

3/31/21

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NC FBLA Regional Vice President Report

- Change(#1): Recruitment: I believe that NC FBLA has an enormous amount of potential regarding new members and recruitment. FBLA is a very multifaceted club that allows students interested in many fields to join. However, currently, many members of district chapters are unaware of that. This issue will be the largest issue that I will look to challenge as Regional Vice President for the Southwest Region.
- What we can do better...
 - **Open up channels of communication** between me and my chapter officers, advisors, and students
 - Chapter Leadership: Effective communication is an integral part of any leadership position. As State Officer, I will communicate rapidly and effectively to all of my chapter leadership officers and advisors. I look to build relationships with the chapter Presidents in order to ensure that we're on the same page and can work together in the future.
 - Specific means of communication: As Regional Vice President, I'll be hosting multiple introductory **Q/A sessions** between me and chapter leadership in order to build a professional relationship. Through these relationships, I'll be hosting multiple Q/A sessions for

individual schools and the entire Southwest District alike.

Transparency. That's what I strive for, and as Regional Vice President, I'll make sure that I set a newfound precedent of transparency in this Region. I will create an environment of openness and communication, where all of my chapter advisors know and understand every single update for tournaments and details for every single event and competition alike.

- Students: I'll be hosting **weekly Instagram Live Sessions** with students across my district. Furthermore, I'll be hosting general district wide zoom seminars and Q/A sessions for all students in my district at least once every month. No student should have their questions go unanswered. That's what I'm going to change this year as your Regional Vice President. All of the Southwest Region FBLA students will be answered, and all students will understand the opportunities provided, scholarships provided, programs and initiatives provided, and how tournaments and competition will work.

■ Expand districtwide recruitment

- **Social Media Campaigns:** As your Regional Vice President, I'll work with all of my chapter officers and leadership to greatly expand our presence on social media. By doing so, I look to recruit

new members and expand our membership as a club. From August-October, this is my main priority: expanding our districtwide membership. By utilizing Instagram Live, Social media flyers, and hosting several conversations with individual schools in order to expand our presence, I'll be **reshaping the role of Regional Vice President**. I'll be conducting **grassroots recruitment** by working hand-on-hand with students across my district in explaining to them the benefits of this organization and the newfound changes that they will see during their first year in the organization, including multiple **Entrepreneurship and Business Camps**. Lastly, I'll be working with my other State Officers to create a statewide discord server, so that we can keep all of the NC FBLA students updated on everything that's going on.

- Change(#2): **Diversification** of FBLA members: As Regional Vice President, I'll make it a priority to ensure that while we expand club membership, we make sure that our club is still a **safe place** for all students alike. I'll be focusing my social media campaigns specifically to ensure that we maintain a diverse club and **facilitate an open and loving environment of acceptance, understanding, and mutual respect**.
- What we can do better..
 - FBLA related camps: As Regional Vice President, I'll be working with a list of nonprofits in order to organize and plan multiple **entrepreneurship**

and finance camps across my district. Furthermore, I'll be using my channels of communication to communicate these events to all students and chapter leadership. By doing so, we will attract a swath of new students to school charters across the Southwest Region. I'll be working specifically with two organizations in particular, the International Minority Coalition and Framework for Future, ones that I have deep standing commitments to. With these organizations, we will organize multiple camps across the Greater Charlotte Area, and expand our presence as an institution.

- Scholarships: Through my district wide Q/A sessions and through social media, I'll be emphasizing the numerous amount of scholarships provided by the State and National level FBLA. Furthermore, I'll work with my State Officers to announce **statewide seminars for scholarships** and other opportunities provided by FBLA, so that students stay updated and understand the vast array of opportunities provided by this club.
- Biggest Change(#3): Competitions: While the role for competition preparation is currently within the individual charters, I, if elected to Regional Vice President, will change that. I'll provide my charter leadership with a number of resources that they can provide to students as preparation. As President of the Ardrey Kell FBLA Charter, this year, we hosted a number of prep sessions and provided students with detailed preparation documents. By doing so, we ensured that our students were best prepared to do well at the Regionals and State level competitions.

- As Regional Vice President, I look to expand that to all of the Southwest Region. I'll be hosting **two districtwide seminars**, one with charter officers and leaders and one with students, providing **detailed preparation documents** for each event, and communication necessary information in a timely manner. I'll work directly with the district chapter leadership in ensuring that their students have access to preparation and fully understand the details of their events
- Specific Plans:
 - Create your own Scholarship:
 - As Regional Vice President, I'll be laying out a plan to work with local nonprofits and businesses, collect money from many of the local chambers of commerce, and pool that money to **provide one(or more) scholarships to students** across the district. I'll be opening an application process towards the end of the year for all students to apply for this scholarship. I'll announce the scholarship at the start of the year and provide students with the details of the scholarship and subsequent application process. The Application Process will emphasize community service over FBLA competition success. That's because I think it's time for students, whether or not they are successful in competition, to have a further opportunity to get involved in this organization. That's because Future Business Leaders of American isn't just about performing well at competition, but building and striving to better your communities and schools through service. I'll be emphasizing that the scholarship will go to

the student(s) that have the biggest impact in their communities. Students will be given a list at the start of the school year of organizations that the Regional Vice President recommends for service. I'll be working with the school leadership teams to help organize specific community service events with these non-profits as well.

- Middle School Shadow Program:
 - Many Middle School FBLA students don't have the opportunity to expand their horizons and develop substantial leadership. As Regional Vice President, I'll be announcing a **Middle School Shadow Program** during my districtwide Q/A seminar with all Middle School Students in my district. Middle School Students can apply for shadow positions, and I'll be choosing several to shadow me and develop leadership capabilities. I'll work with them to further announce opportunities and community service events solely for middle school students. **As Regional Vice President, you're going to see a much higher emphasis on Middle School Students than ever before.**
- Non-profit opportunities
 - I'll be working with quite a few non-profits in organizing community and regional community service events. I'll be working with many of these to plan my proposed Entrepreneurship Camps as well.

- I have a list of 24 nonprofits that I'll be directly working with, from a list of 72 nonprofits that I've compiled over the past several years. Here are some of the nonprofits that I'll be working the most with.
 - International Minority Coalition.
 - Framework For Future
 - Greenhouse Scholars
 - J.R Girls Talk
 - Art of Living Foundation
 - App YOUNiversity
 - Teach For America
 - Assistance League of Charlotte
 - An Image Of Me
 - Beds For Kids
 - Salvation Army
 - Habitat For Humanity
 - March of Dimes
- Specific Item Of Agenda: Establish a **district wide (voluntary) survey**(can/will be conducted through both social media and through school means) that will ask students about their extracurricular interests. By use of this survey, students interested in business, coding(technology and design) and public speaking will be surveyed on ways FBLA can improve in the district. I'll be using this survey to

work with the State Officer Board and make several changes to how we plan and conduct different opportunities.

- Regionals:
 - For Regionals in November of 2021, here is a guidepost on how I will run the competition, so that everyone understands how I plan to conduct myself as Regional Vice President.
 - Guest Speakers: For the 2021 Regional Competition, I'll be reaching out to several renowned Guest Speakers to have them come to the competition and emphasize the importance of Business and Finance.
 - Including: Prof. Anthony Davies, Prof. Sunil Erevelles, and **District Director to the Congresswomen, Dr. Phalanphie Rhue.**
 - Judges: I'll be reaching out to the many chambers of commerce in my district in order to find judges for the 2021 Regionals Competition
 - Catering: Firehouse Subs