

2023-2024 Arkansas FBLA Middle School Adviser Professional Development

Presenter: Samantha Prince

NEW FBLA LOGO

[Download the Logo Package Here](#)



2023-2024 FBLA Theme

[Download the Logo Package Here](#)



FBLA National Website

- www.fbbl-pbl.org
- Highly suggest you explore this website!
There is so much information on this website
that I can't cover it all!

FBLA Middle School

ESSENTIAL OUTCOMES

By the end of their FBLA Middle School experience, it is the goal that every member will:

Demonstrate the ability to be an effective team member in project-based learning experiences

Understand career paths and gain knowledge of the skills needed to pursue different paths

Learn about relationships and how to maintain them

Deepen knowledge of personal strengths





Baxley Vaught, Wynne Jr. High School
9th Place FBLA Elevator Speech



Olivia Sangi, Clinton Jr. High School
5th Place FBLA Mission and Pledge



August Richter, Carly Santifer, Gabe Aldea
Pulaski Heights Middle School
2nd Place FBLA Community Service Presentation



Arkansas Middle School National Conference Winners



Zora Stotts, Pulaski Heights Middle School
3rd Place FBLA Digital Citizenship



Asha Patel & Sharlotte Davis, Pulaski Heights Middle School
9th Place FBLA Exploring Business Issues



Bowen Darling, Pulaski Heights Middle School
6th Place FBLA Mission & Pledge



Arkansas Middle School National Conference Winners



Sylvia Beck, Dover Middle School
6th Place FBLA Financial Literacy



Charlie Davis, Wynne Jr. High School
7th Place FBLA Career Research



Addi Drennon, Wynne Jr. High School
1st Place FBLA Learning Strategies



Arkansas Middle School National Conference Winners



Max Tolbert, Ozark Jr. High School
FBLA 8th in the Nation in Exploring Computer Science



Maggie Waldron, Alec Bean, Rory Gasper
Pulaski Heights Middle School
9th Place FBLA Annual Chapter Activities

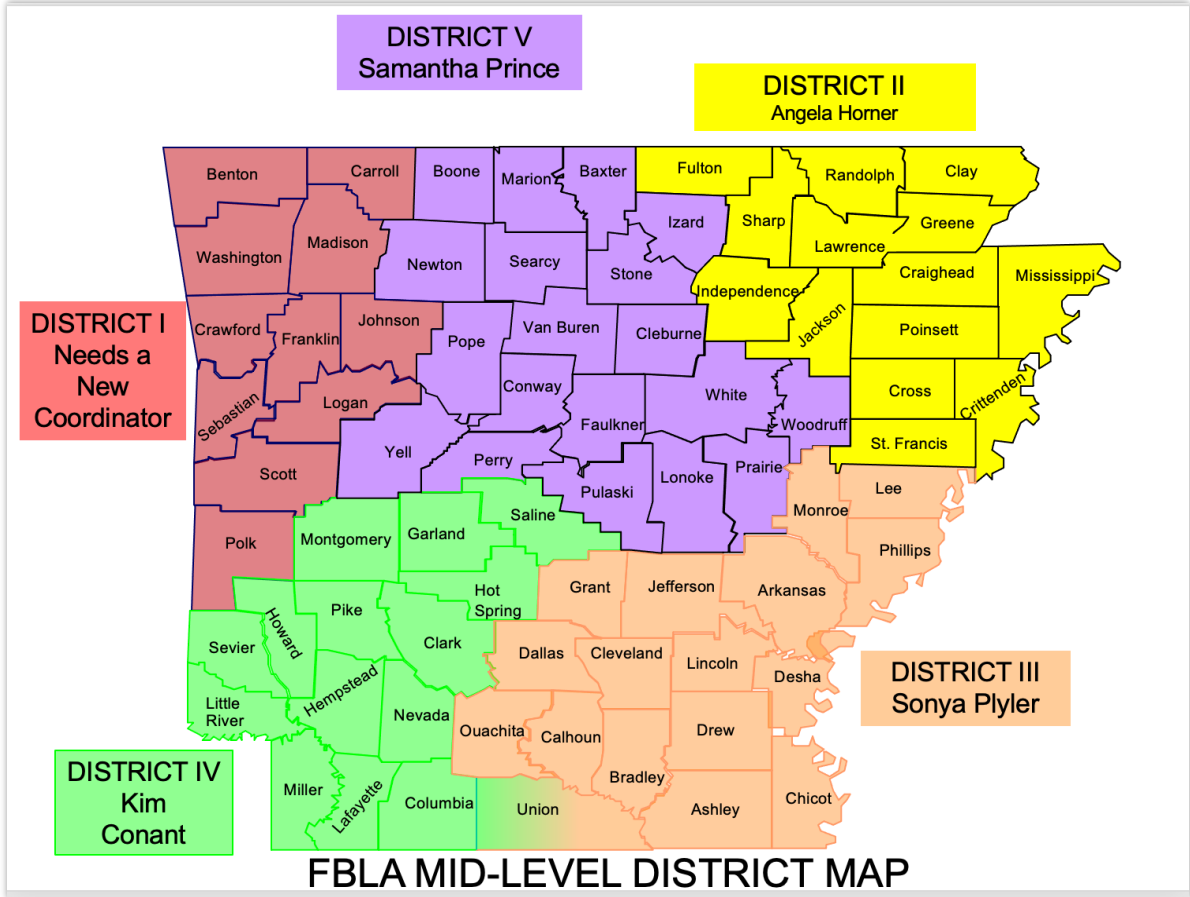


Raymiah Alvarez, Nashville Jr. High School
5th Place FBLA Concepts



Arkansas Middle School National Conference Winners

FBLA Middle Level District Coordinators



FBLA Middle Level District Coordinators

District I

Coordinator Needed

District II

Angela Horner
angela.horner@bobcats.k12.ar.us
Walnut Ridge Middle School

District III

Sonya Plyler
plylers@hgsd1.com
Harmony Grove High School

District
IV

Kim Conant
kim.conant@nashvillesd.com
Nashville Junior High

District
V

Samantha Prince
samantha.prince@pottsvilleschools.org
Pottsville Junior High School

FBLA Middle Level Membership Dues

- FBLA Dues: \$15 total (\$10 National & \$5 State)
- Renew dues online at www.fbla-pbl.org
- Dues must be received in the national office by the following dates to participate in the following conferences:
 - District Leadership Conferences: **January 1**
 - State Leadership Conferences: **January 1**
 - National Leadership Conferences: **March 1**

[National Registration Link](#)

Membership Flyer

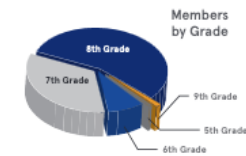
LINK

FBLA MIDDLE SCHOOL

Future Business Leaders of America, Inc. (FBLA) is the largest business career and technical student organization in the world. Each year, FBLA inspires and prepares more than 200,000 Middle School, High School, and Collegiate members to become community-minded business leaders.

MEMBERSHIP

16,000+
Members



1,000+
Educators

650+
Chapters



PROGRAMS

 **20+**
Competitive Events

 **Leadership
Development
& Recognition**
LEAD Awards • MERIT Award

CONFERENCES

 **13,000+**
attendees

 **3,000+**
attendees
2
locations

WHY JOIN?

 **College
Preparation**

 **Scholarships**

 **Academic
Competitions**

 **Career
Exploration**

 **Networking**

 **Travel**

 **Discounts**

Learn more at fbla.org

Adviser's Portal

Relaunch – August 2023

Updates

- **July 14:** The my.FBLA membership system (Impexium) will be retired at 5:00 pm ET, meaning information on the site will not be accessible after that time.
- **August 1:** State Leaders receive an email with login information for FBLA Connect followed by in-depth training on August 2 during the State Leaders Summit.
- **August 15:** All active FBLA Advisers receive an email with login information for FBLA Connect followed by live and recorded training programs throughout August and September.

Adviser's Portal

Webinars

- We've scheduled four convenient online training sessions for advisers to help answer your questions about FBLA Connect. You'll also receive a quick resource guide with information on how to activate your chapter, add/upload student members, make payments, and send email communications.

Click the link below to register for the time that works best for you.

- [August 15 from 7:30 to 9:00 PM ET](#)

[August 24 from 7:30 to 9:00 PM ET](#)

[August 31 from 7:30 to 9:00 PM ET](#)

- [September 7 from 7:30 to 9:00 PM ET](#)

FBLA Middle Level Fall Conference Dates

District I	Fall Conference	TBA
District II	Fall Conference	October 11, 2023 @ ASU
District III	Fall Conference	TBA
District IV	Fall Conference	October 10, 2023 @ HSU
District V	Fall Conference	November 8, 2023 @ UCA

FBLA Middle Level Fall Conference Information

- Fall Conference—bring your FBLA students to learn more about FBLA and listen to a guest speaker
- Cost: \$10-\$20 depending on the District—get a tshirt with registration to wear at the conference
- Dress Code: Nice jeans (no holes) (no shorts), clean shoes and FBLA Conference tshirt

FBLA Middle Level Spring Conference Dates

District I	Spring Conference	TBA
District II	Spring Conference	TBA
District III	Spring Conference	February 7, 2024 @ UAM
District IV	Spring Conference	February 8, 2024 @ UAHT
District V	Spring Conference	February 9, 2024 @ UCA

FBLA Middle Level Spring Conference Information

- Dress Code: Business FBLA Dress
- Cost: \$15-\$20 Depending on District
- Encourage students to participate in competitive events—some competitions are due before Christmas Break and before the conference. Pay attention to deadlines from your District Coordinator

Other FBLA Dates

- **State Conference Middle Level:**
April 29, 2024
Registration around \$30-45
Statehouse Convention Center-Little Rock
- **National Fall Leadership Conferences:**
Registration around \$100
November 17-18: Dallas, Texas
- **National Leadership Conference:**
June 29-July 2, 2024
Orlando, Florida



SAVE THE DATE

2023 FBLA National Fall Leadership Conferences



PROVIDENCE, RI
NOV. 10-11, 2023

DALLAS, TX
NOV. 17-18, 2023

**Mark your calendars for the
NFLCs and prepare for your
future at this can't-miss event!**

- Refine your business skills through interactive workshops
- Connect with colleges and universities
- Create a national network with other FBLA members
- Immerse yourself in a new city and new experiences

The National Fall Leadership Conferences are an opportunity for Middle School and High School members to develop both personally and professionally by participating in motivational general sessions, professional development workshops, and networking with like-minded students from around the country.

**LOOK FOR MORE INFORMATION COMING SOON AT
FBLA.ORG/NFLC!**

Other FBLA Dates

Arkansas FBLA Middle Level Goals 2023-2024



Continue raising money for Make a Wish to grant a wish at State Conference



Increase membership Statewide



Achieve 25 students to attain Level 1 LEAD Award from each District & recognize through State Newsletter after SLC.

Membership Awards

1st-5th Place
will be
presented
with plaques
at FBLA
National
Leadership
Conference

Largest State Chapter
Membership

Largest Local Chapter
Membership

Merit Award

- Membership Engagement Focused challenge
- The Chapter completes activities to Bingo up, down, or diagonal
- Incentives such as ribbons at conferences, national recognition, etc will be available.
- Certificates and Plaques for Top 5 State and Top 5 Local Chapters

MIDDLE SCHOOL MERIT AWARD

A prequel to Champion Chapter

The Middle School MERIT Award is a membership engagement-focused challenge that chapters may complete for recognition from the National Center. Added incentives, such as ribbons and plaques at conferences, are available. Build your 2023-24 Program of Work by completing activities. Point totals are included for each activity.

AUGUST 2023	SEPTEMBER 2023	OCTOBER 2023	NOVEMBER 2023
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Elect Chapter Officers. (100) <input type="checkbox"/> 2. Plan a "Welcome Back" event for returning members and prospective members. (100) <input type="checkbox"/> 3. Create a Membership Committee. (50) <input type="checkbox"/> 4. Create a Community Service Committee. (50) <input type="checkbox"/> 5. Hold a "Lunch & Learn" with members to discuss FBLA benefits, projects, and activities. (50) 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Plan a chapter meeting. (100) <input type="checkbox"/> 2. Plan a recruitment drive. (100) <input type="checkbox"/> 3. Participate in the fall FBLA LifeSmarts Challenge. (50) <input type="checkbox"/> 4. Participate in the fall Stock Market Game. (50) <input type="checkbox"/> 5. Plan an icebreaker for a chapter meeting. (50) 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Have at least two members sign up for a competitive event at the district/regional or state level. (100) <input type="checkbox"/> 2. Submit dues for at least five members. (100) <input type="checkbox"/> 3. Plan a community service project. (50) <input type="checkbox"/> 4. Plan a Member Appreciation Day. (50) <input type="checkbox"/> 5. Help your adviser with a task or project. (50) 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Have at least one member attend the National Fall Leadership Conference in Providence, RI or Dallas, TX. (100) <input type="checkbox"/> 2. Plan an activity to promote American Enterprise Day. (100) <input type="checkbox"/> 3. Tour a business. (50) <input type="checkbox"/> 4. Invite a business leader to speak at one of your meetings. (50) <input type="checkbox"/> 5. Sponsor a Spirit Day where all members wear blue and gold. (50)
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Complete the Chapter Checklist. (100) <input type="checkbox"/> 2. Plan a community service activity. (100) <input type="checkbox"/> 3. Invite your principal to attend a local chapter meeting or event. (100) <input type="checkbox"/> 4. Sponsor a Member Appreciation Breakfast. (50) <input type="checkbox"/> 5. Plan a joint activity with another FBLA chapter in your area. (50) <input type="checkbox"/> 6. Host a competitive events study night. (50) 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Host a "bring-a-friend" meeting. (100) <input type="checkbox"/> 2. Have at least two members register for one of the levels of the LEAD awards. (100) <input type="checkbox"/> 3. Participate in the spring FBLA LifeSmarts Challenge. (50) <input type="checkbox"/> 4. Participate in the spring Stock Market Game. (50) <input type="checkbox"/> 5. Discuss an article from <i>Tomorrow's Business Leader</i> at a chapter meeting. (50) <input type="checkbox"/> 6. Plan a fundraiser. (50) 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Plan activities to promote FBLA Week. (100) <input type="checkbox"/> 2. Participate in at least one of the panels or forums presented by the National Center during FBLA Week. (100) <input type="checkbox"/> 3. Ask an elected official to sign a proclamation for FBLA Week. (50) <input type="checkbox"/> 4. Submit a photo and caption to <i>Tomorrow's Business Leader</i>. (50) <input type="checkbox"/> 5. Host a "Dress for Success" day for members to dress in professional business attire. (50) 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Meet or beat your membership numbers from the previous program year. (100) <input type="checkbox"/> 2. Attend a State Leadership Conference. (100) <input type="checkbox"/> 3. Host a themed movie night for members. (50) <input type="checkbox"/> 4. Plan a literacy project (e.g., a tutoring or reading program for elementary school students or a book drive). (50) <input type="checkbox"/> 5. Host a trivia or game night for members. (50)
<ul style="list-style-type: none"> <input type="checkbox"/> 1. Have at least two members shadow an FBLA High School member for the day. (100) <input type="checkbox"/> 2. Have your Chapter Officers make a presentation about FBLA Middle School to a service club, class of incoming middle school students, or school administration. (100) <input type="checkbox"/> 3. Have your chapter members perform at least 10 hours of combined community service. (50) <input type="checkbox"/> 4. Develop a video or paper scrapbook of your chapter activities. (50) 	<ul style="list-style-type: none"> <input type="checkbox"/> 1. Submit a project for the Lead4Change Challenge. (100) <input type="checkbox"/> 2. Sponsor an end-of-the-year celebration. (100) <input type="checkbox"/> 3. Have at least one member register for the 2024 National Leadership Conference (NLC). (100) <input type="checkbox"/> 4. Participate in a community service project or volunteer for a nonprofit, such as an animal shelter, homeless shelter, or food bank. (50) <input type="checkbox"/> 5. Have your Chapter Officers write letters to government officials about the benefits of career and 	<div style="background-color: #FFD700; color: white; padding: 5px; font-weight: bold;">POINTS</div> <p style="font-size: x-small; margin-top: 5px;">DUE: May 15</p> <p style="font-weight: bold; margin-top: 10px;">MERIT Achievement Award 1,500 Points</p> <ul style="list-style-type: none"> • Digital Certificate <p style="font-weight: bold; margin-top: 10px;">MERIT Excellence Award 2,500 Points</p> <ul style="list-style-type: none"> • Certificate at NLC • Ribbons at NLC 	<div style="background-color: #FFD700; color: white; padding: 5px; font-weight: bold;">NATIONAL LEADERSHIP CONFERENCE</div> <p style="font-size: x-small; margin-top: 5px;">June 29–July 2</p> <p style="font-weight: bold; margin-top: 10px;">Orlando, Florida</p> <p style="font-weight: bold; margin-top: 10px;">Visit fbla.org/nlc for more details</p>

Competitive Events

Competitive Events

Same Events as
Last Year-No
New Events

Top 2 from State
will compete at
National
Conference

District Only Events

Individual Objective Tests 3 entries per chapter

- Computer Concepts
- FBLA Principles and Procedures
- Introduction to Business Communications
- Introduction to Parliamentary Procedure
- Proofreading
- Spelling

Production Tests 1 entry per chapter

- One Minute Timing
- Three Minute Timing
- Business Graphics (team of 1-3)
- Business Letters
- Computer Slide Show (Team 1-3)
- Desktop Publishing (Team 1-3 Member)
- Keyboarding Applications I
- Keyboarding Applications II
- Manuscripts
- Spreadsheet
- Tables

PERFORMANCE TESTS 1 ENTRY PER CHAPTER

- Creed
- Job Interview
- Mr. Jr FBL
- Ms. Jr FBL
- Public Speaking

State & National Events

Top 5 District Winners go to State unless noted

Individual Objective Tests

3 entries per chapter for District

- Business Etiquette
- Financial Literacy
- Career Exploration
- Digital Citizenship
- Exploring Computer Science
- Exploring Economics
- Exploring Technology
- FBLA Concepts
- Interpersonal Communication
- Leadership
- Learning Strategies
- Running an Effective Meeting

PERFORMANCE TESTS

1 ENTRY PER CHAPTER

- Multimedia & Website Development
- Elevator Speech—Top 3 go to state
- Critical Thinking (1-3 Member Team)
- Community Service Presentation(1-3 Member Team)
- Annual Chapter Activities Presentation
- Business Ethics
- Career Research
- Exploring Business Issues
- FBLA Mission & Pledge
- Marketing Mix Challenge
- Video Game Challenge

Chapter Events

District Only

- Largest Local Chapter Membership
- Largest Local Chapter Membership-Market Share

STATE ONLY

- Outstanding Middle Level Adviser
- Outstanding Middle Level Member
- Outstanding Middle Level Supporter
- Outstanding Chapter Award of Merit

Competitive Event Topics 2023-2024

Business ethics

- Artificial Intelligence: What implications will the invention of applications such as ChatGPT and Dalle have on the world of business?

Elevator Speech

- You and the other FBLA Middle School members at your school have been asked to speak at the next school board meeting about the benefits of Career and Technical Student Organization (CTSO) membership in middle school. In a 30-second elevator speech, share with the school board how you have benefited from membership in FBLA and why more public funding should be made available to allow more students to participate.
- 30-second speech on topic

Competitive Event Topics 2023-2024

Exploring Business issues

- The traditional work environment is changing as technology provides employees with the ability to work from anywhere, including from their home. More Americans are working from home, for longer periods of time. Employees are looking to push companies to break down the long-established structures and policies that traditionally have influenced workdays. Include answers to the following questions during your presentation: • How does this trend positively affect businesses? • How does this trend negatively affect businesses? • Examples of trends to discuss include collaboration, environmental impact, productivity, etc. (additional points/topics can be added)

Multimedia & Website development

- You have been asked by a local small business in your community to develop a website that will promote their business. The website must include the following elements: • Home Page/Navigation Menu • A header that promotes the business and its products/services • An “About Us/Contact” page • A page to register for the business’ rewards program Feel free to include any other elements to enhance the website. Note: Partnering with an actual local business is encouraged, but not mandated.

Competitive Event Topics 2023-2024

Video Game Challenge

- Create an animated game, in any language or game/animation engine, with keyboard and/or mouse input.

National FBLA Website Links

Objective Tasks and Competencies Lists

NATIONAL EVENT TOPICS—NOTE MAKE
SURE TOPICS ARE 2023-2024 SCHOOL
YEAR

2022-2023 FORMAT GUIDE

LEAD Awards-

Level One--Explore

- 2-3 hours to complete
- Courses:
 - Welcome to FBLA
 - Making the Most of Your Membership
 - Intro to Leadership

Level Two--Aspire

- Self Assessment
- Explore Career Connections
- Business Skills Overview
- 4 hours Each
- Pick One. Repeat if desired
 - Time Management
 - Money Management
 - Other courses added later

Websites



Arkansas FBLA: <https://arkansasfbla.weebly.com/>



District V

FBLA: <https://ardistrictvfblla.wixsite.com/ardistrictvfblla>



District V ML FBLA: <https://www.ardistrictvmlfblla.com/>

FBLA Social Media

- **Arkansas FBLA Social Media**

- Arkansas FBLA has a presence on several social media platforms for our members and advisers.

- Facebook: Arkansas FBLA Instagram: @ArkansasFBLA Twitter: @ArkansasFBLA

- Make sure to publicize these to members and check them often for news and pictures from our state organization.

- **District V High School FBLA Social Media**

- District V High School FBLA has a presence on social media for our members and advisers.

- Instagram: @arfbladistrictv Facebook: Arkansas District V FBLA Twitter: @arfbladistrictv

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- **District V Middle Level FBLA Social Media**

- District V Middle Level FBLA has a presence on social media for our members and advisers.

- Instagram: @ardistrictVmlfbla

Fundraising Ideas



SELLING SHEETS



DOMINO'S PIZZA
CARDS



WORK
CONCESSION
STANDS



SELL CANDY BARS



COFFEE
FUNDRAISERS



T-SHIRT
FUNDRAISERS

FBLA Fun

Savenger Hunt: <https://www.goosechase.com/game/34b27d80340f4cadbab93f5a2e66b37e/copy/>

Ice Breakers: <https://georgiafbla.org/icebreaker-month-1/>

Spotlight your FBLA on Social Media: https://www.instagram.com/jackson_fbla/

Have a Tailgate before a Football Game

Have a Movie Night at the Movies

Volunteer at the Local Animal Shelter, food bank, etc together.

Celebrate FBLA Week all week with fun activities

Back to School Social

Contact Information

- **State FBLA Adviser:**
- Morgan Ruff
- Office: (501) 682-1774
- Email: morgan.ruff@ade.arkansas.gov

- **District V Middle Level FBLA Coordinator**
- Samantha Prince
- Pottsville Junior High
- samantha.prince@pottsvilleschools.org