



# Professional Division

## *“How to Kit”*

### **How to ...**

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- ... Recruit Government Officials
- ... Recruit Business Professionals
- ... Recruit Parents/Relatives
- ... Recruit Former Members
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## ... Promote the Professional Division

The FBLA-PBL Professional Division is for businesspeople, educators, parents, former members, and anyone who supports the goals of the association. Established business professionals can help, teach, and encourage the rising generation of business leaders. Professional members give students the chance to work one-on-one with experienced leaders.

The Professional Division supports and promotes FBLA-PBL and its goals.

Service – support the association’s programs and serve as liaisons between the workplace and classroom.

Education – mentor the members of the association to strengthen leadership abilities and provide career counseling.

Progress – keep members informed and up to date on current business trends.

Professional Division members ...

- Enhance a chapter and its activities
- Serve as a liaison between business and the classroom
- Share real-life experiences at meetings and workshops
- Provide professional development training through workshops
- Arrange tours of local businesses
- Guide members as they prepare for competitive events
- Judge at local, state, and national competitions
- Help chapters with fundraising
- Create internships and job shadowing
- Offer scholarships and other financial support

Other benefits include ...

Receiving The Professional Edge, an exclusive publication for Professional Division Members

Receiving other national publications like Tomorrow’s Business Leader and the PBL Business Leader, depending on affiliation with FBLA or PBL

Discounts at:

Knight Inn, Alamo, Days Inn, Ramada, Wingate Inn, Travelodge, FranklinCovey

Membership Options

- |                      |       |                                    |
|----------------------|-------|------------------------------------|
| One-year Membership: | \$23  | (\$8 rebate to the state chapter)  |
| Lifetime Membership: | \$350 | (\$50 rebate to the state chapter) |

FBLA-PBL , Inc.  
1912 Association Drive  
Reston, VA 20191  
membership@fbla.org

## **... Recruit Educators, Administrators, and Deans**

### Recruitment Talking Points:

- Become an integral part of the local chapter and the development of member's skills
- Participate in local chapter and state activities
- Judge a competitive event at a district, state, or national competition
- Write an article for a state or national FBLA-PBL publication
- Create internships and job shadowing opportunities
- Help chapters with fundraisers
- Share real-life experiences at meetings and workshops
- Serve on a local chapter or business department advisory council
- Become a member of the FBLA-PBL Speakers Bureau
- Offer scholarships and other financial support

## **... Recruit Government Officials**

### Recruitment Talking Points:

- Judge a competitive event at a district, state, or national competition
- Be a guest speaker at a local chapter meeting
- Participate in local chapter and state activities
- Share real-life experiences at meetings and workshops
- Serve on a local chapter or business department advisory council
- Become a member of the FBLA-PBL Speakers Bureau
- Create internships and job shadowing opportunities
- Present a workshop at a conference
- Offer scholarships and other financial support
- Write an article for a state or national FBLA-PBL publication
- Participate in career day/fair activities
- Have student advocates available to talk about Career, Business, and Technical Education
- Opportunity to get members involved in the political and voting processes

## **... Recruit Business Professionals**

### Recruitment Talking Points:

- Present a workshop at a conference
- Judge a competitive event at a district, state, or national competition
- Help with chapter fundraisers
- Be a guest speaker at a local chapter meeting
- Share real-life experiences at meetings and workshops
- Conduct a business tour
- Offer scholarships and other financial support
- Create internships and job shadowing opportunities
- Participate in local chapter and state activities
- Write an article for a state or national FBLA-PBL publication
- Serve on a local chapter or business department advisory council
- Become a member of the FBLA-PBL Speakers Bureau
- Participate in career day/fair activities

## **... Recruit Parents/Relatives**

### Recruitment Talking Points:

- Judge a competitive event at a district, state, or national competition
- Chaperone members to a conference or business tour
- Help with chapter fundraisers
- Participate in local chapter and state activities
- Be a guest speaker at a local chapter meeting
- Become a member of the FBLA-PBL Speakers Bureau
- Offer other financial support
- Share real-life experiences at meetings and workshops

## **... Recruit Former Members**

### Recruitment Talking Points:

- Judge a competitive event at a district, state, or national competition
- Present a workshop at a conference
- Participate in local chapter and state activities
- Write an article for a state or national FBLA-PBL publication
- Be a guest speaker at a local chapter meeting
- Share real-life experiences at meetings and workshops
- Chaperone members to a conference or business tour
- Help with chapter fundraisers
- Create internships and job shadowing opportunities
- Offer scholarships and other financial support
- Become a member of the FBLA-PBL Speakers Bureau

## **... Retain Members**

### Retention Talking Points:

- At the beginning of the year, request a copy of Professional Division members designated to your chapter from the FBLA-PBL National Center
- The FBLA-PBL National Center sends renewal letters at the beginning of the membership year
- Provide one-on-one contact with Professional Division members – the personal contact goes far when asking members to renew.
- Take examples of publications and exclusive local chapter benefits to Professional Division members.
- Create a “buzz” and be able to answer the question, “Why should I join?”
- Follow up – get them involved and keep them involved.

## ... Integrate Professional Members With Chapter Activities

### Organizational Steps to Get Started:

1. Identify potential members. Begin with three to five interested alumni as the nucleus.
2. Call a meeting of these “nucleus” members.
3. Discuss FBLA/PBL and the steps for organizing a local Professional Division chapter.
4. Discuss membership eligibility. (List Professional Division membership criteria.)
5. Review suggested bylaws, using national or state Professional Division bylaws as a guideline.
6. Appoint a chair to assign duties.
7. Make a list of potential members (by category) and divide the responsibility of contacting each prospect. Categories can include: alumni, teachers, administrators, parents, community leaders, local small business people, local representatives of large business, state education agency career and technical education staff, local union administrators, etc. The options are endless, but concentrate on core prospects.
8. Publicize organizational meetings, which are open to the public stating information about the organization, goals and objectives, et al. through news releases, posters, and signs.
9. Have FBLA/PBL members send handwritten invitations to alumni, school personnel, and community leaders.
10. Contact potential members in person or by telephone. Ask people to spread the word to at least five other people.
11. Conduct the organizational meeting.
  - a. State the purpose of the meeting.
  - b. Use Professional Division promotional materials.
  - c. Invite state or national Professional Division members to assist in presenting the purpose and objectives of the Professional Division.
  - d. Temporary chair asks for a motion to form a local Professional Division chapter.
  - e. Distribute and vote on proposed bylaws and constitution.
  - f. Elect Professional Division officers.
  - g. Establish local dues structure, keeping in mind state and national dues.
  - h. Set date for next meeting.

**... Create a Professional Division Core Group Action Plan**

Use the following chart as a guide to create a Professional Division core group action plan. This will help your FBLA/PBL chapter build a network of Professional Division members.

	Name/Phone Number	Major Challenges	Key Messages	Activities for Involvement/Date
Superintendent				1. _____ Date _____ 2. _____ Date _____
Principal				1. _____ Date _____ 2. _____ Date _____
Assistant Principal				1. _____ Date _____ 2. _____ Date _____
School Guidance Counselors				1. _____ Date _____ 2. _____ Date _____
School Board Members				1. _____ Date _____ 2. _____ Date _____
CTE Director				1. _____ Date _____ 2. _____ Date _____
Business Education Teachers				1. _____ Date _____ 2. _____ Date _____
Other Teachers				1. _____ Date _____ 2. _____ Date _____
Parents				1. _____ Date _____ 2. _____ Date _____
Chamber of Commerce Chair				1. _____ Date _____ 2. _____ Date _____
Chamber of Commerce Staff				1. _____ Date _____ 2. _____ Date _____
Business People				1. _____ Date _____ 2. _____ Date _____
Community Leaders				1. _____ Date _____ 2. _____ Date _____
Other:				1. _____ Date _____ 2. _____ Date _____
				1. _____ Date _____ 2. _____ Date _____
				1. _____ Date _____ 2. _____ Date _____
				1. _____ Date _____ 2. _____ Date _____
				1. _____ Date _____ 2. _____ Date _____

## ... Prioritize Professional Division Recruits

Prioritize groups for contact (1 = most important individual to contact)

### School:

- Central administration (e.g., finance director)
- Coaches
- Counselors
- Elementary School Programs
- Local funding agencies
- Middle School programs
- Other high school teachers
- Other student organization
- Other students
- Parents
- Principal/assistant principal
- School board members
- School secretary
- Superintendent
- Support staff
- CTE director
- Business education teachers/alumni

### Community:

- Local business organizations/associations
- Local businesses
- Adult education students and faculty
- Community college business faculty and students
- Association for Career and Technical Education (ACTE) and State Associations for Career and Technical Education members
- National Business Education Association (NBEA) and State Business Education Association members
- State Department of Education staff
- University teacher and business education faculty
- Community service organizations

### Others in the Community:

- Advisory committee
- American Association of Retired Persons
- Area and state school board members
- City Council
- Chamber of Commerce
- City Management
- County Government Officials
- Governor
- Immediate and extended families
- Key staff of elected officials
- Local/state legislators
- Local media (newspaper, radio and TV reporters)
- Long-term residents (bedrock of the communities)
- Mayor
- Parent/teacher association
- Professional journals
- Professional organizations
- Business and Professional Women of America
- Real estate agents
- Economic/financial leaders
- Insurance agents

### Others:

- Religious entities
- School newsletter sent to parents and community
- Social/service organizations:
  - American Legion
  - Eagles
  - Elks
  - Jaycees
  - Junior League
  - Kiwanis
  - Lions
  - Moose
  - Rotary
  - Veterans of Foreign Wars
- Urban groups
- State Supervisors of Business Education

### **... Utilize Professional Division Members**

Professional Division members can do the following for students, advisers, and schools:

- Help establish a good partnership/relationship with the local Board of Education and community by serving as ambassadors and advocates.
- Provide career guidance advice.
- Assist teachers in updating/designing curriculum to ensure courses are timely and current.
- Assist teachers in updating/selecting classroom equipment to meet current and future needs of technology.

### **... Ensure Continued Involvement of Professional Division Members**

- Send letter to Professional Division member (at work address) thanking them for joining the Professional Division and stating that the chapter looks forward to a long and rewarding partnership for both.
- Send a letter of appreciation (sample letter included) to the Professional Division member after every major activity that they help to complete.
- After a year (or 6-9 months) of involvement with the chapter, send a letter of appreciation (sample letter included) to the Professional Division member's superior/employer that mentions all of the work/time the Professional Division member has donated to the students/adviser/chapter. Discuss the accomplishments of the Professional Division member as they relate to the chapter (e.g., Professional Division member helped raise or donate funds so the chapter can attend a conference; the Professional Division member helped students get ready for competitive events which lead to awards; the Professional Division member assisted the adviser aligning FBLA-PBL activities aligned with the state's skill standards, etc.).

Chapter Involvement Opportunities:

- Promote Professional Division members in local chapter and state newsletters and Web sites
- Celebrate American Enterprise Day on November 15 with Professional Division members.
- Serve on a panel discussion focusing on current business topics, trends, and issues.
- Serve on a local chapter or business department advisory council.
- Recognize Professional Division members during FBLA-PBL Week.
- Invite Professional members
  - to be a guest speaker during a local chapter meeting
  - to judge a competitive event at a district, state, or national competition
  - to participate in local chapter and state activities
  - to participate in career day/fair activities
  - to chaperone members to conference
  - to help with chapter fundraisers
  - to present a workshop at a conference

## Sample Appreciation Letter to Professional Division Member

Date

Mr. John Doe, CPA  
Jones, Smith, and Doe, Inc.  
333 South 3<sup>rd</sup> Street  
Anytown, IL 63878

Dear Mr. Doe:

The Anytown FBLA/PBL Chapter appreciates the important role that you have played so far during the 200\_ school year in assisting with the development of the chapter's Plan of Action. Your assistance has enabled our chapter to plan and execute many projects to serve the Anytown community.

Through your efforts, we have been able to see the positive results from our community service project. Your ideas and assistance in implementing these plans have been invaluable.

The members of our FBLA/PBL chapter are convinced that the continuation of your involvement with us will help the chapter meet its goal of receiving a Gold Seal Chapter designation at the National Leadership Conference.

Sincerely,

Sally Shaw, President  
Anytown FBLA/PBL Chapter

## Sample Appreciation Letter to Professional Division Member's Employer

Date

Ms. Mary Jones, President  
Jones, Smith, and Doe, Inc.  
333 South 3<sup>rd</sup> Street  
Anytown, IL 63878

Dear Ms. Jones:

The Anytown Future Business Leaders of America/Phi Beta Lambda chapter, members, and advisers appreciate the important role in which Mr. John Doe of your company has played in assisting with the chapter's Plan of Action and various activities.

In his role as a Professional Division member, Mr. Doe has gone above and beyond the call of duty to ensure that our chapter meets its goals. Mr. Doe's leadership qualities and unending devotion to FBLA/PBL and Career and Technical Education has helped our chapter and our business education grow and develop into one of the best in the state.

We are most grateful for the Professional Division membership of Mr. John Doe in our chapter.

Sincerely,

Sally Shaw, President  
Anytown FBLA/PBL Chapter