

Arkansas Phi Beta Lambda

Program of Work

2021 – 2022

VISION:

To be the premier student leadership organization in the State of Arkansas.

MISSION:

Arkansas PBL inspires and prepares students to become community-minded leaders by creating a vibrant, growing, award-winning state PBL chapter that offers valuable personal and professional benefits for its local chapters and their members.

2020-21 Arkansas Program of Work

Objective 1: In 2020-21, the membership of Arkansas Phi Beta Lambda was 472 paid members. Due to the uncertainty surrounding higher education due to COVID-19, Arkansas PBL 2021-22 Membership Objective is to retain the total membership number for 2020-21 of 238 paid members.

1. To obtain Objective 1, the following action plan and tasks have been developed:
 - A. Retain 100% of active chapters from 2020 – 2021. To assist in the matter, the Arkansas PBL website and social media will be utilized more to keep members informed as needed. The job of informing the members will be that of the Chief Information Officer.
 - B. Encourage local chapters to maintain 2020-21 membership levels and retain non-graduating seniors who were members during the 2020-21 year. In addition, encourage local chapters to submit initial dues by the October 20, 2021 national reporting deadline (dues may continue to be submitted throughout the 2021 – 2022 academic year until March 15, 2022). The job of assisting the local chapters of this task will be that of the Executive Vice President.

C. Increase the numbers of chapters within Arkansas Phi Beta Lambda by chartering or reactivating at least one (1) new chapter and visiting at least three (3) schools. The job of leading this task will be that of the Executive Vice President.

Objective 2: Inform local chapters of current state and national activities.

1. To obtain Objective 2, the following action plan and tasks have been developed:

A. Create effective avenues of communications to keep members informed of state and national chapter activities. These avenues include the following:

a. Maintain a GroupMe and email listserv consisting of 1-member representative of each active Arkansas Phi Beta Lambda chapter. The representative of the chapter should have their contact information provided to Arkansas PBL by October 1, 2021.

b. Allow members throughout the state to opt-in to receive communications directly from State Officers through the Remind text-messaging system and an email listserv.

c. Maintain social media accounts and share local chapter events.

d. Encourage Zoom recordings and distribution of online meetings with guest speakers.

e. Establish a Google Form for upcoming local chapter events throughout the state.

B. The job of assisting in this task will be that of the Chief Information Officer.

Objective 3: Facilitate communication among state and local officers and advisers.

1. To obtain Objective 3, the following action plan and tasks have been developed:

A. Distribute information about all PBL projects, conferences, and activities of a local, state, and national level in the form of three (3) electronic newsletters. Information from chapters should be sent through monthly Google Form updates, with distribution of the fall newsletter on December 1, 2021, the spring newsletter on May 1, 2022, and the summer newsletter on July 15, 2022.

B. The job of assisting in the task will be that of the Chief Information Officer.

Objective 4: Increase interaction with FBLA members and inform them about PBL and the opportunities that it offers.

1. To obtain Objective 4, the following action plan and tasks have been developed:
 - A. Deliver greetings, either live or virtual, at local FBLA chapter meetings and conferences.
 - B. Attempt to communicate with FBLA advisers to notify of PBL meeting speakers live and recorded presentations that may be of interest for FBLA students as well.
 - C. The job of assisting in the tasks will be that of all State Officers.

Objective 5: Increase networking opportunities and interactions with professionals.

1. To obtain Objective 5, the following action plan and tasks have been developed:
 - A. Utilize business professionals and PBL alumni as competitive event sponsors, workshop presenters, judges, and panel discussants.
 - B. Invite local business professionals to have Zoom interviews / presentations each semester.
 - C. The job of assisting in the tasks will be that of the Executive Vice President and the Chief Financial Officer.

Objective 6: Encourage participation in community service programs including the statewide community service initiative.

1. To obtain Objective 6, the following action plan and tasks have been developed:
 - A. Local chapters will be encouraged to participate in a 2021-22 Statewide Community Service Initiative – “Support the Kids”.
 - B. Local chapters will be encouraged to participate in community service projects that involve supporting K-12 students in some way. This can be through donating your time, money, supplies, and effort.
 - C. Donate \$1 per paid registration of the State Leadership Conference to FBLA – PBL Foundation.
 - D. Recognize chapters who complete the Gold Chapter Rubric at the SLC.

E. The job of assisting in the tasks will be that of the Chief Programming Officer and Parliamentarian.

Objective 7: Encourage diversity in advisors, members, and staff, with said diversity including different races, ethnicities, and genders.

1. To obtain Objective 7, the following action plan and tasks have been developed:
 - A. Utilize a diverse array of speakers for meetings and presentations.
 - B. Encourage the participation and inclusion of diversity in membership.
 - C. The job of assisting in the tasks will be that of all State Officers.