



NEBRASKA FBLA GOALS 2018-2019

CREATE

- 35% of chapters participate in a State Officer Chapter Connection roundtable
- Integrate new social media initiatives to engage members and grow completion of StepUp2Tech
- Promote FBLA by gaining 20,000 impressions through the #NebraskaFBLA campaign showcasing the pictures from Nebraska FBLA
- Recognize chapters donating exceeding amounts to the Nebraska FBLA Foundation Trust

LEAD

- Increase BAA and CSA completion by 10%
 - Place Top 8 in BAA Big Ten
- Expand membership to 5,700 students across the state
 - Grow middle level membership by 2%
- 100% of chapters complete at least 1 state ribbon project

INSPIRE

- Promote new leadership opportunities in Nebraska FBLA
 - Members join newly formed Nebraska FBLA Executive Committees:
 - Service
 - Education
 - Progress
- Continue to recognize outstanding members through Member of the Month
 - Generate participation in the Middle Level Member of the Month award