



**IGNITING
INNOVATION**

ALABAMA FBLA 2012-2013 BLUEPRINT FOR SUCCESS



Future Business Leaders of America Alabama Chapter

TO: Alabama Future Business Leaders of America Chapter Advisers

FROM: Lisa Weeks, State FBLA Adviser
Jackson Laye, State President, Tyler Laye, State Officer Adviser
Josie Perry, State Secretary, Leigh Anna Trimble, State Officer Adviser
Hannah Hollis, District 1 VP, Sonia Burden, State Officer Adviser
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Beth Dyer, District 3 VP, Jerodine Guyton and April Kyles, State Officer Advisers
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Peyton Cook, District 6 VP, Patricia Woods, State Officer Adviser

DATE: July 10, 2012

SUBJECT: ALABAMA FBLA BLUEPRINT FOR SUCCESS

Please find the attached Alabama FBLA Blueprint for Success. The goal of the Blueprint for Success is to encourage active chapters, provide guidance in planning chapter activities, and assist chapters in achieving recognition and awards at the state and national level.

The first section titled "Blueprint Guidelines" provides information regarding the requirements for the different levels of achievement along with directions and due date for submission of the Blueprint. The remainder of the Blueprint shows the required and optional tasks and the suggested documentation for each task. Each line item on the Blueprint shows the correlated Alabama and National Outstanding Chapter activities and Business Achievement Award activities.

For example, notice task R1 (Conduct a Planning Session). This task correlates with the National Outstanding Chapter activities #2, 20 and 21 as indicated by the codes N2, N20, and N21. Task R1 also correlates to the Alabama Outstanding Chapter activity #1 as indicated by the code A1. Any Business Achievement Award activity, which correlates to a specific task, will be indicated in the Business Achievement Awards column. For example, task R1 correlates to A5, which is activity 5 in the America level of the Business Achievement Awards. The activities in the Business Achievement Awards column begin with F, B, L, or A indicating Future, Business, Leader, or America levels.

Chapters are NOT required to achieve National Outstanding Chapter, Alabama Outstanding Chapter or the Business Achievement Awards in order to achieve Outstanding Level on the Blueprint. The information provided for these additional awards are for planning purposes only.

Please do not hesitate to contact your District VP with any questions regarding completion of the Blueprint for Success. Thank you in advance for your dedication in making Alabama FBLA the best. We are looking forward to a successful 2012-2013 year.

BLUEPRINT GUIDELINES

1	Complete all of the tasks listed on the "Required" page and 10 additional items on the "Optional" pages to receive a ribbon at the State Leadership Conference. (Recognition Level)
2	Complete all of the tasks listed on the "Required" page and 15 additional items on the "Optional" pages to receive a certificate and a ribbon at the State Leadership Conference. (Achievement Level)
3	Complete all of the tasks listed on the "Required" page and 20 additional items on the "Optional" pages to receive a certificate, ribbon, and recognition at the State Leadership Conference. (Excellence Level)
4	Complete all of the tasks listed on the "Required" page and 25 additional items on the "Optional" pages to receive a ribbon, lanyards, plaque, and recognition at the State Leadership Conference, plus a \$100 stipend for NLC. (Outstanding Level) Chapters completing the Blueprint for Success-Outstanding Level are eligible for Alabama FBLA Outstanding Chapter.
5	Check all boxes beside the activities you have completed. Refer to the Chapter Management Handbook to verify tasks needed to accomplish goals of receiving Chapter/Member Recognition Awards.
6	Place the code of the corresponding task in the top, right corner of each piece of documentation. Must have at least one piece of documentation for each activity. Documentation for Blueprint for Success must be bound using a report cover (not a binder). <i>(Example: R7 – Celebrate FBLA Week and/or American Free Enterprise Day.)</i>
7	Mail Blueprint for Success by <u>March 8, 2013</u> to: Mrs. Lisa Weeks Alabama Department of Education P. O. Box 302101 Montgomery, AL 36130-2101

REQUIRED				
Code	Outstanding Chapter	Business Achievement Awards	Tasks	Suggested Documentation
R1 <input type="checkbox"/>	N2, N20, N21 A1	A5	Conduct a planning session for newly-elected local chapter officers to include a program of work and budget. (See the Local Chapter Organization section of the Ch. Mgt. Handbook.)	Copy of Agenda and completed Program of Work Form
R2 <input type="checkbox"/>		B24, L17, A18	Submit 5 paid professional members (<u>Nov. 15, 2012</u>)	List of Paid members
R3 <input type="checkbox"/>	N1, N4 A35		Increase membership in the local chapter by 10% or increase last year's membership numbers by 10 or have 100% membership in one Commerce and Information Technology class.	Membership Achievement Form/100% Participation Form (in Chapter Management Handbook)
R4 <input type="checkbox"/>	A33		Make a \$100 donation to the ALABAMA FBLA-PBL Foundation . Mail checks to Mrs. Lisa Weeks prior to December 1, 2012 .	Copy of Check
R5 <input type="checkbox"/>	N30 A8, A9		Enter at least 10 competitors in Regional Online Testing.	Registration Form
R6 <input type="checkbox"/>	N14, N 15 A21, A22	F1, F5, B5, L2, L8	Participate in a project that benefits the March of Dimes and helps meet our state fundraising goal of \$45,000 and send MissionLift form to your local March of Dimes representative.	MissionLift Form and Copy of Check
R7 <input type="checkbox"/>	N24, N28, N29 A2, A3	F3, B4, B7, A3, A4	Celebrate FBLA Week and/or American Free Enterprise Day.	Photos/Letters/ Newspaper Articles
R8 <input type="checkbox"/>	N5, N14, N15	F1, F4, B5, L5, L8	Document at least 25 cumulative community service hours with at least 10% of your chapter participating in planning and/or service.	Rosters and Photos
R9	A10, A11, A25, A26, A27, A29	L18	Register for the 2013 Alabama FBLA State Leadership Conference with 4 members who will serve as voting delegates.	Registration Form
R10	A21	F5	Register all chapter members attending 2013 Alabama FBLA State Leadership Conference for the March of Dimes Mini Walk.	Registration Form and Copy of Check

	OPTIONAL			
Code	Outstanding Chapter	Business Achievement Awards	Tasks	Suggested Documentation
Awards/Conferences/Competitive Events				
O11 <input type="checkbox"/>	A14, A15, A16	A21	At least one local chapter member attended the 2012 Institute for Leaders (IFL).	Copy of Registration Form
O12 <input type="checkbox"/>		B6	Host an end-of-the-year banquet to recognize outstanding FBLA members.	Agenda
O13 <input type="checkbox"/>		A16	Prepare a Local Annual Business Report (submit with State materials).	Report Cover
O14 <input type="checkbox"/>	A34		Apply for the Alabama FBLA Foundation Scholarship (October 31, 2012).	Registration Form
O15 <input type="checkbox"/>	A24, A27, A30		Enter at least one of the following FBLA competitive events at State Conference: American Enterprise Project, Community Service Project, Business Financial Plan, Desktop Applications Programming, Partnership with Business Project, Website Design, Digital Design and Promotion, Digital Video Production, Computer Game and Simulation Programming, Management Decision Making, Banking & Financial Systems, or E-business.	Copy of Registration Form
O16 <input type="checkbox"/>	A23		Enter a candidate for District Who's Who in FBLA at State Conference.	Copy of Registration Form
O17 <input type="checkbox"/>	A6		Attend the Joint Leadership Development Conference (JLDC). (September 24-25, 2012) www.alabamajlde.org	Registration Form
O18 <input type="checkbox"/>	A36		Have 2 members complete the requirements for at least one level of the Business Achievement Awards. (Upload documentation to FBLA National Office no later than February 28, 2013).	Copy of Entry Form (See Chapter Management Handbook)
O19 <input type="checkbox"/>		F16	At least one FBLA member gain industry credentials for the current school year in an approved cluster grid (IC3, MOS, Brainbench, etc.).	Copy of Certificate
O20 <input type="checkbox"/>	A18	L1	Submit a state officer candidate application by state registration deadline.	State Registration
O21 <input type="checkbox"/>	N23		Develop a points system that recognizes members for participation in local chapter program of work. (See chapter management handbook for examples.)	Copy of Points System
O22 <input type="checkbox"/>	N16 A1	B6	Plan and hold an induction ceremony for new officers/members.	Program
O23 <input type="checkbox"/>		A22	Submit an application for a National FBLA Scholarship to National FBLA Office. (See deadline in Chapter Management Handbook.)	Application (See Chapter Management Handbook)
O24 <input type="checkbox"/>			Sponsor a volunteer of the year award within the local chapter.	Photo(s)/Certificate
O25 <input type="checkbox"/>			Utilize at least three business leaders from the community to assist local chapter members in competitive event preparation.	Names of business leader(s) and FBLA member(s), competitive event, and description of preparation
O26 <input type="checkbox"/>	N6 A36		Submit at least one member's nomination for the Leader Award, or higher, of the FBLA Business Achievement Awards Program.	List of Nominees
O27 <input type="checkbox"/>			Any other activity that is unique to your chapter.	Flyer/Photo/Agenda

March of Dimes				
O28 <input type="checkbox"/>	N15 A21	F5, L2	Promote Prematurity Awareness Month (November).	Photo(s)/Article
O29 <input type="checkbox"/>	N15 A22	F5, L2	Place March of Dimes coin boxes at local business/school.	Photo(s)/Reporting Form
O30 <input type="checkbox"/>	N15 A21	F5, L2	Have members sign a petition for preemies.	List of signed members
O31 <input type="checkbox"/>	N15 A22	F5, L2	Sponsor a fundraising event such as a hat day, a pool party, sports tournament, video game competition, etc., with all of the proceeds donated to the March of Dimes.	Photo(s)/Promotional Items
O32 <input type="checkbox"/>	N15 A21	F5, L2	Participate in Blue Jeans for Babies day. (National Day is November 17, 2012; however, the date is optional.)	Photo(s)/ Copy of Reporting Form
O33 <input type="checkbox"/>	N15 A22	F5, L2	Submit a "Banners for Babies" to be displayed at the 2013 State Leadership Conference. (Form is posted on the State Conference Registration Website)	Form/Copy of check
O34 <input type="checkbox"/>	N15 A21	F5, L2	Tour a Neonatal Intensive Care Unit (NICU).	Photo(s)/ Article/Press Release
O35 <input type="checkbox"/>	N15 A21, A22	F5, L2	Host a Mini Walk or participate in your community March for Babies. Submit reporting form to local March of Dimes representative or fax to Linda Gross at (334) 279-7362 by April 1, 2013.	Copy of Reporting Form
O36 <input type="checkbox"/>	N15 A22	F5, L2	Invite a guest speaker from NICU or March of Dimes office.	Photo/Press Release
O37 <input type="checkbox"/>	A21	F5, L2	Form a committee for FBLA March of Dimes for your local chapter.	List of committee members
O38 <input type="checkbox"/>	N15 A22	F5, L2	Conduct a Mission Moment.	Photo/Agenda/Mission Lift Reporting Form
O39 <input type="checkbox"/>	A21		Any other activity that is unique to your chapter.	Flyer/Photo/Agenda
Communications/Publications				
O40 <input type="checkbox"/>			Local chapter officers memorize the nine goals of FBLA.	Certificate of Completion
O41 <input type="checkbox"/>	N8 A3		Submit an article to your District VP for publication.	Copy of Article
O42 <input type="checkbox"/>	A3	F2	Design a bulletin board promoting FBLA in a high traffic area within the school.	Photo(s)
O43 <input type="checkbox"/>	A3		Post a copy of FBLA calendar of events on your school/chapter website.	URL
O44 <input type="checkbox"/>			Send 2 pictures of chapter activities along with the completed Photograph Submission Form to your district Vice President.	Email with Photos/Form
O45 <input type="checkbox"/>	A3		Create and maintain a social networking site for your chapter. (Must be managed by an adviser.)	URL
O46 <input type="checkbox"/>	A3		Submit an FBLA article to your school newspaper/website.	Copy of Article/URL
O47 <input type="checkbox"/>	N31 A3		Create and maintain a chapter website.	Chapter Website URL
O48 <input type="checkbox"/>			Create business cards for your chapter adviser and/or officers.	Copy of Card(s)
O49 <input type="checkbox"/>			Provide each chapter member with a copy of the FBLA Creed and Goals.	Copy of Handout
O50 <input type="checkbox"/>	A3		Any other activity that is unique to your chapter.	Flyer/Photo/Agenda

School Service				
O51 <input type="checkbox"/>	A5		Operate a small business or school store at your school.	Photo(s)/Receipts
O52 <input type="checkbox"/>	A5		Promote Financial Literacy among the Commerce/Information Technology Classes.	Photo(s)/ Handouts/ Lesson Plans
O53 <input type="checkbox"/>	N11, N14, N18, N19 A28		Participate in the FBLA ECO Chapter Project. (Found in the Adviser's Area of the national website.)	Photo(s)/List of Activities
O54 <input type="checkbox"/>	A5		Sponsor a "Campus Clean-Up Day" at a school.	Photo(s)
O55 <input type="checkbox"/>	A5		Sponsor a bullying or cyber bullying awareness activity.	Photo(s)/Flyer/Press Release
O56 <input type="checkbox"/>	A5		Honor teachers during American Education Week. (November 11-15, 2012)	Photo(s)/Agenda
O57 <input type="checkbox"/>	A5		Sponsor student voter registration.	Flyer/Photos
O58 <input type="checkbox"/>	A5		Conduct an Ethics Seminar at your school.	Photo(s)/Flyer/Handouts
O59 <input type="checkbox"/>	A5		Promote "No Texting While Driving" (petition, poster contest, pledge, etc.)	Photo(s), Flyer/Agenda
O60 <input type="checkbox"/>	A5		Participate in World Kindness Day. (November 13, 2012) or sponsor a Random Acts of Kindness Week.	Photo(s)/List of Activities
O61 <input type="checkbox"/>	A5		Conduct a school supply drive at your school.	Photo(s)/Flyer
O62 <input type="checkbox"/>			Any other activity that is unique to your chapter.	Flyer/Photo/Agenda
Recruiting and Promoting FBLA				
O63 <input type="checkbox"/>			Encourage and assist Middle Level students to participate in State Conference activities.	Photo(s)/Registration
O64 <input type="checkbox"/>	N13		Contact a high school or middle school in your district about chartering or reactivating a chapter.	Letter
O65 <input type="checkbox"/>	A28		Complete the requirements for at least one chapter recognition program listed in the adviser's area of the FBLA website (Outstanding Chapter Recognition, Market Share Award, Local Recruitment of Chapters Award, ECO Chapter Project, Professional Division Membership Recognition—Check for specific deadlines for each award.)	See Chapter Mgmt. Handbook
O66 <input type="checkbox"/>		F2, B2	Create an FBLA display for Open House.	Photo(s)/Invitation
O67 <input type="checkbox"/>			Sponsor an FBLA booth at a community/school event.	Photo(s)/Copy of Promotional Items
O68 <input type="checkbox"/>			Form an FBLA member recruitment committee.	Roster of Members
O69 <input type="checkbox"/>			Honor your superintendent/principal/administrator as an honorary FBLA Professional Division member.	Photo(s)/Letter
O70 <input type="checkbox"/>	N29		Host a school-wide Career and Technical Student Organization Day during National Career/Technical Education Month (February).	Photo(s)/Flyer/Article
O71 <input type="checkbox"/>	N24	B7	Promote "American Free Enterprise Day".	Photo(s)/Promotional Items
O72 <input type="checkbox"/>		L17, A18	Have at least one member participate in Membership Madness or Membership Mania.	Copy of Form (See Chapter Management Handbook)
O73 <input type="checkbox"/>			Honor an outstanding chapter member monthly.	Photo(s)/Article/Certificate

O74 <input type="checkbox"/>			Display a Chapter Collage at State Conference.	Photo(s)
O75 <input type="checkbox"/>	A1		Invite a state officer to a chapter meeting or event.	Photo(s)/Letter
O76 <input type="checkbox"/>	N29		Host a Career and Technical Student Organization Adviser Appreciation Day in February to recognize Career Tech Month.	Photo(s)
O77 <input type="checkbox"/>	N12	B6	Plan and present the FBLA-PBL Emblem Ceremony at a local chapter meeting or event.	Copy of Program/Agenda or Presentation/Photo(s)
O78 <input type="checkbox"/>	A3	B2	Hold an FBLA Recruitment Poster Contest using the 2012-2013 theme, "Igniting Innovation."	Photo(s)/Award/Poster
O79 <input type="checkbox"/>			Design a chapter t-shirt.	Photo(s)
O80 <input type="checkbox"/>	N17 A3		Prepare a presentation highlighting the "Benefits of FBLA" to present to students in business classes.	Outline of Presentation
O81 <input type="checkbox"/>			Host a get-to-know-you event in your local chapter.	Photo(s)
O82 <input type="checkbox"/>			Promote upperclassmen involvement in FBLA. (i.e. scholarships, senior recognition)	Roster and Certificate/ Photo(s)/Sample of Application or Scholarship
O83 <input type="checkbox"/>			Any other activity that is unique to your chapter.	Flyer/Photo/Agenda

Community Service

O84 <input type="checkbox"/>		B5	Sponsor a meal for a family in need.	Photo(s)/Receipt
O85 <input type="checkbox"/>	N19	B5	Sponsor a school-wide toy and game recycle project. Donate old toys and games to a homeless shelter or to younger children who can use them.	Photo/Press Release
O86 <input type="checkbox"/>		F6, B5	Sponsor an activity that benefits the Armed Forces.	Photo(s)/Letters
O87 <input type="checkbox"/>		B5, L5	Help your chapter organize and conduct an environmental service project.	Photo(s)/Flyer/Report
O88 <input type="checkbox"/>		B5	Honor local veterans in a Veterans' Day program.	Photo(s)
O89 <input type="checkbox"/>		B5	Visit a nursing home; host an event for individuals with special needs; or host a Senior Citizen event.	Photo(s)/Articles
O90 <input type="checkbox"/>		B5	Conduct a computer workshop for the community.	Photo(s)/Agenda/Flyer
O91 <input type="checkbox"/>		B5	Adopt a child/family for the holidays.	Photo(s)/Receipts/Article
O92 <input type="checkbox"/>		B5	Assist victims of a disaster.	Photo(s)/Article/Certificate
O93 <input type="checkbox"/>		B5	Host a canned food drive for your local food bank.	Photo(s)
O94 <input type="checkbox"/>		B5	Participate in a Habitat for Humanity activity or event.	Photo(s)/Newspaper Article
O95 <input type="checkbox"/>		B5	Assist in a special needs activity/event (Special Olympics, etc.).	Photo(s)
O96 <input type="checkbox"/>		B5	Any other activity that is unique to your chapter.	Flyer/Photo/Agenda

Partnerships				
O97 <input type="checkbox"/>	N22	L13	Partner with local businesses to participate in “Take an FBLA Member to Work” day for a job shadowing experience.	Photo(s)/Invitation
O98 <input type="checkbox"/>		A8	Partner with a local business/corporation to participate in a chapter activity.	Photo(s)/Letter
O99 <input type="checkbox"/>			Sponsor an activity with a non -Career and Technical Student Organization.	Agenda/Photo(s)
O100 <input type="checkbox"/>			Invite an elected official or business representative to a chapter meeting or event.	Photo(s)/Letter
O101 <input type="checkbox"/>	N25		Take a tour of a business for chapter members who have paid dues by October 20.	Press Release/List of Members/Photo(s)
O102 <input type="checkbox"/>			Sponsor an activity with another Career and Technical Student Organization.	Agenda/Photo(s)
O103 <input type="checkbox"/>	N22		Host a “Work World Success Day” where professionals in various fields are invited to present workshops to chapter members.	Press Release and Photo
O104 <input type="checkbox"/>			Take a business related field trip.	Photo(s)/Press Release
O105 <input type="checkbox"/>			Any other activity that is unique to your chapter.	Flyer/Photo/Agenda
Fundraising (choose one)				
O106 <input type="checkbox"/>	N27		Generate over \$250 for your local chapter.	Summary of events/ Activity Report
O107 <input type="checkbox"/>	N27		Generate over \$500 for your local chapter.	Summary of events/ Activity Report
O108 <input type="checkbox"/>	N27		Generate over \$1000 for your local chapter.	Summary of events/ Activity Report
O109 <input type="checkbox"/>			Any other activity that is unique to your chapter.	Flyer/Photo/Agenda
Other				
O110 <input type="checkbox"/>			Sponsor a Dress for Success Day.	Photo(s)
O111 <input type="checkbox"/>		B26	Participate in Virtual Business Challenge (must register through FBLA).	Application/Registration
O112 <input type="checkbox"/>			Host a Multimedia Talent Show Contest.	Copy of Promotional Items/Photos
O113 <input type="checkbox"/>			Host an FBLA social meeting (outside of class).	Flyer/Photo(s)/Agenda
O114 <input type="checkbox"/>			Participate in Stock Market Game (must register through FBLA).	Application/Registration
O115 <input type="checkbox"/>			Any other activity that is unique to your chapter.	Flyer/Photo/Agenda

**This form must be in the state office no later than March 8, 2013