



## State Goals

### Connect:

- 25 local officers per office attend the monthly state officer table meetings.
- 100% of local chapters to host (in-person or virtually) at least one State Officer
- With Middle Level members through adding a Middle-Level Executive Committee
- FBLA to PBL to increase overall membership and engagement at all levels in Nebraska.

### Grow:

- Membership to 5,000 members within FBLA and 200 members within Middle Level through Super Sweeps promotion.
  - Member of the Month program to include Middle-Level member of the month and Chapter of the month editions.
  - Knowledge of FBLA and ways to be actively involved at every level.
  - Social Media Initiative and ToolKits
- Middle-Level participation in Ribbon Projects by creating a project to promote Middle Level FBLA exploration.

### Advocate:

- To increase business conference event and general sponsors for all state conferences.
- For the Nebraska FBLA Foundation Trust by having:
  - 124 chapters complete the Foundation Ribbon by donating \$100 or more to the Foundation
  - 50% of chapters participate in iGive & Amazon Smile to increase donations from these entities to \$75 this year.
- For 100% chapter participation in at least one ribbon project and 50% chapter participation in at least one National Project.