

PHI BETA LAMBDA
Arkansas Chapter
AN ASSOCIATION FOR BUSINESS EXCELLENCE

PROGRAM OF WORK
2009-2010

**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**

2009-2010 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"> • Increase interaction with FBLA members and inform them about PBL and the opportunities it offers 	<ul style="list-style-type: none"> • Interact with FBLA chapters <ol style="list-style-type: none"> 1) Attend local FBLA chapter meetings and district and state conferences 2) Deliver greetings at district and state FBLA conferences 3) Present workshops at local meetings and state conference 	<p>All</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
<ul style="list-style-type: none"> • Increase membership in the Professional Division by 25 percent 	<ul style="list-style-type: none"> • Recruit thirty-five (35) professional members <ol style="list-style-type: none"> 1) Contact area business leaders, chapter boosters, parents, teachers, administrators, and alumni 2) Increase community awareness of FBLA-PBL 	<p>Executive Vice President of Membership Zach Doty</p>	<p>March 1</p> <p>Ongoing</p>

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Goal #3: Service – Increase Involvement in Community Service Activities

Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> • Participate in state community service project opportunities, in national programs, and in local projects 	<ul style="list-style-type: none"> • Participate in at least one of the 2009-2010 nationally-approved March Of Dimes projects or programs 	Director of State Programs Kayla Wright	Ongoing
	<ul style="list-style-type: none"> • Participate in at least one of the following 2009-2010 approved state projects: <ol style="list-style-type: none"> 1) Arkansas Children’s Hospital 2) Arkansas Regional Organ Recovery Agency (ARORA) 3) Make-A-Wish Foundation 	Director of State Programs Kayla Wright	Ongoing
	<ul style="list-style-type: none"> • Participate in other community service projects as decided by local chapter 	Director of State Programs Kayla Wright	Ongoing

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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"> • Inform local chapters of state and local PBL activities 	<ul style="list-style-type: none"> • Ensure appropriate and timely distribution of information through the state website and other state-approved means 	Director of Marketing and Public Relations Derrick Cornell	Ongoing
	<ul style="list-style-type: none"> • Distribute information about all PBL projects, conferences, and activities <ol style="list-style-type: none"> 1) Maintain an informative PBL brochure 2) Use the FBLA-PBL name in all marketing efforts 	Director of Communications Aaron Carroll	Ongoing
	<ul style="list-style-type: none"> • Publish a state newsletter <ol style="list-style-type: none"> 1) Submit to the state Director of Communications (and copy the state adviser) chapter information for the <i>PBL Press</i> 	Director of Communications Aaron Carroll	20 days prior to the state conferences (October 2 and March 19)

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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"> Inform local chapters of state and local PBL activities (cont.) 	<ul style="list-style-type: none"> Compile and distribute the Local Chapter Officer Directory to all PBL chapters 	Secretary-Treasurer Charlie Passmore	October 9 March 26
<ul style="list-style-type: none"> Facilitate communication among state and local officers and advisers 	<ul style="list-style-type: none"> Create a distribution list for all local presidents and secretaries and state officers Use national- and state-prepared media on state and local levels 	Secretary-Treasurer Charlie Passmore Director of Marketing and Public Relations Derrick Cornell	October 9 March 26 Ongoing
<ul style="list-style-type: none"> Promote concentrated media coverage for all national and state events 	<ul style="list-style-type: none"> Create contact information for distribution to local media outlets 	Director of Communications Aaron Carroll	Ongoing
<ul style="list-style-type: none"> Provide information to stakeholders 	<ul style="list-style-type: none"> Utilize business professionals and alumni databases 	Director of Marketing and Public Relations Derrick Cornell	Ongoing

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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">• Provide information to stakeholders (cont.)	<ul style="list-style-type: none">• Provide access to publications	Director of Marketing and Public Relations Derrick Cornell	Ongoing

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Goal #5: Education – Increase Participation in National Programs

Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> Facilitate member enrichment through participation in national-level programs 	<ul style="list-style-type: none"> Encourage participation in CMAP and other national programs Inform local chapters of available national-level programs 	Director of State Programs Kayla Wright Director of State Programs Kayla Wright	National deadlines Ongoing