

Service

Objectives	Activities	Time Line	Responsibility	Budget	Benchmark	Evaluation (Goal range)	Mid-Year Status Update	End Of the Year Evaluation
<i>Increase overall service</i>	Promote the CSAs	All year	All officers: Tweet 8x throughout year, mention on flyers for Oct. Comm. All officers: Tweet 5x using #WIFBLACHARITY; Region VPs share ideas between regions and recognize those who participate; Kenzi: Create an idea sheet; Hailey: Create and distribute a flyer; All officers: Share at FLL; Region VP: Recognize participating chapters at RLCs	none	<a href="https://goo.gl/g">https://goo.gl/g</a>	Amount of members completing the		
<i>Increase fundraising and awareness of the March of Dimes</i>	October community service month	October (begin promoting in September) Organize during planning of each conference (RLC, FLL, WFLC, SLC)	Region VPs: Plan a miracle moment at RLC; All officers: Plan miracle moment at each FLL; Brittany: organize miracle moment at WFLC & SLC Regional VPs: Contact MoD family to present; Brittany: Contact MoD family to present at SLC	none		Number of hashtag uses; number of chapters that are involved		
	Miracle Moments at RLCs, FLLs, WFLC, and SLC Have MoD families present at SLC and some RLCs	RLC & SLC Contact MoD Office: October Organize specific details during SLC planning	Brittany: Reach out to the March of Dimes office in October. Organize specific mini-march details during planning for SLC.	TBD	How much was raised last year?	Total funds raised by the state in this FBLA year Speaker present at regional and state conferences		
	Hosting a mini-march at SLC			TBD	How much donations were sent in last year by local chapters?	Attendance of mini-march		
	Promote Miracle Moments in local chapters	All year (especially in November) Flyer Finished: 3/21/16	Region VPs: promote through regional communication materials (include at least 3 promotional communications regarding miracle moments); All officers: Promote miracle moments on Twitter	none		Amount of Donations - track any increases		
	Promote participation in local March of Dimes walks	Sent out to local chapters: 4/1/16	Brittany: Create a flyer Regional VPs: Send out flyer to all local chapters Region VPs: promote through regional communication materials (include at least 3 promotional communications regarding miracle moments); All officers: Promote miracle moments on Twitter	none		Chapter participation in local community March of Dimes walks; track hashtag uses #WIFBLAMoD		
Promote prematurity awareness month	November			none		Track number of chapters who participated - look at tweets		

Goal Statement No.	Education						
Objectives	Activities	Time Line	Responsibility	Budget	Evaluation	Mid-Year Status Update	End Of the Year Evaluation
<i>Increase participation in the CTSO Collaborative Project</i> Timeline: 6/14/15 - online application opens 9/21/15 - first round proposals deadline 9/25/15 - first round award notifications 9/26/15 - second round proposals deadline 10/30/15 - second round award notifications 11/15/15 - 2/15/16: Progress Report Deadline 3/1/16 - all completed project reports due	Share information or an activity at the RLCs to promote this effort	RLC 2016: February 6	Each Region VP will provide information or an activity at their RLC	potential	Tally number of pledges. Record results from each region to use in future years as a comparison.		
	Invite a speaker (advocate) to WFLC	WFLC 2015: November 15-16	All officers will tweet ten times (once per each deadline) to promote this project. Region VPs will distribute infographics from Crossroads websites or created by officers and post hard copies at all RLCs.	TBD	Survey available to participants Speaker present at event		
	Promote through communication	6/14/15 - 3/1/16	Two State Officers sign on to the call to answer the questions asked to Sydney W.	none	Tally number of retweets and favorites on each tweet.		
	Host a related webinar	October 14 (WED) October Newsletter; Tweets: Prior to March 1	Regional Officers will provide information about BAA Market Share program in Regional Newsletters. ALL Officers will tweet 3 times on this.	none	Increase in BAAs being submitted this year		
<i>Increase involvement in BAA's</i>	Promote Market Share program	Prior to March 1	Handout/ Information can be given at FLL so members know what the different levels contain. Place BAA information in the scripts. At WFLC, a workshop will be presented about BAA's and other national programs by advisers.	none	Attendance at the Workshop at WFLC		
	Provide information at FLL and WFLC	FLL: OCT 14, 15, 16 WFLC: NOV 16 & 17.	All state officers: Go on YouTube, find helpful videos on proper business attire, upload future tweets on Tweet deck, schedule them before major events (FLL, WFLC, RLC, SLC, NLC, etc.) Potentially create our own video at NLC Scripted item, promote (Twitter), consistent prizes				
<i>Promote proper business attire</i>	Share videos Recognize Dress for Success	RLC 2016: February					
<i>Promote state and national opportunities</i>	Increase applications for scholarships	Leading up to scholarship due dates (Kevin P. Colling and Loraine Missing)	All State officers: send out 5 original tweets leading up to state and nationals informing the members about the scholarships that are available on each level. The tweets will include the due dates of the scholarships.	none	2015: Colling (7 apps - 1 award) & Missing (5 apps - 2 awards - prior year had only 1 app and award)	Determine how many scholarship applications get handed in compared to other years.	
<i>Increase post-secondary opportunity awareness</i>	PBL participation at RLC and SLC	April 11-12 February 6	All state officers will contact PBL representatives. PBL leaders will be informed about the opportunities to connect with conferences. Note regarding Regional Leadership Conferences - Regional VPs need to contact PBL reps in their region for RLC support such as workshops, event timers, etc Brittany: Contact colleges and direct them to Annette O'Hern (LaCrosse Central) and get them to come into the future fair and help out at SLC	none	<a href="https://goo.gl/YE3I4">https://goo.gl/YE3I4</a> <a href="http://goo.gl/HusY35">http://goo.gl/HusY35</a>	Determine how many freshman enroll into PBL in Wisconsin compared to previous years.	
	Future fair at SLC	April 11-12		TBA		Future Fair participation and turn out.	

Goal Statement No.	Progress								
Objectives	Activities	Time Line	Responsibility	Budget	Benchmark	Evaluation	Mid-Year Status Update	End Of the Year Evaluation	
<i>Promote participation in national programs</i>	Connect-10 (Foundation \$20 per ten paid members (all due Nov. 15));	Prior to deadline of each event.	All officers send out minimum of five original Tweets (planned in Tweet Deck). Potential WFeB and Regional Newsletter articles. Mention at the FLLs and	None		View favorites and retweets. Look at click rate for WFeB and Video			
	Outstanding Local Business Person; Who's Who; Outstanding Chapter	Prior to State Deadlines	All officers send out a minimum of five original Tweets (planned in TweetDeck). Mention in Regional Newsletter and WFeB. Talk about at FLLs	None		View favorites and retweets. Look at click rate for WFeB and Video President's Message click rate			
<i>Communicate</i>	Create a state calendar	Complete by August 1	Cecilia and Sydney B will create and share a Google calendar	none		Determine if the info is found helpful			
	Create an Executive Board Calendar	Complete by August 1	Shyanne and Brittany will create and share a Google calendar	none					
<i>Communicate</i>	Redesign WFeB	Monthly	Kenzi-redesign, mobile friendly, link to articles, less is more, Sydney will create a form and the Region VPs will send it to chapter advisers. The advisers should forward them to chapter presidents.	none		Track clicks and opens			
	Collect chapter president's emails	Collected by the last day of September		none		Determine how well the info got out to the chapters			
<i>Communicate dates and deadlines</i>	Webinars	Bi-Monthly starting in August	<a href="#">All officers- see seperate document</a>	none	Foundation donation	Views and responses			
	Tweets	Ongoing- meet requirements, must be programmed into tweet deck by September 1st.	<a href="#">All officers-meet tweet requirements.</a>	none		Favorites and retweets and connections			
<i>Communicate dates and deadlines</i>	Team introduction videos	Recorded at NLC	All officers (led by Sydney)	none					
	Google Community	Create by Sept 1; Implement through Nov/Dec; Encourage use throughout year	WEBIT will provide support for this initiative. It will be available for advisers only.	none		TBD			
<i>Communicate dates and deadlines</i>	Investigate other social media platforms	Analyze for all events	Kenzi will be the leader for this. Regional VPs will update their individual websites with the help of their advisers	none		Chapter Survey, see if the social media actually had views			
	Regional Websites	Ongoing	All officers will meet as a group at NLC and create a list of standards for our team. We will outline how we will address problems when they arise. We will discuss our personal leadership and confrontation styles. Cecilia will prepare the materials and outline.	none		At the end of the year, we will complete a form that evaluates how well we followed this plan as a rating scale from one to ten.			
<i>Create a team action plan</i>	Create a list of group standards	6/3/2015		none		Each week, we can evaluate what percent of all tasks were completed by each person, and strive to have all officers complete all assigned tasks each week.			
	Weekly task list and accountability	Every Monday	Cecilia will email everyone their agreed upon list of tasks from the most recent agenda each Monday, or every other, and the rest of the officers will reply by saying when they plan to complete the activities. This is basically an accountability system. Another option is to create a living to-do list document. All officers will make a copy of the monthly report template and complete all portions by the determined due dates. Reports will discuss personal and professional goals, completed tasks, and questions to be discussed at the next conference call. They should be submitted to each officer's individual adviser, Dave, and Sydney W. by being placed in the officer's position folder in the WI shared folder and emailing collaborators.	none		Dave and Sydney will evaluate the quality of each submission and ask for more clarification from officers as necessary. Individually, we can compare our individual submission's quality from the first one to the last.			
<i>Create a team action plan</i>	Submit monthly reports	Monthly (see State Officer Calendar)	Dave and Sydney W. will lead all conference calls and prepare the agenda. All officers are required to attend, and advisers are invited to as they desire. Officers are expected to communicate with their advisers following each call and refer to the agenda. Cecilia will take notes on the agenda.	none		The activity will be deemed successful if we all attend all scheduled calls.			
	Hold monthly conference calls	Monthly (see State Officer Calendar)		none		Attending the conference will help the high school levels to encourage the younger levels to continue. Also, with the younger members and get more involved.			
<i>Inspire Middle Level involvement</i>	Attend the Middle Level Regional Leadership Conference	2/20/2016 (Save the Date)	All officers should make an effort to attend one of the two Middle Level RLCs. Reach our to Middle Level and ask them to bring some if not all of their members. Email the high school chapters, even if they don't have a middle level to see if they would be interested in bringing some middle school students. You do not need to be a member to attend the conference	TBD		By inviting ML they could learn more before entering high school and then be ready to join once they reach HS.			
	Invite middle level students to FLL	October	Mention it at FLLs as appropriate if middle level students are present	TBD					
<i>Inspire Middle Level involvement</i>	Promote the ML MAP	October	Encourage HS chapters to engage with MS chapters and members with our established methods of communication	none					
	Encourage high school chapters to reach out to middle level students	Throughout the year	5 recruitment tweets are required by all officers before FLL; include date of FLL. Region VPs should contact active chapters within their region to discuss the possibility of inactive local chapters/students that may be willing to participate in FLL and potentially FBLA (including middle level). Also, any chapters that Region VPs directly are aware of showing interest should be contacted before the 2015-2016 school year or directly at the beginning of this respective school year.	none		Increase in non-FBLA members at FLL.			
<i>Recruitment of members and chapters</i>	Invite high school students without chapters to FLL	Prior to FLL - October. Before start of 2015-2016 school year.	Officers that are not VPs collaborate to create a general presentation that can be used as a recruitment tool in all local chapters; one officer may be the creator, but must be approved and agreed on by all five officers that are not VPs. VPs will be provided with this tool to promote freshmen recruitment. This tool will include: description of FBLA, mission statement, opportunities provided through FBLA, competitive events, what FBLA means to the officer presenting the information, and other topics that officers see fit. Created before the upcoming 2015-2016 school year to insure full effectiveness. Keep in mind this is a template that can be personalized to your region or local chapters.	none					
	Create a freshman recruitment guideline or example materials	Completed before the upcoming 2015-2016 school year.		none		Increase in chapter members in all regions.			

Recognition for chapters that "big brother/sister" other chapters and help reactivate or activate them

November 15th

Recognize "big brother/sister chapters" at their respective RLCs. Presentation of certificate and a possible small description of the connection that was made between the two chapters which made the reactivation or initial activation possible. This small description must be sent in one month prior to RLC (January 7th) in hopes that it will inspire other chapters to become a "big brother/sister" activation/reactivation chapter. Create guidelines for a "big brother/sister" chapter. Sydney Bell and VPs

none

Increase in reactivation chapters as well as an increase in the amount of chapters reactivated by "big brother/big sister" chapters.