

PHI BETA LAMBDA
Arkansas Chapter
AN ASSOCIATION FOR BUSINESS EXCELLENCE

PROGRAM OF WORK
2006-2007

VISION: To be the premier business-related student organization in the state of Arkansas

MISSION: Bring business and education together in a positive working relationship through innovative leadership and career development programs

I. Membership

Goal: Increase student involvement

Objectives: A. Increase membership to 900
B. Retain 100 percent of active chapters
C. Increase number of chapters
D. Encourage local chapters to increase membership

Strategies: 1. Visit (designated state officers) active, inactive, and prospective chapters
2. Charter or reactivate at least five chapters
3. Provide complimentary conference registration to inactive chapters

II. Bridging the Gaps

Goal: Increase involvement of FBLA members, Professional Division members, and business professionals

Objectives: A. Inform FBLA members about PBL and the opportunities it offers
B. Increase membership in the Professional Division by 20 percent
C. Increase networking opportunities with business professionals

Strategies: 1. Attend local FBLA chapter meetings and district/state conferences
2. Design and distribute appropriate publications
3. Deliver greetings (PBL president) at state FBLA conferences
4. Interact with FBLA chapters and local businesses
5. Invite Professional Division members to all state conferences
6. Recruit five (5) professional members
7. Create/maintain a database of business professionals

III. Service

Goal: Increase involvement in community service activities

Objectives: A. Participate in state community service project opportunities, in national programs, and in local projects

- Strategies:
1. Participate in at least one of the following 2006-2007 approved national projects:
 - a. March of Dimes
 - b. Disaster Fund
 - c. Career and Membership Achievement Awards Program (CMAP)
 2. Participate in at least one of the following 2006-2007 approved state projects:
 - a. Arkansas Children's Hospital
 - b. Gift of Life/Arkansas Regional Organ Recovery Agency (ARORA)
 - c. In Praise of Age
 3. Participate in other community service projects as decided by local chapter (See Gold Chapter requirements.)

III. Communications

Goal: Implement a comprehensive communications plan that addresses internal and external audiences

- Objectives:
- A. Inform local chapters of state and local PBL activities
 - B. Facilitate communication among state and local officers and advisers
 - C. Promote concentrated media coverage for all national and state events
 - D. Provide information to stakeholders

- Strategies:
1. Ensure appropriate and timely distribution of information through the state website
 3. Use the FBLA/PBL name in all marketing efforts
 4. Distribute information about all PBL projects, conferences, and activities to the Professional Division and the business community
 5. Publish a state newsletter
 6. Create a distribution list for all local and state officers
 7. Maintain an informative PBL state brochure
 8. Use national- and state-prepared media on state and local levels
 9. Submit to the state reporter (and copy the president) chapter information for the *PBL Press* no later than twenty (20) days prior to the Fall Leadership Conference
 10. Distribute (state office) directory to all PBL chapters
 11. Create a corporate sponsor and business directory

IV. Chapter Awards of Merit (Gold Chapter Requirements)

Goal: Recognize superior Phi Beta Lambda Chapters in Arkansas

- Objectives:
- A. To have six (6) Gold Chapters in Arkansas

- Strategies:
1. Each local chapter enters 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 with pictures by deadline (see Communications section).
 4. Each local chapter recruits businesses to sponsor **one (1)** competitive event at \$50 each for State Leadership Conference.

5. Each chapter provides officer and adviser information for current state director by the established deadline (see Communication section).
- ## 6. Each local chapter sends **three (3)** officers to the officer training workshop at the Fall State leadership Conference.
7. 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 (1) or more inactive PBL chapters
 - (2) Charter or reactivate (1) or more PBL chapters
 - ** c. Conduct three (3) planned interactions with FBLA chapters
 - ** d. Submit documentation of significant interaction with three (3) business people on the management level and submit an entry in Business Person of the Year at the State Leadership Conference
 - ** e. Submit documentation of participation in three (3) of the following state-approved service projects:
 - (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 (Attach documentation)**
 - ** 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) Pride Distributors
 - (5) Profit Potentials
 - (6) School Spirit Coffee
 - (7) Gertrude Hawk Chocolates
 - (8) Maggie Moos Celebrity Scoop
 - (9) Otis Spunkmeyer
 - g. Recruit additional professional members. Choose one of the options below:
 - (1) One (1) point for five (5) members in addition to the five (5) required (total of 10)
 - (2) Two (2) points for ten (10) members in addition to the five (5) required (total of 15)
 - (3) Three (3) points for fifteen (15) members in addition to the five (5) required (total of 20)
 - ** h. Participate in American Enterprise Day
 - ** i. Participate in PBL Week projects
 - j. Actively participate in Project Teamwork by sending local chapter president or representative to an Executive Council meeting
 - # k. Run a candidate for state office, fall or spring, of current year

- *** I. Contribute a minimum of \$50 to Arkansas PBL Foundation for the foundation fundraising event at the State Leadership Conference
- ** m. Submit an article to the national *ΦΒΛ Business Leader*
- ** n. Award one (1) complimentary local PBL membership to a new member
- ** o. Submit three (3) articles about PBL that appeared in local or campus publications
- p. Create a display, either multimedia or scrapbook, following the national theme at the State Leadership Conference
- q. Send registered chapter members to state or national conferences
 - (1) Five (5) to the State Fall Leadership Conference **OR**
 - (2) Three (3) to the National Fall Leadership Conference **OR**
 - (3) Ten (10) to the State Spring Leadership Conference

- # Counts as two (2) in the total of fourteen (14) requirements**
- ## This workshop is *mandatory*. Each chapter must send at least three (3) officers.**
- ** Requires attached documentation (may be copies)**
- *** Attach copy of the check**