

PHI BETA LAMBDA  
Arkansas Chapter  
*AN ASSOCIATION FOR BUSINESS EXCELLENCE*

PROGRAM OF WORK  
2008-2009

---

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



# 2008-2009 ARKANSAS PBL PROGRAM OF WORK

Goal #2: Relationships – Increase involvement of FBLA members, Professional Division members, business professionals, and alumni

Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> <li>Increase interaction with FBLA members and inform them about PBL and the opportunities it offers</li> </ul>	<ul style="list-style-type: none"> <li>Interact with FBLA chapters                             <ol style="list-style-type: none"> <li>Attend local FBLA chapter meetings and district and state conferences</li> <li>Deliver greetings at district and state FBLA conferences</li> </ol> </li> </ul>	<p>All</p>	<p>Ongoing</p> <p>Ongoing</p>
<ul style="list-style-type: none"> <li>Increase membership in the Professional Division by 20 percent</li> </ul>	<ul style="list-style-type: none"> <li>Recruit seven (7) professional members                             <ol style="list-style-type: none"> <li>Contact area business leaders, chapter boosters, parents, teachers, administrators, and alumni</li> <li>Increase community awareness of FBLA-PBL</li> </ol> </li> </ul>	<p>Executive Vice President of Membership Kristina Setzer</p>	<p>March 1</p> <p>Ongoing</p> <p>Ongoing</p>
<ul style="list-style-type: none"> <li>Increase networking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Interact with Professional Division members                             <ol style="list-style-type: none"> <li>Invite Professional Division members to all state conferences</li> </ol> </li> </ul>	<p>Parliamentarian Ashton Peters</p>	<p>Ongoing</p>

# 2008-2009 ARKANSAS PBL PROGRAM OF WORK

Goal #2: Relationships – Increase involvement of FBLA members, Professional Division members, business professionals, and alumni

Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> <li>• Increase networking opportunities (cont.)</li> </ul>	<ul style="list-style-type: none"> <li>• Utilize business professionals as competitive event sponsors, workshop presenters, judges, and career fair participants                             <ol style="list-style-type: none"> <li>1) Create/maintain a database of business professionals</li> </ol> </li> </ul>	Director of Marketing and Public Relations Derrick Cornell	Ongoing
			November 1
	<ul style="list-style-type: none"> <li>• Utilize PBL alumni as competitive event sponsors, workshop presenters, judges, and career fair participants                             <ol style="list-style-type: none"> <li>1) Create/maintain a database of PBL alumni</li> </ol> </li> </ul>	Director of Marketing and Public Relations Derrick Cornell	Ongoing
			November 1

# 2008-2009 ARKANSAS PBL PROGRAM OF WORK

## Goal #3: Service – Increase Involvement in community service activities

Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> <li>• Participate in state community service project opportunities, in national programs, and in local projects</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in at least one of the following 2008-2009 approved national projects or programs:                             <ol style="list-style-type: none"> <li>1) March of Dimes</li> <li>2) Career and Membership Achievement Awards Program (CMAP)</li> <li>3) Join Hands Day</li> </ol> </li> </ul>	<p>Director of State Programs Rebecca Hensley</p>	<p>Ongoing</p>
	<ul style="list-style-type: none"> <li>• Participate in at least one of the following 2008-2009 approved state projects:                             <ol style="list-style-type: none"> <li>1) Arkansas Children’s Hospital</li> <li>2) Arkansas Regional Organ Recovery Agency (ARORA)</li> <li>3) In Praise of Age</li> </ol> </li> </ul>	<p>Director of State Programs Rebecca Hensley</p>	<p>Ongoing</p>
	<ul style="list-style-type: none"> <li>• Participate in other community service projects as decided by local chapter</li> </ul>	<p>Director of State Programs Rebecca Hensley</p>	<p>Ongoing</p>

# 2008-2009 ARKANSAS PBL PROGRAM OF WORK

Goal #4: Communications – Implement a comprehensive communications plan that addresses internal and external audiences

Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> <li>• Inform local chapters of state and local PBL activities</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure appropriate and timely distribution of information through the state Web site</li> </ul>	Director of Marketing and Public Relations Derrick Cornell	Ongoing
	<ul style="list-style-type: none"> <li>• Distribute information about all PBL projects, conferences, and activities                             <ol style="list-style-type: none"> <li>1) Maintain an informative PBL brochure</li> <li>2) Use the FBLA-PBL name in all marketing efforts</li> </ol> </li> </ul>	Director of Communications Aaron Carroll	Ongoing
	<ul style="list-style-type: none"> <li>• Publish a state newsletter                             <ol style="list-style-type: none"> <li>1) Submit to the state reporter (and copy the president) chapter information for the PBL Press</li> </ol> </li> </ul>	Director of Communications Aaron Carroll	20 days prior to the state conferences (October 3 and March 30)
	<ul style="list-style-type: none"> <li>• Compile and distribute directory to all PBL chapters</li> </ul>	Secretary-Treasurer Lindsey Steiger	October 3 March 30

# 2008-2009 ARKANSAS PBL PROGRAM OF WORK

Goal #4: Communications – Implement a comprehensive communications plan that addresses internal and external audiences

Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> <li>• Facilitate communication among state and local officers and advisers</li> <li>• Promote concentrated media coverage for all national and state events</li> <li>• Provide information to stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Create a distribution list for all local presidents and secretaries and state officers</li> <li>• Use national- and state-prepared media on state and local levels</li> <li>• Utilize business professionals and alumni database</li> <li>• Provide access to publications</li> </ul>	<p style="text-align: center;">Secretary-Treasurer Lindsey Steiger</p> <p style="text-align: center;">Director of Marketing and Public Relations Derrick Cornell</p> <p style="text-align: center;">Director of Marketing and Public Relations Derrick Cornell</p>	<p style="text-align: center;">Ongoing</p> <p style="text-align: center;">Ongoing</p> <p style="text-align: center;">Ongoing</p> <p style="text-align: center;">Ongoing</p>