

Nebraska FBLA (Future Business Leaders of America)

Public Relations Strategies for Administration and School Board



Promoting the involvement your chapter has in your school and community is extremely important in developing a successful FBLA chapter. Too often, it is overlooked to inform your school board and administration of the activities and projects your organization completes.

The ideas listed below will help your chapter develop its public relations program with your local administration and school board.

- Provide a copy of your monthly agenda and minutes to the administration.
- Provide snacks at the February school board meeting in honor of FBLA week.
- Give a State and/or National Leadership Conference recap at the appropriate school board meeting.
- Invite school board members and administrators to the awards program at the State Leadership Conference.
- Invite administrators and school board members to your chapter's end-of-the-year recognition program.
- Arrange for the National Leadership Conference or State Leadership Conference competitors/winners to showcase their presentations at a school board meeting.
- Write a "thank you" letter to the administration and school board as a National Leadership Conference attendee.
- Recruit administrators and/or school board members to assist in preparing FBLA members for State Leadership Conference (Ex.: proofread resume, conduct mock interviews)