

**2025 Colorado FBLA President's Council
Program of Work**

Main Objective	Plan of Action	Content Area
Promote FBLA Spirit Across Members	<ul style="list-style-type: none"> a. Curate 3 local chapter spirit videos for presentation at the State Leadership Conference <ul style="list-style-type: none"> i. Promotional post with guidelines ii. Promoted until due date iii. Submissions via linktree on COFBLA Instagram, Memo Mondays, & emailed to advisers (Jotform) b. Promote FBLA Spirit Week <ul style="list-style-type: none"> i. February 9th-15th <ul style="list-style-type: none"> 1. Service Sunday 2. Marketing Monday 3. CTE Tuesday 4. Why Wednesday 5. Thankful Thursday 6. Fundraising Friday 7. Success Saturday ii. Encourage member participation at the National level iii. State Officer team ten day countdown to FBLA week 	Social activities, public relations
Promote FBLA Merch Creation	<ul style="list-style-type: none"> a. Promote school based enterprises (SBEs) within local chapters <ul style="list-style-type: none"> i. Chapters apply to create FBLA clothing to be sold at SLC <ul style="list-style-type: none"> 1. Application includes 2-4 FBLA-themed items. 2. One chapter is selected to sell merchandise at the State Leadership Conference on Day 2 at the Exhibitor Fair. 3. All profits go to the chapter. ii. Promote on COFBLA social media platforms. 	Business & Industry Connections and Professional Development
Promote Collaboration Between High School	<ul style="list-style-type: none"> a. Connect middle & high schools by fostering early mentorships. 	Public relations and outreach,

FBLA Chapters and their Middle Schools	<ol style="list-style-type: none">i. High school FBLA chapters reach out to neighboring middle schools and lead events relating to FBLA, business, and leadership.ii. High school chapters submit a short summary and photos using a COFBLA Jotform.iii. Shoutouts on Mondays on COFBLA Social Media accounts.iv. Promote through COFBLA social media<ol style="list-style-type: none">1. Short demo- how to submit information	social activities, advocacy
--	--	-----------------------------