

# Arkansas Phi Beta Lambda



## State Officer Candidate Guide & Application

Updated 2019

*To the Prospective Candidate:*

*Congratulations! You have just taken the first step toward serving as a state officer of Arkansas Phi Beta Lambda. Your State Adviser and current state officer team wish you the best of luck as you work toward your goal of becoming a state Phi Beta Lambda officer.*

*If elected, your year as a PBL State Officer will be a rewarding and enriching experience. Although you will dedicate much hard work and time to your duties as a state officer, the experience you gain will prepare you for your future and provide you with life-changing events and friendships along the way.*

*While preparing your campaign, remember that officers who win elections are the ones that do the most research and develop objectives that are truly attainable. Your preparedness, along with a well-developed campaign, will definitely give you the confidence to succeed.*

*The current state officers applaud you for your effort and willingness to take part in leading Arkansas Phi Beta Lambda, one of the best, largest, most active and award-winning chapters in the nation! As an officer of the Arkansas State Chapter of Phi Beta Lambda, you will have many opportunities to be proud; and along with this pride comes responsibility—the responsibility to represent your state in a professional and business-like manner at all times.*

*This guide includes the campaign rules and procedures you will need to be familiar with to run a campaign for state office. Read this guide carefully and please do not hesitate to contact the state president or state adviser should you have any questions.*

*Best of luck with a great campaign and successful year,*

*Your Arkansas State Adviser and State Officer Team*

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## **Terminology and Definitions used in this guide:**

**State Leadership Conference (SLC)** – refers to the Arkansas Phi Beta Lambda Spring state conference, in which a candidate is running for office. All officers are elected at the State Spring Leadership Conference. The Parliamentarian is appointed at the State Spring Leadership Conference.

**Officer Candidate Interview** – prior to the Officer Candidate Briefing Session each officer applicant shall be interviewed by the PBL State Executive Council to ensure that the applicant has the requisite skills necessary to serve as an Officer of Arkansas PBL. This interview may be held electronically after receipt of the State Officer application.

**Officer Candidate Briefing Session** – the meeting held prior to the first day of the State Leadership Conference in which candidates and their advisers meet with current state officers and other officials to review campaign regulations and campaign materials.

## **Campaign Policies and Procedures**

It is the policy of Arkansas Phi Beta Lambda that any intent or distribution of materials containing state officer candidate information be prohibited outside the candidate’s home chapter (where their membership exists) prior to the Officer Candidate Interview. Candidate information released prior to the interview is considered pre-campaigning outside of the chapter and may cause discussion of intent to run and the candidate to be disqualified.

**Recruitment of Campaign Workers** – Recruitment of campaign workers from outside of your home chapter may not be conducted prior to the Officer Candidate Interview.

## **Out-of-Chapter Contact** – *State officer candidates may not*

- *Contact members from other chapters prior to the Officer Candidate Interview*
- *Post the candidate’s intent to run for state office on Web pages, including chapter Web sites, on local and state message boards, or any social media format prior to the Officer Candidate Interview*
- *Publish a campaign web site prior to the Officer Candidate Interview.*

Contacting vendors, state or national officers, state staff, board members, and Professional Division members with questions is not considered out-of-chapter campaigning.

**Official Campaign Start** – Official campaigning for state office may begin after the Officer Candidate Interview.

**Campaign Areas** – Campaigning may be conducted in meeting room areas. Candidates are reminded that the guest room areas, public lobbies, elevators, and restaurants/shops serve all guests and shall not be used to post election materials

### **Campaign Materials and Regulations**

All campaign materials must be submitted and approved by the PBL State Executive Council. Photographic examples of campaign materials must be submitted prior to the Officer Candidate Interview, including

- One each of any campaign items and literature (stickers, brochures, flyers, data sheets, campaign signs, etc.). These items must be properly identified with the name of the candidate and the office sought. Community or state literature, buttons, or bumper stickers, which do not endorse or reference the candidate, do not need to be personalized or submitted.
- A sample of any items that will be given away at the campaign booth to generate name recognition (i.e. wrapped candy, pencils, stickers). All such items must be identified with the name of the candidate and office sought. Small items, such as candy, do not need to be labeled provided they are displayed in a labeled container.

**Prohibited Campaign Materials** – Alcohol, tobacco, matches, illegal items, and hazardous materials such as gasoline and pesticides may not be distributed.

**Distribution of Campaign Materials** - Approved campaign materials for state officer candidates may be distributed in the campaign halls during campaign hours and placed in chairs before the General Sessions begin. No material can be posted inside of a General Session or other meeting rooms; however, hand-held candidate campaign signs can be used. State officer candidates and their campaign staff may also hand out campaign literature at the doors as both students and advisers enter and leave the General Sessions.

**Cost of Violations** – Violations of these guidelines can result in a candidate being disqualified from the election.

### **Campaign Hall Regulations**

Candidates will be assigned an area in the campaign hall for their campaign booths. Candidates will not be notified of their booth assignment until the Officer Candidate Briefing Session. Candidate booths will consist of one 6 or 8 ft. table.

**Campaign Area** - All candidates and their campaign managers are responsible for maintaining a clean and orderly campaign hall. Everyone will be expected to work together to ensure that stickers and other campaign material found stuck to the floor or outside the campaign area are cleaned up in a timely and appropriate manner.

**Display of Posters** - Approved posters or any other promotional materials may be displayed only in the assigned area. Items may not be pinned, taped, tacked, or in any way adhered to walls, floors, ceiling, or furniture.

**Respect for Exhibitors** – Candidates should remember that the campaign booths share space with commercial exhibitors and state partners. As you plan your campaign area, please remember to be courteous to other exhibitors and not plan activities in the campaign hall that would disrupt their ability to conduct business.

**Audio-Visual Equipment** – Audio-visual equipment may not be used in a candidate booth.

**Booth Setup and Hours** – Candidates may set up their campaign booths at a designated time following the Officer Candidate Briefing Session. Campaign booth hours will be listed in the state conference program. State Officer Candidates should dismantle their booths immediately following the campaign booth hours. Campaign booths will be assigned and located in the exhibit area in an equitable and appropriate manner that promotes the election process and each candidate fairly.

## **Campaign Speeches**

Candidates for state office will deliver their campaign speeches during the Opening General Session. The candidate's local chapter adviser must be present during the Opening General Session for the campaign speeches. All campaign speeches are limited to a total of two minutes. Only the state officer candidate may participate in the campaign speech (i.e., no introductions, skits, or props.) This time is monitored and strictly enforced.

Because PBL is a professional association, candidates are strongly encouraged to develop their campaign presentations accordingly. Campaign speeches and other presentations should be professional, business-like, and delivered in a way to bring credit and respect to the candidate and to the association.

## **Election Activities and Schedule**

**Officer Candidate Briefing Session** - All candidates for state office must attend the Officer Candidate Briefing Session. Each candidate **must have** his/her adviser (or other faculty member) present at this meeting. Campaign guidelines will be reviewed and candidate's questions will be answered during this session.

**Voting** – State officer elections will take place during the State Leadership Conference throughout the day by the Voting Delegates completing the ballot at Conference Headquarters.

**Officer candidate campaigning ends on the evening prior to the Second General Session.**

**Installation of Newly Elected State Officers** – Newly-elected state officers are inducted during the Closing General Session on the second day of the State Leadership Conference. Election results are announced immediately before the officer installation begins. During the Spring Leadership Conference, all officer candidates are required to attend the Awards of Excellence rehearsal prior to the Awards of Excellence Program.

## **Voting**

A majority vote is required for election. Voting will be held in accordance with Arkansas PBL State Bylaws.

If no candidate for an office receives a majority vote on the first ballot, the two candidates receiving the highest number of votes will be included on the next ballot.

It will be announced whether a majority has been reached for each office after each round of balloting. In the event that a majority is not reached on a ballot for a particular office, the vote totals will be announced prior to re-balloting. Once a majority is reached for all offices, the final vote tally will be included as part of the announcement of results at the appropriate session.

**In the Event of Vacancy** – If an office is not filled at the State Leadership Conference for any reason, the state officer team and the state adviser may accept applications from members of qualified chapters. Specific details on the process to be used will be announced if appropriate. Any necessary appointments will be made in time to allow the officer to participate in any officer training or planning sessions.

## **Submitting the Application**

In accordance with Arkansas State Bylaws, Article VI, Section 4B, each interested person must submit an application to the State Adviser at least 15 days prior to the State Leadership Conference.

Please note that all officer candidates must complete the Officer Candidate Interview and attend the Officer Candidate Briefing Session, which occurs before the First General Session. Applications must be certified by the candidate's local chapter adviser, and e-mailed to:

PBL State Adviser, Dr. Philip Tew  
[ptew@astate.edu](mailto:ptew@astate.edu)

If you have questions about this process, please contact the PBL State Adviser.

## **Duties of the State Officers**

The duties of the State Officers shall be as follows and as set forth in the Arkansas PBL Bylaws. All Officers shall assist in planning, organizing, and attending to the details of the Fall and Spring Leadership Conferences. Officially assigned conference duties of state officers take **precedence** over any other activities, *including* participating in competitive events.

All Officers are expected to attend National and State Leadership Conferences, and/or state officer training.

The **President / CEO** shall

- Serve as Chair of the State Executive Council
- Preside over the Council meetings and business meetings of PBL
- Serve as a member of the Board of Directors
- Appoint appropriate committees and committee chairs
- Serve as an ex-officio, non-voting member of all committees
- Create and publish the State Chapter Annual Business Report for distribution to local chapters at the State Leadership Conference.
- Perform other duties for the promotion and development of local, state, and national PBL, including the Arkansas business community
- Serve as an Ambassador for Arkansas PBL

The **Executive Vice President – Internal Relations** shall

- Establish, maintain, and coordinate recruitment and retention of members and chapters
- Coordinate officer visits to active and inactive local chapters
- Develop and coordinate activities to improve return on investment for members
- Coordinate Inter-Chapter events
- Coordinate officer interaction with FBLA and travel to FBLA District and State Conferences.
- Serve as an Ambassador for Arkansas PBL
- Assume the responsibilities of the Office of President if the President / CEO is unable to complete his/her term of office

The **Chief Information Officer** shall

- Develop and maintain promotional materials for State Chapter
- Coordinate utilization of State Website to serve members and promote State Chapter
- Develop and maintain corporate and business database and partnership relations around the state to foster continuous involvement with State Association
- Coordinate interaction with Arkansas PBL Alumni, by creating and maintaining a database and fostering continuous Alumni involvement with State Association
- Gather news from state chapter and local chapters to publish and distribute newsletters to members, inactive chapters, alumni, Professional Division members, and business partners
- Initiate communication with state and national officers to promote quality articles for national publications
- Create press releases related to State Chapter activities and send to local, state, and national media
- Create and maintain local chapter adviser directory
- Coordinate promotion of PBL to Arkansas FBLA
- Serve as an Ambassador for Arkansas PBL

The **Executive Vice President – External Relations** shall

- Develop relationships with external businesses to create a database of potential judges, speakers, workshop presenters, and donors
- Assist State Adviser in gathering judges for the State Leadership Conference
- Serve as an Ambassador for Arkansas PBL
- Develop and maintain corporate and business database and partnership relations around the state to foster continuous involvement with State Association
- Coordinate interaction with Arkansas PBL Alumni, by creating and maintaining a database and fostering continuous Alumni involvement with State Association

The **Chief Programming Officer** shall

- Assist the State Adviser in planning of state conferences by coordinating workshop topics, workshop presenters, keynote speaker, etc.
- Develop and Coordinate a state-wide community service project for Arkansas PBL
- Coordinate State Chapter involvement nationally - and state - approved charitable organizations
- Serve as an Ambassador for Arkansas PBL

The **Chief Financial Officer** shall

- Keep an accurate record of all business meetings of the State Leadership Conferences and the State Executive Council
- Promptly supply at least one copy of the minutes and substantiating reports to the President and State Adviser
- Present the financial report to members at the Spring and Fall Leadership Conferences
- Assist the President with the State Chapter Annual Business Report
- Assist the State Adviser and Executive Vice-President – External Relations in fundraising for the State Leadership Conference and the National Leadership Conference
- Serve as an Ambassador for Arkansas PBL

The **Parliamentarian** shall

- Advise the President of the orderly conduct of business in accordance with PBL Bylaws and the most recent version of Robert’s Rules of Order Newly Revised
- Coordinate preparation of Arkansas’s Parliamentary Procedure team for National competition
- Promote and facilitate state officer election process and procedures under direction of the State Adviser
- Serve as an ex-officio (non-voting) member of the State Executive Council
- Serve as an Ambassador for Arkansas PBL

These officers shall serve on the State Executive Council and perform such duties as directed by the PBL President and the State Adviser and not inconsistent with the Bylaws and other rules adopted by PBL.

**State Officer Training and other required meetings**

State Officer Training is required of all state officers. Other required meetings include all Executive Council Meetings, State Leadership Conferences, National Leadership Conferences, and any special meetings called by the State Adviser. Disciplinary action, including removal from office, may occur following absence from two consecutive required meetings.

**State Officer Expenses and Reimbursement Policies**

Any expense incurred by state officers must have prior approval by the State Adviser.



Reimbursement shall be for State Officer expenses at the following rates:

- Mileage of 20¢ per map mile traveled (occupancy of four officers per vehicle)
- \$200 to the officer's chapter for expenses related to traveling to the National Leadership Conference

### **Tips for Officer Candidates**

- **Start planning early.** Effective campaigns require sufficient time to prepare and to complete all pre-conference and conference responsibilities.
- **Consult with current and former state officers.** They are a valuable resource for campaign tips, suggestions, and advice.
- **Develop a campaign timeline** with deadline dates for application, campaign materials, budget, printing, etc.
- **Create a distinguishing and creative campaign theme.** Use the theme throughout the entire campaign to establish a link of identification for conference delegates.
- **Develop a fact sheet or brochure** highlighting your ideas, goals, and qualifications.
- **Practice, practice, practice** the campaign speech.
- **Prepare for a great variety of campaign questions.** Consult a good interviewing book to get some possible questions. Be prepared to be asked about state and national PBL programs.
- **Carefully read the FBLA-PBL *Chapter Management Handbook*, *State Officer Candidate Guide*, *State Program of Work*, and other association publications.** The FBLA-PBL Pledge, Creed, Goals, and Code of Ethics are the foundation of the association and the source of many questions for candidates.
- **Remember the campaign can only be discussed within the chapter the candidate is running from until the candidate has been approved at the candidate interview session. Any discussions outside the chapter on the candidate will result in automatic disqualification.**

# STATE OFFICER APPLICATION

## ARKANSAS CHAPTER

Return to:

PBL State Adviser, Dr. Philip Tew  
[ptew@astate.edu](mailto:ptew@astate.edu)

Please submit the following materials to the state office:

- Completed State Officer Application
- Resume, not to exceed two pages, that includes the following
  - Qualifications
  - Number of years in PBL
  - PBL Offices Held and Term of Office
  - Business Courses taken or currently enrolled
  - Awards and Honors
  - Leadership Positions Held
- Two letters of Recommendation, one from your local chapter adviser and one from a school official stating credentials and qualifications of candidate and evidence of support by school and chapter.
- Transcript – unofficial transcript can be submitted

## CANDIDATE'S PERSONAL INFORMATION

OFFICE SOUGHT \_\_\_\_\_

NAME \_\_\_\_\_

SCHOOL \_\_\_\_\_

CANDIDATE'S PERMANENT ADDRESS AND TELEPHONE \_\_\_\_\_

\_\_\_\_\_

ADDRESS AND TELEPHONE WHILE AT SCHOOL \_\_\_\_\_

\_\_\_\_\_

CELL PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

ADVISER'S NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

IN CASE OF EMERGENCY, CONTACT \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ ALTERNATE PHONE NUMBER \_\_\_\_\_

SPECIAL MEDICAL INFORMATION (IF ANY)

\_\_\_\_\_

\_\_\_\_\_

NAME OF HOMETOWN NEWSPAPER \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. Why do you want to be a State officer?
2. Serving as a State officer is a major commitment of time, energy, and resources. Describe the arrangements you have made to ensure you can dedicate adequate levels of each if elected.
3. What qualities and past experiences do you possess that will enhance our state officer team?  
i.e. offices held, etc.
4. As a State Officer, one must know that there is no "I" in Team. Describe previous activities that demonstrate your ability to be an effective team player.

## SUPPORT STATEMENTS

Directions: Serving as a successful PBL State officer is a unique commitment that requires a strong partnership between the officer, the adviser, and school officials. This form is to be completed and signed by each party and returned in the completed State officer application.

### State Officer Applicant

If elected to serve PBL as a member of the State Officer Team I agree to:

*Place an "x" in each box and sign*

- Remain committed to my education and family obligations
- Make PBL State service my top priority after my education and family responsibilities
- Follow the PBL State Officer Handbook rules, guidelines, and responsibilities
- Attend all State Officer Training sessions
- Cooperate with my school, adviser, local chapter, state chapter, and State Adviser throughout my term in office
- Attend all required meetings, activities, and events
- Perform all assigned officer duties, whether specific per State by-laws, or special duties assigned by State president, State Adviser, or special committee chair
- All travel and/or expenses will have prior approval from the State Adviser
- Keep my school administration, local adviser, and state adviser informed of all activities
- Maintain the highest degree of personal honor, integrity, and ethics

Signature \_\_\_\_\_

### Chapter Adviser

If \_\_\_\_\_ is elected to PBL State office, I agree to:

*Place an "x" in each box and sign*

- Support this officer if he/she is elected
- Ensure that school officials are appropriately informed of officer activities
- Assist the officer in making appropriate travel arrangements
- Monitor the officer's academic program and communicate potential challenges to the State Adviser
- Assist the officer with the successful performance of his/her duties and responsibilities

Signature \_\_\_\_\_

### School Administrator (required for all State Officer candidates)

If \_\_\_\_\_ is elected to PBL State office, I agree to:

*Place an "x" in each box and sign*

- Support this officer if he/she is elected
- Support the adviser's role throughout the year and attendance at required events
- Enable the officer to attend events required of a State officer
- Encourage cooperation of faculty/other administrators to allow the officer to attend events required of a State Officer

Signature \_\_\_\_\_ Title/Position \_\_\_\_\_

Meetings to attend but not limited to:

- Fall Executive Council Meeting (Early August)
- State Fall Leadership Conference (End October)
- Spring Executive Council Meeting (Early January)
- State Leadership Conference (April)
- National Leadership Conference (June)