



What is the Road to SLC?

The Road to SLC is the premier program for chapter development in Iowa. This program focuses on creating quality local chapters through recruitment, financial management, community service, service learning, marketing, and participation in state and national programs. The Road to SLC is designed for **members** to complete activities that will improve the strength of the local chapter while gaining leadership skills from the activities. Chapters can earn designations for completing activities. Each designation level has different awards and recognition associated with that level.

Road to SLC Rules

- All activities must be submitted at iowafbla.org/road-to-slc
- All activities must be completed between the start of the 2025-26 Membership Year and the 2026 State Leadership Conference.
- Activities can only be submitted for one event. For example, you *cannot* count activity B-14 (Plan an Activity with another Chapter) and B-15 (Attend an Event with Another Chapter) as the same activity.
- All pictures and supporting materials must be different from pictures previously submitted. All materials submitted through Road to SLC become the property of Iowa FBLA. Materials may be reproduced by Iowa FBLA for marketing purposes.
- When uploading all files, **you should use the proper naming convention of files to earn all points**. All files should be named with the activity code (A1, B2, D3, etc.) followed by the school name and the file name. For example, submitting for A2 should be labeled A2_SchoolName_MembershipRecruitmentVideo.
- Activities can be submitted late until February 12, 2026, for a 50% point deduction. All activities must be submitted by 11:59 pm on February 12, 2026.

Awards, Recognition, & Benefits

- Top 3 chapters recognized at the State Leadership Conference
- Priority seating at the State Leadership Conference
- Individual members can qualify to receive the Silver Excellence Award
- Chapters can qualify to receive the Exceptional Level of the Outstanding Chapter, and therefore in the running for Top 10 in the nation
- Connect with industry professionals through events curated by your chapter

Frequently Asked Questions

Where do I find individual submission links for the activities?

All activities are submitted through the same form at iowafbla.org/road-to-slc

When does the game restart?

Road to SLC activities restart at the beginning of the 2025-26 Membership Year, on August 1st.

What are the seasons and deadlines for the game?

Member Momentum Season: August 1 - September 30

Professional Purpose Season: October 1- December 31

Conference Countdown Season: January 1- February 12

How are the activities verified and how will I know?

Once activities are submitted, Iowa FBLA team members will review the submissions and reach out if an activity does not meet the criteria. Chapter standings will also be released online.

What if our chapter misses a deadline?

Chapters can still submit activities for points at a 50% point deduction until February 12, 2026.

Should students or advisers complete and submit the activities?

Road to SLC tasks are created so members can take leadership and complete these activities themselves. If the activities require adviser submission, it will appear in the activity. If the adviser wants to keep track of submissions, ask the members to use the adviser's email as the "Submitters Email" on the submission form to get a confirmation email.

What is the naming convention for uploading files?

All files should be saved using the two digit activity code, followed by the chapter name, and then file name. (ie. A2_SchoolName_MembershipRecruitmentVideo) The letter represents the season an activity is due and the number represents the activity.

Name		Max Points	Due Date	Completed
A-1	POW & SMART Goals	200	October 1	
A-2	Create a Membership Recruitment Video	500	October 1	
A-3	Gain 10 New Members	600	October 1	
A-4	Create & Implement Member Recognition Program	400	October 1	
A-5	Update Chapter Officers in FBLA Connect	100	October 1	
A-6	Recruit 1 New Member to your Chapter	200	October 1	
A-7	Complete Officer Training in FBLA Connect	300	October 1	
A-8	Attend Chapter Leadership Retreat	500	October 1	
B-1	Attend Career Connections Conference	400	January 1	
B-2	Register for Stock Market Game	200	January 1	
B-3	Plan a Community Service Day	400	January 1	
B-4	Host a Business & Industry Professionals Panel	500	January 1	
B-5	Host a Professional Development Workshop	500	January 1	
B-6	Host a Networking Meet & Greet	500	January 1	
B-7	Pay Chapter dues by December 15	500	January 1	
B-8	Volunteer Hours	600	January 1	
B-9	Participate in an FBLA Fundraising Event	500	January 1	
B-10	Attend an FBLA National Webinar	200	January 1	
B-11	Participate in Workshops at CCC	200	January 1	
B-12	Participate in Chapter Events	500	January 1	
B-13	Request a State Officer Visit	300	January 1	
B-14	Plan an Event with Another Chapter	400	January 1	
B-15	Attend an Event with Another Chapter	200	January 1	
B-16	Register 1 Team for the CCC Case Competition	200	January 1	
C-1	Participate in Competitive Events	200	February 12	
C-2	Achieve Silver Excellence Award	500	February 12	
C-3	Plan a Competition Prep Session	400	February 12	
C-4	Adviser of the Year Nomination	100	February 12	
C-5	Business Person of the Year Nomination	100	February 12	
C-6	Administrator of the Year Nomination	100	February 12	
C-7	Who's Who Nomination	100	February 12	
C-8	National Anthem Singer Audition	100	February 12	
C-9	Sponsor a Competitive Event	400	February 12	
C-10	State/National Officers	500	February 12	
C-11	FBLA Week	300	February 12	
C-12	Attend State Leadership Conference	400	February 12	

Member Momentum: August 1 - September 30

A-1 POW & SMART Goals

200 Points

Due Date: October 1

Description: Submit a PDF with your chapter Program of Work (POW) and SMART goals.

A-2 Create a Membership Recruitment Video

500 Points

Due Date: October 1

Description: Upload a membership recruitment video created by your chapter for the 2025-26 membership year.

A-3 Gain 10 New Members

600 Points

Due Date: October 1

Description: Submit a screenshot of new members added to your chapter in FBLA Connect.

A-4 Create & Implement Member Recognition Program

400 Points

Due Date: October 1

Description: Submit a detailed PDF outlining your chapter's member recognition program.

A-5 Update Chapter Officers in FBLA Connect

100 Points

Due Date: October 1

Description: Submit a screenshot of your updated officers and titles in FBLA Connect.

A-6 Recruit 1 New Member to your Chapter

200 Points

Due Date: October 1

Description: Submit a screenshot from FBLA Connect of a new member added to your chapter.

A-7 Complete Officer Training in FBLA Connect

300 Points

Due Date: October 1

Description: Submit screenshots of *all officers* completed training from the Excellence Awards.

A-8 Attend Chapter Leadership Retreat

500 Points

Due Date: October 1

Description: Submit a screenshot of your completed registration from the event.

Professional Purpose: October 1 - December 31

B-1 Attend Career Connections Conference 400 Points

Due Date: January 1

Description: Register 4 members for the Career Connections Conference. Submit proof of registration for 4+ members via screenshot or PDF upload.

B-2 Register for Stock Market Game 200 Points

Due Date: January 1

Description: Upload confirmation of Stock Market Game registration.

B-3 Plan a Community Service Day 400 Points

Due Date: January 1

Description: Share details about your community service event, including but not limited to: date, time, location, event description, participants, etc.

B-4 Host a Business & Industry Professionals Panel 500 Points

Due Date: January 1

Description: Upload photos and share the names and descriptions of the panelists.

B-5 Host a Professional Development Workshop 500 Points

Due Date: January 1

Description: Upload photos from the event and share a description.

B-6 Host a Networking Meet & Greet 500 Points

Due Date: January 1

Description: Host a business leader to speak to your chapter (virtually or in-person). Attach photos of your chapter's participation and a summary of what was discussed.

B-7 Pay Chapter dues by December 15 500 Points

Due Date: January 1

Description: Upload confirmation of dues payment for all members from FBLA Connect.

B-8 Volunteer Hours 600 Points

Due Date: January 1

Description: Upload a PDF of volunteer or activity log, with a signed verification letter.

B-9 Participate in an FBLA Fundraising Event
500 Points

Due Date: January 1

Description: Submit photos and a description from the event.

B-10 Attend an FBLA National Webinar
200 Points

Due Date: January 1

Description: Submit screenshot of you attending the webinar along with a description of what you learned while participating.

B-11 Participate in Workshops at CCC
200 Points

Due Date: January 1

Description: Submit photos of chapter members attending at least 3 workshops at the Career Connections Conference.

B-12 Participate in Chapter Events
500 Points

Due Date: January 1

Description: Upload photos and descriptions from 5 different events your chapter hosted or attended during the season.

B-13 Request a State Officer Visit
300 Points

Due Date: January 1

Description: Upload a screenshot of your state officer visit confirmation email, as well as photos from the visit.

B-14 Plan an Event with Another Chapter
400 Points

Due Date: January 1

Description: Submit the plan for your event with another chapter, including details such as: date, time, location, event description, participants, etc.

B-15 Attend an Event with Another Chapter
200 Points

Due Date: January 1

Description: Submit photos of your chapter attending an event with another FBLA chapter.

B-16 Register 1 Team for the CCC Case Competition
200 Points

Due Date: January 1

Description: Upload confirmation of your registered team for the Career Connections Conference Case Competition. Additionally, submit a photo of the team at CCC.

Conference Countdown: January 1 - February 12

C-1 Participate in Competitive Events 200 Points

Due Date: February 12

Description: Register 5 chapter members in competitive events. Upload confirmation of registered members and their respective events for the State Leadership Conference.

C-2 Achieve Silver Excellence Award 500 Points

Due Date: February 12

Description: Complete activities for the Excellence Award! Upload confirmation of 4 chapter members achieving the Silver Level of the Excellence Award.

C-3 Plan a Competition Prep Session 400 Points

Due Date: February 12

Description: Plan a competitive event prep session. Submit a description and photos of the session.

C-4 Adviser of the Year Nomination 100 Points

Due Date: February 12

Description: Upload your confirmation of Adviser of the Year submission.

C-5 Business Person of the Year Nomination 100 Points

Due Date: February 12

Description: Upload your confirmation of Business Person of the Year submission.

C-6 Administrator of the Year Nomination 100 Points

Due Date: February 12

Description: Upload your confirmation of Administrator of the Year submission.

C-7 Who's Who Nomination 100 Points

Due Date: February 12

Description: Upload your confirmation of Who's Who submission.

C-8 National Anthem Singer Audition
100 Points

Due Date: February 12

Description: Upload your confirmation of your National Anthem audition submission.

C-9 Sponsor a Competitive Event
400 Points

Due Date: February 12

Description: Sponsor a competitive event (\$250+) and upload confirmation of payment, sponsor(s) name, and the event(s) name.

C-10 State/National Officers
500 Points

Due Date: February 12

Description: Encourage members to run for state or national office! Upload confirmation of your submitted state or national officer application.

C-11 FBLA Week
300 Points

Due Date: February 12

Description: Create a plan for each day of FBLA Week. Submit a PDF outlining your plans for each day of the week. Be sure to include specific details about each day and planned event.

C-12 Attend State Leadership Conference
400 Points

Due Date: February 12

Description: Register 4 members for the Career Connections Conference. Submit proof of registration for 4+ members via screenshot or PDF upload.