsor the paid guest registration fee at fall or state leadership conference for one or more students/business professionals who are prospective members.
4. PBL State Officers will attend the State FBLA conference to distribute PBL Brochures, handouts, etc. and encourage high school seniors to join PBL. State Officers will also encourage PBL chapters to recruit past FBLA members with a prize incentive for the FBLA chapter and PBL chapter with the most participation.

C. Professional Division

- Goal: To encourage active participation by Phi Beta Lambda Chapters with the Professional Division.
- Objectives:
1. To utilize the expertise of Professional Division members within local PBL communities.
 2. To increase membership in the Professional Division.
- Procedure:
1. Each local PBL chapter is asked to give a complimentary one-year Professional Division membership (e.g. to Local Businessperson of the year, Business Dean/Department Chair, College President).
 2. Chapters are encouraged to invite Professional members to be guest speakers, serve as Advisory Council members, etc.
 3. State Officers will follow up with local chapter officers on involvement with professional members.
 4. Each local chapter should recruit five (5) professional members.

**SECTION II
(Partnerships)**

A. Team Up With Business

- Goal: To fulfill the organizational goal of creating more interest in, and understanding of, American Business Enterprises.
- Objectives: To increase local chapter involvement with successful businesses in their communities.
- Procedure:
1. The State Executive Council will promote the development of a working relationship with successful area businesses by each chapter.
 2. Qualified candidates for Business Person of the Year will be recognized. (Check current Competitive Event Guidelines for selection requirements.)
 3. Each local chapter is asked to obtain at least one competitive event sponsorship for the State Leadership Conference Program.
 4. Local business advisory councils will be utilized.
 5. Increase local chapter members' knowledge and awareness of the purpose of the PBL Foundation.
 6. Local businesses and business people will be contacted to solicit their financial contributions to the Arkansas PBL Foundation.

B. Community Service Projects

- Goal: To provide awareness and involvement in community service activities.
- Objectives: To enable local chapters to participate in Arkansas PBL Community Service Project opportunities.
- Procedure: 2003-2004 approved projects are:
1. National
 - a. March of Dimes
 - b. Turrets Syndrome
 - c. Literacy Program(See Chapter Management Handbook, "National Programs" for current list)

2. State
 - a. Arkansas Children's Hospital
 - b. Gift of Life/Arkansas Regional Organ Recovery Agency (ARORA)
 - c. In Praise of Age
3. Other community service projects are left to the local chapter's discretion. (See Silver/Gold requirements for specific qualifications.)

SECTION III (Public Relations)

A. Arkansas PBL Marketing Plan

- Goal: To market Arkansas Phi Beta Lambda through the combined efforts of local chapters and the Arkansas State PBL Chapter.
- Objectives:
1. To increase the overall awareness of Phi Beta Lambda, with special emphasis on name recognition.
 2. To promote unity of all levels of FBLA-Phi Beta Lambda.
- Procedure:
1. The informative PBL State brochure will be maintained.
 2. National- and state-prepared media on state and local levels will be utilized.
 3. The State Executive Council will promote concentrated media coverage for all national and state events (such as National Education for Business Month, American Enterprise Day, PBL Week, all conferences, and other outstanding events). This will include public service announcements, television, radio, and letters to the editor, news releases, and news slicks.
 4. A state web site will be maintained.
 5. The FBLA-Phi Beta Lambda name combination should be utilized in all marketing efforts in order to bridge the gap.

SECTION IV (Communications)

A. Arkansas PBL Press

- Goal: To promote the exchange of news between local chapters.
- Objectives: To keep all members and chapters informed of news around the state.
- Procedure: A state newsletter will be published. This newsletter will contain news of activities from the state chapter and local chapters. Information included in the newsletter is to be provided by the State chapter and each local chapter and must be received by the State Reporter no later than twenty (20) days prior to the Fall and State Leadership Conference for inclusion in said conference edition of the PBL Press.

B. PBL State Directory

- Goal: To have a directory of state and local advisers and officers.
- Objectives: To facilitate communications among local chapters.
- Procedure:
1. Local chapters will submit to the State Reporter chapter data no later than twenty (20) days prior to the Fall Leadership Conference.
 2. The State Office will ensure that each PBL Chapter receives a copy of current directory.

C. Customer Service

- Goal: To increase participation and interaction with State Executive Council and Local Chapter Officers and to increase communications to all PBL chapters.
- Objectives: To give the Executive Council an opportunity to work with local chapter officers and use technology to facilitate communication.
- Procedure
1. A state email distribution list will be maintained.
 2. The Officer Candidate Guide will be maintained.

(Silver/Gold Chapter Requirements begin on next page)

SECTION V
CHAPTER AWARDS OF MERIT
(Silver and Gold Chapter Requirements)

A. Silver Chapter

Goal: To recognize outstanding Phi Beta Lambda Chapters in Arkansas.

Objectives: To have eight (8) Silver Chapters in Arkansas.

- Procedure:
1. Each chapter enters the Local Chapter Annual Business Report competition **and** must compete in one of the following events:
 - a. American Enterprise Project
 - b. Community Service Project
 - c. Partnership with Business Project
 2. Each local chapter recruits five (5) Professional members, either new or renewing members.
 - ** 3. Each local chapter submits two (2) articles by deadline (See Section IV, A) to the state publication *PBL Press*.
 4. Provide officer and adviser information for current state directory by the established deadline.
 - ## 5. Send three officers to the officer training workshop at the fall leadership conference
 6. Each local chapter **must** participate in fourteen (14) of the following:
 - a. Membership—increase previous year’s membership.
 - b. State Chapter Growth—select one of the following:
 - ** 1. Contact one or more inactive PBL Chapters.
 - ** 2. Charter or reactive one or more PBL Chapters.
 - ** c. Project Reach—conduct three (3) planned interactions with FBLA chapters.
 - ** d. Project Business—submit documentation of significant interaction with three business people on the management level and enter a “Business Person of the Year” at State Conference.
 - ** e. State-approved Service Projects—submit documentation of participation in three (3) of the following:
 1. Arkansas Children’s Hospital
 2. March of Dimes
 3. Gift of Life/Arkansas Regional Organ Recovery Agency (ARORA)
 4. In Praise of Age
 5. Turrets Syndrome
 6. Literacy Program
 7. Any Nationally recognized charitable organization (i.e. Red Cross, National Cancer Society) **MUST HAVE PRIOR APPROVAL FROM STATE OFFICE**
 - ** f. Participate in one of the following state-approved fundraisers: **(these are all Nationally approved fundraisers for this year)**
 1. Tom-Wat
 2. Ozark Delight Lollipops
 3. Data Match
 4. Xpress Promo
 5. Inspirational Hosiery, Inc.
 6. Teen People Magazine

- g. Recruit additional professional members. Choose one of the options below:
 - 1. One (1) point for five (5) members in addition to the 5 required in Section V, A, 2. **(Total of 10)**
 - 2. Two (2) points for ten (10) members in addition to the 5 required in Section V, A, 2. **(Total of 15)**
 - 3. Three (3) points for fifteen (15) members in addition to the 5 required in Section V, A, 2. **(Total of 20)**
- ** h. Participate in American Enterprise Day.
- ** i. Participate in PBL Week projects.
- j. Recruit a business to sponsor a competitive event at State Leadership Conference for \$50 per event.
- k. Active participation in Project Teamwork by sending local chapter president or representative to a mid-year Executive Council Meeting.
- # l. Run a candidate for state office, fall or spring, of current school year.
- *** m. Contribute a minimum of \$40 to Arkansas PBL Foundation for the Foundation fund raising event at State Leadership Conference. Additionally, donations of appropriate items, with a minimum value of \$10 must be made for the Foundation Silent Auction at both conferences.
- ** n. Submit an article to the national *ΦBA Business Leader*.
- ** o. Award one complimentary local PBL membership to a new member.
- ** p. Submit three (3) newspaper articles about PBL that appeared in your local or campus newspaper.
- q. Create a display following the national theme at State Leadership Conference. This display may be either multimedia or scrapbook.
- r. Send registered chapter members to state or national conferences:
 - 1. Five (5) to state Fall Leadership Conference
OR
 - 2. Three (3) to National Fall Leadership Conference
OR
 - 3. Ten (10) to state Spring Leadership Conference

Counts as two (2) in the total 14 requirements
This workshop is *mandatory*. Each chapter must send at least three officers.
** Requires attached documentation (may be copies)
*** Attach copy of the check

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B. Gold Chapter

Goal: To recognize superior Phi Beta Lambda Chapters in Arkansas.

Objectives: To have eight (8) Gold Chapters in Arkansas.

- Procedure:
1. Each chapter enters the Local Chapter Annual Business Report competition **and** must compete in one of the following events:
 - a. American Enterprise Project
 - b. Community Service Project
 - c. Partnership with Business Project
 2. Each local chapter recruits five (5) **new** Professional members.
 - ** 3. Each local chapter submits two (2) articles by deadline (See Section IV, A) **(with picture)** to the state publication *PBL Press*.
 4. Chapter shall recruit businesses to sponsor **two (2)** competitive events in the program for State Leadership Conference Program at \$50.00 each.
 5. Provide officer and adviser information for current state directory by the established deadline.
 - ** 6. Send five officers to the officer training workshop at the fall leadership conference
 7. Each local chapter **must** participate in **sixteen (16)** of the following:
 - a. Membership—increase previous year’s membership.
 - b. State Chapter Growth—select one of the following:
 - ** 1. Contact one or more inactive PBL Chapters.
 - ** 2. Charter or reactive one or more PBL Chapters.
 - ** c. Project Reach—conduct three (3) planned interactions with FBLA chapters.
 - ** d. Project Business—submit documentation of significant interaction with three business people on the management level and enter a “Business Person of the Year” at State Conference.
 - ** e. State-approved Service Projects—submit documentation of participation in three (3) of the following:
 1. Arkansas Children’s Hospital
 2. March of Dimes
 3. Gift of Life/Arkansas Regional Organ Recovery Agency (ARORA)
 4. In Praise of Age
 5. Turrets Syndrome
 6. Literacy Program
 7. Any Nationally recognized charitable organization (i.e. Red Cross, National Cancer Society) **MUST HAVE PRIOR APPROVAL FROM STATE OFFICE**
 - ** f. Participate in one of the following state-approved fundraisers: **(these are all Nationally approved fundraisers for this year)**
 1. Tom-Wat
 2. Ozark Delight Lollipops
 3. Data Match
 4. Xpress Promo
 5. Inspirational Hosiery, Inc.
 6. Teen People Magazine

- g. Recruit additional professional members. Choose one of the options below:
 - 1. One (1) point for five (5) members in addition to the 5 required in Section V, B, 2. **(Total of 10)**
 - 2. Two (2) points for ten (10) members in addition to the 5 required in Section V, B, 2. **(Total of 15)**
 - 3. Three (3) points for fifteen (15) members in addition to the 5 required in Section V, B, 2. **(Total of 20)**
- ** h. Participate in American Enterprise Day.
- ** i. Participate in PBL Week projects.
- j. Active participation in Project Teamwork by sending local chapter president or representative to a **both** semi-annual Executive Council Meetings.
- # k. Run a candidate for state office, fall or spring, of current school year.
- *** l. Contribute a minimum of **\$100** to Arkansas PBL Foundation for the Foundation fund raising event at State Leadership Conference. Additionally, donations of appropriate items, with a minimum value of \$10 must be made for the Foundation Silent Auction at both conferences.
- ** m. Submit an article to the national *ΦBA Business Leader*.
- ** n. Award one complimentary local PBL membership to a new member.
- ** o. Submit three (3) newspaper articles about PBL that appeared in your local or campus newspaper.
- p. Create a display following the national theme at State Leadership Conference. This display may be either multimedia or scrapbook.
- q. Send registered chapter members to state or national conferences: **(must attend two (2) of the following three (3))**
 - 1. Five (5) to state Fall Leadership Conference
 - 2. Three (3) to National Fall Leadership Conference
 - 3. Ten (10) to state Spring Leadership Conference

- # Counts as two (2) in the total 16 requirements
- ## This workshop is *mandatory*. Each chapter must send at least three officers.
- ** Requires attached documentation (may be copies)
- *** Attach copy of the check

Updated 06/21/05
Jamie Johnston, State Secretary