



Program of Work



Colorado FBLA Program of Work: 2024-2025

State Theme: Reach New Horizons

Our “Why”:

- **Goal 1: Service** – To assist and raise awareness of the organization within Colorado through community service, March of Dimes, Colorado Relief Fund, financial leadership and financial literacy activities.
- **Goal 2: Education** – To assist and raise awareness of the organization within Colorado through promotion of classroom activities, BAAs, PEAK/Champion Chapters, National FBLA education programs, and competitive events.
- **Goal 3: Progress**- To assist and raise awareness of the organization within Colorado through public relations, outreach, sponsorships, and advocacy.

Content Areas: Public Relations, Professional Development, Business & Industry Connections, Social Activities, Financial Leadership Activities, Community Service and Advocacy.

SERVICE		
Main Objective	Plan of Action	Content Area
Create awareness of financial concepts with FBLA members	<ul style="list-style-type: none"> a. Biweekly financial concept lesson on Colorado FBLA Instagram <ul style="list-style-type: none"> i. Post every other Friday b. Financial literacy competition <ul style="list-style-type: none"> ii. Year long financial leadership challenge <ul style="list-style-type: none"> 1. Social Media Challenge during Summer Starter. 2. Virtual Finance Contest during Shaping Success. 3. Fundraising Event during Service Season 4. Shark tank pitch during CTE Celebration. 	Financial literacy activities, public relations, professional development
Continuation and promotion of Service Sundays	Promotion of Service Sunday and recognize best service activity	Public relations, business and industry connections, social activities, financial leadership activities, community service and advocacy
Creation of a fundraising tool kit	<ul style="list-style-type: none"> a. Full fundraising tool kit <ul style="list-style-type: none"> i. Address fundraising for both chapter and service initiatives ii. Recognize/highlight successful fundraising campaigns 	

EDUCATION

Main Objective	Plan of Action	Content Area
<p>Enhance Leadership Skills among FBLA members</p>	<p>a. Develop a Leadership Article Series:</p> <ol style="list-style-type: none"> I. Research FBLA connect II. Partner with local business leaders and educational institutions to design a series of articles. III. Schedule regular posts covering topics such as public speaking, team management, and strategic planning. 	<p>Public Relations, Professional Development, Business & Industry Connections</p>
<p>Increase awareness of National FBLA partner programs</p>	<p>a. Research value in FBLA Partner Programs</p> <ol style="list-style-type: none"> i. Inform members of opportunities and WHY they should participate <p>b. Promote the programs to members (Ex. MMM, workshops, memo Mondays etc.)</p> <p>c. Partner Programs Toolkit</p>	<p>Professional Development</p>
<p>Create an Alumni Partnership Program</p>	<p>a. Implement an alumni partnership programs:</p> <ol style="list-style-type: none"> I. Research FBLA Alumni and their industries (Collegiate level) II. Offering Volunteer opportunities (Judging, Workshops, etc) 	<p>Public relations and outreach</p>

PROGRESS

Main Objective	Plan of Action	Content Area
Encourage and promote CTSO Collaborations	<ol style="list-style-type: none"> 1. Every month highlight a similarity between the CTSOs like competition or focus range through joint social media posts <ul style="list-style-type: none"> ○ emphasize the importance of career preparation in every career path 	Public Relations, Business & Industry Connections, Social Activities, Advocacy
Recognise members throughout Colorado	<ol style="list-style-type: none"> 1. Star Members 2. MOM 3. MMM Standout 4. District/Local Officers 	Public relations, advocacy
Promote national competition resources	<ol style="list-style-type: none"> 1. research different types of competitions 2. connect with prior winners in those events 3. create promotional materials 	Public Relations

President's Council

Main Objective	Plan of Action	Content Area	Due Date	Status