



# START A FBLA CHAPTER TODAY!

Join the largest student business organization in the world!

## Key Benefits of Starting a Chapter



### Align with Your Mission

Equip students with essential workplace skills and leadership qualities, complementing academic rigor and meeting employer expectations.



### Support Career Development

Programs and conferences connect classroom learning with real-world experience, helping students refine career goals and enter the job market confidently.



### Compete at a National Level

National competitive events let students showcase their skills and knowledge professionally.



### Build Community and a Sense of Belonging

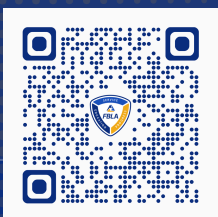
Foster community and offer diverse opportunities, boosting student satisfaction, engagement, and retention.

## FOLLOW THESE STEPS

After submitting step 3 or step 4, you'll receive a follow-up email with next steps and additional resources.

1

Scan to check for a chapter at your school.

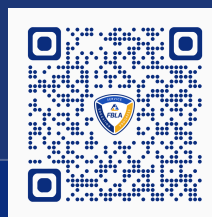


2

Review your school's student organization policies to understand requirements and guidelines.

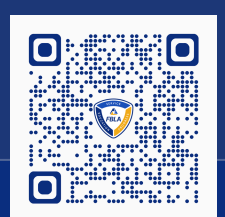
3

Complete the New or Reactivation Chapter Form.



4

Not ready to start? Join Collegiate Direct!



# INSTITUTIONAL BENEFITS OF A FBLA COLLEGIATE CHAPTER

## Align with Your Mission

Establishing an FBLA Collegiate chapter enhances your institution's academic rigor with essential workplace skills. Aligned with NACE career readiness competencies, it offers students real-world experience. Graduates gain a solid academic foundation and key skills like leadership and critical thinking, making them competitive in the job market.



## Stay Current on Trends in Business and Industry

With business and industry landscapes continually changing, FBLA Collegiate members engage regularly with industry partners to complement their learning in the classroom. This ensures students have the most up-to-date information on emerging trends across industries and helps to better guide their career choices.



## Engage with a National Competitive Events Program

Participating in national competitive events through FBLA Collegiate allows students to showcase their knowledge and skills in a professional setting, benefiting your institution in several ways:

- **Accreditation Reports:** Enhance academic accreditation with competition results.
- **Assurance of Learning:** Use competitions to measure educational effectiveness.
- **Funding and Sponsorships:** Attract sponsorships and grants through student achievements.



## Cultivate Community-Minded Business Leaders

FBLA Collegiate chapters support the development of community-minded business leaders by fostering a commitment to societal improvement and leadership in community service. Students develop a clear leadership philosophy and approach to better understand the communities they aim to serve.



## Build Community and a Sense of Belonging

As student engagement trends evolve, especially post-pandemic, the presence of an FBLA Collegiate chapter brings a sense of community and belonging to your campus. The chapter provides personal, social, academic, and professional opportunities that align with the diverse experiences of today's college students, increasing overall student satisfaction, engagement, and retention.



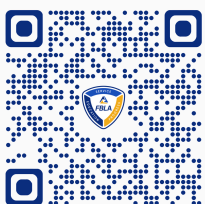
## Support Career Development


FBLA's co-curricular programs and in-person conferences give students the opportunity to connect what they learn in the classroom with the experiences of professionals in the field. Students can explore and hone their career goals through this approach, entering the job market confident in their career choice and ready to make an impact in their industry.



## Connect with FBLA's Network of Leaders

Members gain access to a vast network of students, advisers, and alumni, promoting career development and community engagement. This enhances your institution's brand and diversifies your admissions pipeline with talented students nationwide.



  
Scan to learn more today!

# FBLA COLLEGIATE

## Your Year in Action

### August

- ✓ **Chapter Operations:** Conduct a Kick-Off Meeting. Host an Officer's Meeting to create a Program of Work and to discuss a recruitment plan.
- ✓ **Marketing & Public Relations:** Launch a membership recruitment campaign.
- ✓ **Professional Development:** Host Officer Training
- ✓ **Service Learning:** Take on the August Monthly Service Challenge.
- ✓ **State Projects:** Download criteria for the HotShot Chapter Award, Seal Awards, and Wings of Excellence. Decide which ones your chapter will work towards.

### September

- ✓ **Chapter Operations:** Conduct regularly scheduled chapter meetings. Introduce members to competitive events to begin preparing.
- ✓ **Marketing & Public Relations:** One member shares his/her 'Why did you join FBLA Collegiate' story.
- ✓ **Professional Development:** Adviser attends Virtual Adviser Training.
- ✓ **Networking Opportunities:** Members join and introduce themselves in the Georgia FBLA Collegiate Facebook Membership group OR the Discord server.
- ✓ **Business & Industry Connections:** Invite a guest speaker from the business community to come speak to your chapter.
- ✓ **Service Learning:** Take on the September Monthly Service Challenge

### October

- ✓ **Chapter Operations:** Conduct regularly scheduled chapter meetings.
- ✓ **Professional Development:** Invite Career Services to provide a resume or professional workshop.
- ✓ **Service Learning:** Take on the October Monthly Service Challenge
- ✓ **Business & Industry Connections:** Invite a state officer to speak at your meeting
- ✓ **Marketing & Public Relations:** Post a picture of your local chapter officer team to social media. Grab a screenshot of your post for your documentation!
- ✓ **Networking Opportunities:** Plan a meet & greet with a nearby FBLA (HS or MS) chapter

### November

- ✓ **Chapter Operations:** Conduct regularly scheduled chapter meetings.
- ✓ **Business & Industry Connections:** Participate in FBLA's National American Enterprise Day.
- ✓ **Service Learning:** Take on the November Monthly Service Challenge.
- ✓ **Networking Opportunities:** Host a social activity.
- ✓ **Professional Development:** Attend the Georgia Fall Leadership Conference.
- ✓ **Marketing & Public Relations:** Work with your local Online Department to post a recruitment announcement for Blackboard.

# December

- ✓ **Chapter Operations:** Conduct regularly scheduled chapter meetings.
- ✓ **Service Learning:** Take on the December Monthly Service Challenge.
- ✓ **State Projects:** Submit your HotShot Chapter Award application.
- ✓ **Networking Opportunities:** Host an End-of-Semester/Holiday party.

# January

- ✓ **Chapter Operations:** Conduct regularly scheduled chapter meetings.
- ✓ **Marketing & Public Relations:** Host a recruitment drive for the spring semester.
- ✓ **Business & Industry Connections:** Attend a job fair.
- ✓ **Service Learning:** Take on the January Monthly Service Challenge.

# February

- ✓ **Chapter Operations:** Conduct regularly scheduled chapter meetings.
- ✓ **Marketing & Public Relations:** Celebrate FBLA Week with various activities.
- ✓ **Business & Industry Connections:** Invite local business members to judge at the State Leadership Conference (SLC).
- ✓ **Professional Development:** Attend the Competition Bootcamp.
- ✓ **Chapter Operations:** Take on the final Monthly Service Challenge!

# March

- ✓ **Chapter Operations:** Conduct regularly scheduled chapter meetings. Ensure registration for SLC, competition materials, and awards are submitted by the deadline.
- ✓ **Networking Opportunities:** Attend the State Leadership Conference (SLC).
- ✓ **Professional Development:** Attend the State Leadership Conference (SLC).



Scan to  
learn more!

# LIFE OF A NEW FBLA COLLEGIATE CHAPTER

# Year 1



## July - September

### Chapter Operations:

- Plan regularly scheduled chapter meetings – reserve rooms, set dates, determine if you will invite guest speakers.
- Host an officer meeting to create a plan for the year and to discuss a recruitment campaign.
- Collect chapter dues.

### Professional Development:

- Host officer training and prepare the Program of Work. (If you have students interested in serving as officers)
- Promote competitive events and have students begin preparing/studying.

### Marketing & Public Relations:

- Launch a membership recruitment campaign.

## October - December

### Chapter Operations:

- Conduct regularly scheduled chapter meetings.

### Business & Industry Connections:

- Network with other chapters and industry professionals at Georgia Fall Leadership Conference (GFLC).

### Service Learning:

- Organize a community service project.

### Networking Opportunities:

- Plan an end-of-term social event for chapter members.

## January - March

### Chapter Operations:

- Conduct regularly scheduled chapter meetings.

### Marketing & Public Relations:

- Host a recruitment drive for the second semester.
- Celebrate FBLA Week with various activities.

### Financial Management:

- Ensure all memberships are paid by March 1.
- Develop plans for fundraising for the National Leadership Conference (NLC).

### Professional Development:

- Attend the State Leadership Conference (SLC).

## April - June

### Chapter Operations:

- Conduct regularly scheduled chapter meetings.

### Marketing & Public Relations:

- Host a recruitment drive for the second semester.
- Celebrate FBLA Week with various activities.

### Financial Management:

- Ensure all memberships are paid by March 1.
- Fundraising for the National Leadership Conference (NLC).

### Professional Development:

- Attend the National Leadership Conference (NLC).