

Theme: Creating Magic

Program of Work 2010 – 2011

GOAL 1: INCREASE MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer Past President Board	\$300
	f. Provide VBEA ribbons at FBLA-PBL State Leadership Conferences and VBEA Summer Professional Development Conference to promote VBEA membership	Community College Rep Vice President Regional Reps College/University Rep Treasurer	\$1100
	g. Promote VBEA at FBLA regional fall and spring conferences by providing refreshments, incentives, and VBEA membership information	Regional Reps College/University Rep Treasurer	\$600
	h. Promote VBEA at FBLA-PBL regional fall conferences by providing funds for recognizing the outstanding FBLA chapter in each region		

GOAL 1: INCREASE MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer Past President Board	\$300
	f. Provide VBEA ribbons at FBLA-PBL State Leadership Conferences and VBEA Summer Professional Development Conference to promote VBEA membership	Community College Rep Vice President Regional Reps College/University Rep Treasurer	\$1100
	g. Promote VBEA at FBLA regional fall and spring conferences by providing refreshments, incentives, and VBEA membership information	Regional Reps College/University Rep Treasurer	\$600
	h. Promote VBEA at FBLA-PBL regional fall conferences by providing funds for recognizing the outstanding FBLA chapter in each region		

GOAL 2: CONTINUOUSLY PROMOTE BUSINESS AND INFORMATION TECHNOLOGY

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer	\$300
	f. Provide VBEA ribbons at FBLA-PBL State Leadership Conferences and VBEA Summer Professional Development Conference to promote VBEA membership	Past President Board	\$1100
	g. Promote VBEA at FBLA regional fall and spring conferences by providing refreshments, incentives, and VBEA membership information	Community College Rep Vice President Regional Reps College/University Rep Treasurer	\$600
	h. Promote VBEA at FBLA-PBL regional fall conferences by providing funds for recognizing the outstanding FBLA chapter in each region	Regional Reps College/University Rep Treasurer	

GOAL 2: CONTINUOUSLY PROMOTE BUSINESS AND INFORMATION TECHNOLOGY (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer Past President Board	\$100 \$300

GOAL 3: PROVIDE SERVICES AND PROFESSIONAL OPPORTUNITIES FOR MEMBERS

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer Past President Board	\$300
	f. Provide VBEA ribbons at FBLA-PBL State Leadership Conferences and VBEA Summer Professional Development Conference to promote VBEA membership	Community College Rep Vice President Regional Reps College/University Rep Treasurer	\$1100
	g. Promote VBEA at FBLA regional fall and spring conferences by providing refreshments, incentives, and VBEA membership information	Regional Reps College/University Rep Treasurer	\$600
	h. Promote VBEA at FBLA-PBL regional fall conferences by providing funds for recognizing the outstanding FBLA chapter in each region		

GOAL 3: PROVIDE SERVICES AND PROFESSIONAL OPPORTUNITIES FOR MEMBERS (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer Past President Board	\$300
	f. Provide VBEA ribbons at FBLA-PBL State Leadership Conferences and VBEA Summer Professional Development Conference to promote VBEA membership	Community College Rep Vice President Regional Reps College/University Rep Treasurer	\$1100
	g. Promote VBEA at FBLA regional fall and spring conferences by providing refreshments, incentives, and VBEA membership information	Regional Reps College/University Rep Treasurer	\$600
	h. Promote VBEA at FBLA-PBL regional fall conferences by providing funds for recognizing the outstanding FBLA chapter in each region		

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
	i. Provide training and mentoring for all new board	President	

GOAL 3: PROVIDE SERVICES AND PROFESSIONAL OPPORTUNITIES FOR MEMBERS (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer	\$300
		Past President Board	

GOAL 4: SUPPORT AND PROMOTE FBLA AND PBL STUDENT ORGANIZATIONS

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	
		Vice President Regional Reps Treasurer	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Past President Board	\$300
	f. Provide VBEA ribbons at FBLA-PBL State Leadership Conferences and VBEA Summer Professional Development Conference to promote VBEA membership	Community College Rep Vice President Regional Reps College/University Rep Treasurer	\$1100
	g. Promote VBEA at FBLA regional fall and spring conferences by providing refreshments, incentives, and VBEA membership information	Regional Reps College/University Rep Treasurer	\$600
h. Promote VBEA at FBLA-PBL regional fall conferences by providing funds for recognizing the outstanding FBLA chapter in each region			

GOAL 4: SUPPORT AND PROMOTE FBLA AND PBL STUDENT ORGANIZATIONS (continued)

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
	e. Distribute VBEA gold membership pins for name tags to use at FBLA regional events and summer conference for promotional purposes	Vice President Regional Reps Treasurer	\$300
		Past President Board	

GOAL 5: STRENGTHEN THE LEGISLATIVE NETWORK

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
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	h. Promote VBEA at FBLA-PBL regional fall	Regional Reps College/University Rep Treasurer	

GOAL 6: MANAGE VBEA OPERATIONS EFFICIENTLY AND EFFECTIVELY

OBJECTIVES	STRATEGY	PERSON (S) RESPONSIBLE	BUDGET/STATUS
1. Increase membership by 5%	a. Target middle and secondary schools	Vice President Regional Reps	
	b. Target community colleges	Vice President Community College Rep Regional Reps	
	c. Target colleges and universities	Vice President College/University Rep	
	d. Continue 100 percent certificates for individual schools and districts; send certificates to school contact for presentation; publish for recognition the 100% list in the newsletter, on VBEA Website	Vice President Newsletter Editor Webmaster VBEA Agent	\$100
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