

## Nebraska Future Business Leaders of America Public Relations Strategies within the School



A public relations program is one of the keys to developing a successful FBLA chapter. One public relations area that is often overlooked is working with your school board, administrators and school personnel. The ideas listed below will help your chapter develop its public relations program.

Additional public relations strategies are located on the Nebraska FBLA web site under Resources at <http://www.nde.state.ne.us/BUSED/fbla.html> and in the *National Chapter Management Handbook*, Public Relations section.

### School Board and Administrators

- Give a presentation about FBLA's purpose and goals and a National Leadership Conference recap at the September school board meeting
- Arrange for the National Leadership Conference performance event competitors to give their presentation at a school board meeting
- Speak at a school board meeting and recap State Leadership Conference
- Present a gift FBLA Professional Membership to a school administrator during a school board meeting
- Provide snacks at the February school board meeting in honor of FBLA Week
- Write thank-you letters from the National Leadership Conference competitors to school board members and administrators
- Invite school board members and administrators to the State Leadership Conference awards ceremony
- Invite school board members and administrators to the chapter's end-of-the year recognition program
- Communicate regularly about FBLA activities with school administrators

**School Personnel (i.e., teachers, secretaries, paraprofessionals, food service workers, custodians, bus drivers)**

- Honor administrative professionals on national Administrative Professionals Day in April
- Write thank-you notes to bus drivers who drive to FBLA events
- Present gifts to teachers who help with chapter projects
- Provide gifts, treats or recognition items to school personnel during FBLA Week
- Give gifts, treats or recognition to school personnel on the first-day of school
- Provide a welcome gift or packet to new teachers
- Match FBLA members with school personnel in a Secret Santa program
- Invite school personnel who helped with FBLA events to the end-of-the-year awards recognition
- Provide treats and food items to the faculty workroom periodically throughout the year
- Contact school personnel for assistance when conducting FBLA activities. (FBLA members should contact the school personnel rather than the advisers.)  
Examples:
  - Inform staff and custodians that FBLA is hosting an activity, which may interfere with their normal routine
  - Ask staff to assist with State Leadership Conference computer events
  - Request staff to assist with chapter reports
  - Contact custodians regarding doors that need opening for special projects
  - Have students take conference forms through the paper trail for appropriate signatures