

# Securing an Adviser

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*Of all the people who influence an FBLA chapter, the adviser is certainly the most important. As the adult figure for our organization, the adviser provides the foundation and support for our growth and success in FBLA. Also, having an adviser is a requirement for establishing an FBLA chapter, so, finding an adviser on campus is integral to gaining the adult support FBLA needs.*

## **A PLAN OF ACTION**

**STEP ONE:** Presentation to Principal and Administration

Objective: Sell them on the need for FBLA so they help find an FBLA adviser

- Show the FBLA promotional video
- Have the presentation rehearsed beforehand

**STEP TWO:** Blast E-mail Teachers

Objective: To take a quick and easy first step to get the message out

- Ask the school principal or administration to make a blast email on your behalf
- Compile a blast email from the staff directory if this is not possible

Sample message: "Future Business Leaders of America (FBLA) is a student business organization on campus that is looking for an adviser. If you are interested in helping develop lifelong skills in students, please contact [name of student and email address]"

**STEP THREE:** Individualized Approach

Objective: To make the personal pitch for an FBLA chapter

- Send an individualized email
- Meet face-to-face
  - FBLA promo video
  - Bring pictures to illustrate conferences, business tours, etc.
  - Explain specific responsibilities and answer questions
  - Direct them to the FBLA website for more information
  - Leave contact information of other local FBLA advisers or student members

## COMMON OBJECTIVES

Teachers would not turn you down without a reason. Commonly, they have some rationale for why they are not suited/cannot serve as your adviser. However, these conclusions frequently are either misinformed, or able to be solved through simple solutions. Be prepared for the common objections by familiarizing yourself with the list below.

| Objection  | Tactic  |
|--|---|
| <b>FBLA is too much of a commitment and I will not be able to balance it with teaching and my personal life.</b> | While serving as an FBLA adviser does take time, it is not as huge of a commitment as some may think it is. FBLA is a student-run organization, which means the responsibility of planning the activities and doing the work resides with the students themselves. The adviser primarily serves as an adult liaison and chaperone for student-run activities.   |
| <b>FBLA involves traveling, which is expensive and takes away from my personal time.</b>                         | The chapter will pay for all adviser traveling expenses. Also, our travel conferences enhance student-teacher relationships. Some advisers take their family along to our conferences.  |
| <b>I don't know what an adviser does.</b>  | An adviser supports the chapter as the adult leader. They are our chaperones for chapter activities and conferences, and they are our link to the school administration.  |
| <b>The subject I teach is not related to business.</b>   | The greatest thing about FBLA is that although we are the "Future Business Leaders of America," our organization is about so much more than business. We emphasize technology, math, and communication through our competitive events; such as Word Processing, Business Math, and Business Communication. No matter what subject you teach, your knowledge will be valuable to members as they prepare for competition and strive to improve themselves as future businesspeople.<br><br>Moreover, the primary responsibility of an adviser is to support the students; students can rely on other resources to prepare for competitive events. But regardless of subject matter, your commitment to the students will make them grow. |
| <b>There is too much liability involved with being in charge of so many high school students.</b>                | Liability is rarely an issue with FBLA members. This is because our organization prides itself upon being composed of the most motivated and mature high school students in the nation. The type of members FBLA attracts is the student who work hard and want to be the best. So while conferences may be over-night events in a hotel, curfew is strictly enforced and followed. FBLA has a Code of Conduct Form and Medial Form required to all conference participation. Also, student to chaperone ratios will help you manage larger groups. FBLA has a reputation for having fewer disciplinary issues in comparison with other student groups.   |
| <b>Serving as an FBLA adviser is not related to my career path.</b>  | FBLA conferences provide advisers with opportunities to network with educators who will help you enhance your teaching skills. Being an FBLA adviser is actually highly beneficial to your aspirations as an educator because it is a teaching experience outside of the classroom. An adviser interacts with the students on a different level, and has the capability to mold their motivation, work ethic, and career plans. Moreover, serving as an adviser adds value to a teacher in the eyes of the school, as students excel at various levels.   |