

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

**PROGRAM OF WORK**  
**2011-2012**

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**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**



# 2011-2012 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> <li>Present workshops at local meetings and state conference</li> </ol> </li> </ul>	All	Ongoing  Ongoing  Ongoing
<ul style="list-style-type: none"> <li>Increase membership in the Professional Division</li> </ul>	<ul style="list-style-type: none"> <li>Recruit thirty (30) 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> <li>Retain 100% of professional members</li> </ul>	Executive Vice President of Membership Cecilie Lane	March 1  Ongoing

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Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> <li>• Increase networking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>1) Contact current members</li> <li>• Interact with Professional Division members               <ul style="list-style-type: none"> <li>1) Invite Professional Division members to all state conferences</li> </ul> </li> </ul>	<p style="text-align: center;">Director of Communications Andrew Todd</p>	<p style="text-align: center;">Ongoing</p>
	<ul style="list-style-type: none"> <li>• Utilize business professionals as competitive event sponsors, workshop presenters, judges, and career fair participants               <ul style="list-style-type: none"> <li>1) Create/maintain an interactive database of business professionals</li> </ul> </li> </ul>	<p style="text-align: center;">Secretary-Treasurer Taylor Phoumivong</p>	<p style="text-align: center;">Ongoing</p>
	<ul style="list-style-type: none"> <li>• Utilize PBL alumni as competitive event sponsors, workshop presenters, judges, and career fair participants               <ul style="list-style-type: none"> <li>1) Create/maintain a database of PBL alumni</li> </ul> </li> </ul>	<p style="text-align: center;">Secretary-Treasurer Taylor Phoumivong</p>	<p style="text-align: center;">Ongoing</p>

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## Goal #2: Relationships – Increase Involvement of FBLA Members, Professional Division Members, Business Professionals, and Alumni

<ul style="list-style-type: none"><li>• Increase networking opportunities (continued)</li></ul>	<ul style="list-style-type: none"><li>• Coordinate a business visit during the state conferences</li></ul>	Director of State Programs Andrew Lane	October 1
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# 2011-2012 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 2011-2012 nationally-approved March Of Dimes projects or programs               <ol style="list-style-type: none"> <li>1) Raise \$7,000 for 2011-12</li> <li>2) Encourage local chapters to increase previous year donation by 15%</li> </ol> </li> </ul>	Director of State Programs Andrew Lane	Ongoing
	<ul style="list-style-type: none"> <li>• Participate in at least one of the following 2011-2012 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) Make-A-Wish Foundation</li> <li>4) Relay for Life</li> </ol> </li> </ul>	Director of State Programs Andrew Lane	Ongoing
	<ul style="list-style-type: none"> <li>• Participate in a diaper drive for Arkansas Diaper Depot</li> </ul>	Director of State Programs Andrew Lane	November 17

# 2011-2012 ARKANSAS PBL PROGRAM OF WORK

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

### Activities

	<ul style="list-style-type: none"><li>• Participate in other community service projects as decided by local chapter</li></ul>	Director of State Programs Andrew Lane	Ongoing
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# 2011-2012 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 website and other state-approved means</li> </ul>	Parliamentarian Chuong Do	Ongoing
	<ul style="list-style-type: none"> <li>Distribute information about all PBL projects, conferences, and activities               <ol style="list-style-type: none"> <li>Maintain an informative PBL brochure</li> <li>Use the FBLA-PBL name in all marketing efforts</li> <li>Maintain monthly contact with active chapters</li> </ol> </li> </ul>	Director of Communications Andrew Todd	Ongoing
	<ul style="list-style-type: none"> <li>Publish an electronic state newsletter               <ol style="list-style-type: none"> <li>Submit to the state Director of Communications (and copy the state adviser) chapter information for the <i>PBL Press</i></li> </ol> </li> </ul>	Director of Communications Andrew Todd	20 days prior to the state conferences (October 28 and March 23)
			October 1

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Objectives	Action Plan/Tasks	Officer Responsible	Deadline
<ul style="list-style-type: none"> <li>Inform local chapters of state and local PBL activities (cont.)</li> </ul>	<ul style="list-style-type: none"> <li>Compile and distribute the Local Chapter Officer e-Directory to all PBL chapters</li> </ul>	Secretary-Treasurer Taylor Phoumivong	February 1
	<ul style="list-style-type: none"> <li>Create a standardized form to collect local chapter officer information</li> </ul>	Secretary-Treasurer Taylor Phoumivong	October 1 February 1
<ul style="list-style-type: none"> <li>Facilitate communication among state and local officers and advisers</li> </ul>	<ul style="list-style-type: none"> <li>Create a distribution list for all local chapter presidents</li> </ul>	Secretary-Treasurer Taylor Phoumivong	October 1 February 1
	<ul style="list-style-type: none"> <li>Use national- and state-prepared media on state and local levels</li> </ul>	Parliamentarian Chuong Do	Ongoing
	<ul style="list-style-type: none"> <li>Re-establish a state boardroom on the web site</li> </ul>	Executive Vice President of Membership Cecilie Lane	Ongoing
	<ul style="list-style-type: none"> <li>Create contact information for distribution to local media outlets</li> </ul>	Director of Communications Andrew Todd	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
• Provide information to stakeholders	• Use the business professionals and alumni databases	Director of Communications Andrew Todd	Ongoing
	• Provide access to publications	Director of Communications Andrew Todd	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"> <li>Facilitate member enrichment through participation in national-level programs</li> </ul>	<ul style="list-style-type: none"> <li>Encourage participation in CMAP and other national programs</li> <li>Establish a state award recognizing the chapter with the largest number of CMAP levels completed</li> <li>Inform local chapters of available national-level programs</li> </ul>	<p>Director of State Programs Andrew Lane</p> <p>Director of State Programs Andrew Lane</p>	<p>National deadlines</p> <p>Ongoing</p>