

2025-2026 Adviser Training



Welcome

- Staff Introductions
- Adviser Introductions



MAKE
YOUR
MARK



Staff Introductions



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Welcome to the Year



Welcome to the Year

- Iowa FBLA Welcome Kit
- National Membership Kit
- Iowa FBLA Website
- Calendar
- Dues



Iowa FBLA Welcome Kit

- Welcome Guide + Letter
- Calendar
- Road to SLC Template
- Road to SLC Guidelines
- CCC Save the Date
- SLC Save the Date
- Financial Aid Opportunities Flyer



National Membership Kit

- Digital Kit -
 - Welcome Guide
 - Competitive Events Posters
 - Champion Chapter Poster
 - Membership Poster
 - Conference Poster/Flyers



Iowa FBLA Website

- [Home](#)
- New Changes
 - Refreshed Look
 - New Navigation Bar
 - Get Involved > Advisers
 - Condensed Pages
 - Intuitive Navigation



Calendar

- Calendar of Events
- 2025-26 Changes
 - Leadership Retreat - TODAY!
 - Road to SLC Deadlines
- In your welcome kit & on Iowa FBLA website - Advisers Page



Iowa
FBLA

2025-26 Calendar of Events

August
1: 2025-26 Membership Database Opens
15: Career Connections Conference (CCC) Registration Opens

September
5: Chapter Leadership Retreat Registration Deadline
13: Chapter Leadership Retreat - Ames

October
1: Road to SLC Submissions Due
2: State Fall Leadership Conference (SFLC) Registration Deadline
15: Dressed to Impress Scholarship Deadline
21: Career Connections Conference (CCC) Registration Deadline

November
13-15: Career Connections Conference (CCC) - Des Moines
15: American Enterprise Day

December
1: State Officer Application Opens

January
1: Road to SLC Submissions Due
12: State Leadership Conference (SLC) Registration Opens
29: State Officer Application Deadline

MAKE YOUR MARK
FBLA



Dues & Important Dates

Dues	Collegiate
Dues Rate	\$17
Dues Deadline	March 1

Event	Deadline
CCC Registration	October 21
SLC Registration	February 12
NLC Registration	April 28



Communications



Communications

- State Emails
- National Emails
- Facebook Group
- Contacting State Officers



Communications

- Friday 5
 - Iowa FBLA communication
 - To all students & advisers, every Friday
- Adviser Alert
 - Emails from FBLA National Center
 - To all advisers & chapter officers, every other Wednesday
- Facebook Group:
[Advisers Lounge: Iowa Business/IT Educators](#)



State Officers

- Request an Officer Visit
 - Collegiate Officer Topics:
 - New Chapter
 - FBLA Collegiate 101
 - Programs
 - Conferences



[Request a Collegiate Officer](#)



What communication techniques are most effective with students? Why?



FBLA Connect



FBLA Connect

- [Log in](#)
- August 1st Reset
- Adding Members
- Defining Officers
- Additional Resources
 - [FBLA Help Desk](#)

 **CONNECT**



Programs



Programs

- Excellence Awards
- Road to SLC
- Outstanding Chapter
- Community Service



Excellence Awards

- National Program - honors exceptional members who are committed to personal and professional growth and active involvement in FBLA
- 3 Levels
 - Bronze
 - Silver
 - Gold
- [Learn More](#)



Road to SLC

- State Program
- Create a quality chapter with activities focused on recruitment, financial management, community service, marketing, and more
- Quarterly Deadlines

*Recommended tool for new chapters

ROAD TO SLC

Fuel Your Year, Drive to SLC!

The Road to SLC is a comprehensive guide that leads chapters through the membership year with fun activities for all members, with the goal to maximize engagement and build out a successful program of work until the State Leadership Conference in February!

Benefits:

- Top 3 chapters receive award at SLC.
- Priority seating at SLC.
- Recognition Ribbons for participation during each season.
- Members qualify to receive Silver Excellence Awards and chapters qualify for Exceptional Level of Outstanding Chapter and are in the running for top 10 placement.
- Connect with industry professionals through professional events planned by your chapter.



ROAD TO SLC
2025-2026

▶ Outstanding Chapter Award Component
★ Excellence Award Component

Member Momentum Season - August 1 - September 30, 2025					
<input type="checkbox"/>	Create a POW and SMART Goals - 200 points	▶	<input type="checkbox"/>	Update Your Officers in FBLA Connect - 100 points	★
<input type="checkbox"/>	Create a Membership Recruitment Video - 500 points	▶	<input type="checkbox"/>	Recruit a New Member to Your Chapter - 200 points	★
<input type="checkbox"/>	Add 10 New Members - 600 points	▶	<input type="checkbox"/>	Complete Officer Training in FBLA Connect - 300 points	★
<input type="checkbox"/>	Create and Implement a Member Recognition Program - 400 points	▶	<input type="checkbox"/>	Participate in Chapter Leadership Retreat - 500 points	★

Notes: All descriptions of items and what to submit can be found on submission form on the Iowa FBLA website.

Professional Purpose Season October 1 - December 31, 2025					
<input type="checkbox"/>	Register 4 Members For CCC - 400 points	▶	<input type="checkbox"/>	Participate in an FBLA Related Fundraising Event - 500 points	★
<input type="checkbox"/>	Register a Team For the Stock Market Game - 200 points	▶	<input type="checkbox"/>	Attend National FBLA Collegiate Webinars - 200 points	★
<input type="checkbox"/>	Plan a Community Service Day - 400 points	▶	<input type="checkbox"/>	Attend Workshops at CCC - 200 points	★
<input type="checkbox"/>	Host a Panel of Business and Industry Professionals - 500 points	▶	<input type="checkbox"/>	Participate in Chapter Events - 500 points	★
<input type="checkbox"/>	Host a Professional Development Workshop - 500 points	▶	<input type="checkbox"/>	Request a State Officer Visit - 300 points	
<input type="checkbox"/>	Sponsor a Meet and Greet Networking Session - 500 points	▶	<input type="checkbox"/>	Plan an Event With Another Chapter - 400 points	
<input type="checkbox"/>	Pay Dues by December 15th - 200 points	▶★	<input type="checkbox"/>	Attend an Event With Another Chapter - 200 points	
<input type="checkbox"/>	Volunteer 10 Hours - 600 points	▶★	<input type="checkbox"/>	Register At Least 1 Team For the Case Competition at CCC - 200 points	

Notes: All descriptions of items and what to submit can be found on submission form on the Iowa FBLA website.

Conference Countdown Season January 1 - February 20, 2026					
<input type="checkbox"/>	Have 5 Members Compete In a Competitive Event - 200 points	▶	<input type="checkbox"/>	Nominate a Member For Who's Who - 100 points	
<input type="checkbox"/>	Have 4 Members Achieve Silver Excellence Awards - 500 points	▶	<input type="checkbox"/>	Audition a National Anthem Singer - 100 points	
<input type="checkbox"/>	Plan a Competitive Event Preparation Session - 400 points	▶★	<input type="checkbox"/>	Sponsor a Competitive Event (\$250+) - 400 points	
<input type="checkbox"/>	Nominate an Adviser For Adviser of the Year - 100 points		<input type="checkbox"/>	Have Chapter Members Run For State or National Office - 500 points	
<input type="checkbox"/>	Nominate a Business Person of the Year - 100 points		<input type="checkbox"/>	Create a Plan For Each Day of FBLA Week - 300 points	
<input type="checkbox"/>	Nominate a School Administrator of the Year - 100 points		<input type="checkbox"/>	Register for SLC - 400 points	


Notes: All descriptions of items and what to submit can be found on submission form on the Iowa FBLA website.



Outstanding Chapter

- National Program
- Membership, recruitment, and engagement-focused challenges
- 20 challenges to submit activities
- [Learn More](#)

*Recommended tool for new chapters



Outstanding Chapter

The Outstanding Chapter Award is a national-level program that recognizes chapters for their contributions throughout the year. By completing activities, chapters accumulate points and can achieve three different award levels.


All Distinguished, Exceptional, and Outstanding Chapters will receive banners for their achievements. However, chapters that earn the Outstanding Chapter recognition will not receive an additional banner for Distinguished or Exceptional Chapter. Ribbons will also be awarded to chapter members attending the National Leadership Conference (NLC).

How to Participate: Keep track of your chapter's activities and save your documentation throughout the year. When ready, submit your materials through the Outstanding Chapter form on FBLA Connect.

For full details on eligibility, requirements, and rules, please review the Outstanding Chapter Award guidelines. **SUBMISSION DEADLINE: MAY 1, 2026**

DISTINGUISHED CHAPTER: 1,500+ points | **EXCEPTIONAL CHAPTER: 3,500+ points**
OUTSTANDING CHAPTER: The top 10 chapters with at least 3,500 points

Task	Verification	Points
1. Develop a Program of Work for your chapter that includes S.M.A.R.T. goals to plan your membership year. S.M.A.R.T. goals are Specific, Measurable, Achievable, Relevant, and Timely.	Upload your Program of Work.	500
2. Craft a compelling and original membership recruitment video about FBLA Collegiate to share on social media.	Upload original video file and link to the post online.	200 <small>Earn up to 200 bonus points for quality and creativity.</small>
3. Attend at least 10 different National FBLA Collegiate webinars.	Webinar attendance is verified through the Excellence Award process, so members must be registered for the Excellence Award and submit verification after each webinar following the provided instructions.	300
4. Register a team for the Stock Market Game.	Upload a copy of the registration confirmation.	100
5. Host an information session about FBLA Collegiate with an FBLA High School chapter.	Upload a photo of the Collegiate member(s) with the high school chapter.	100
6. Plan a social event (either online or in-person) for members, such as a trivia night, digital scavenger hunt, bowling, movie night, or pizza party.	Upload a screen shot of a social media post that includes a photo.	200 <small>*Maximum 50 points if event is with another FBLA Collegiate chapter.</small>
7. Register at least four members for the Career Connections Conferences.	Upload registration confirmation.	200
8. Host a panel of business and industry professionals to learn about a variety of career paths.	Upload a write-up of the panel and include a photo of the event.	200 <small>*Maximum 50 points if at least one panelist is an FBLA alum.</small>
9. Plan a virtual or in-person professional development workshop featuring career tips, networking, or preparing for a job interview.	Upload a copy of a flyer promoting the workshop with at least one photo.	200
10. Highlight a successful alum on social media.	Upload a screenshot of the post.	200
11. Participate in at least one activity each day of FBLA Week.	Upload a summary with photos for each activity you participate in.	200
12. Have at least five members sign up to participate in a competitive event at the state or national level.	Upload a copy of the conference registration and a photo of the five members at the conferences.	200
13. Have at least three members register to attend the 2026 FBLA Collegiate NLC in Las Vegas, NV.	Upload a copy of the registration confirmation.	300
14. Fundraise for the NLC Scholarship Fund.	Upload a copy of your donation receipt.	1 point
15. Plan a Community Service Day in which members volunteer hours to support a community organization.	Upload a write-up of the event and include a photo.	
16. Have at least four members receive the Excellence Silver Award.	Submit names of individuals to be verified by National Center staff.	
17. Develop and implement a membership recognition program for your chapter such as Member of the Month, Member of the Year, or a Wall of Fame.	Upload a description of the program created and a link to the announcement of the recognition.	
18. Sponsor a virtual or in-person "meet-and-greet" networking session for members, alumni, business professionals, and faculty.	Upload a write-up of the event and include a photo.	



Community Service

- FBLA National Service Partner:
Alzheimer's Association
- Participate in suggest community service activities
- [Learn More](#)
- Create your own community service project(s) to impact YOUR community



What state or national programs have the biggest impact on students? Why?



Competitive Events



Competitive Events

- Definitions
- 2025-26 Changes
- [Learn More](#)



Definitions

- Objective Test → 100 Question Test
- Production Event → 2 parts - objective test + production test
- Performance Events
 - Role Play → Interactive case with judges
 - Interview → Pre-submitted interview materials + interview
 - Presentation → Project on provided topic + presentation
 - Speech → Speech based on provided topic
 - Impromptu → Topic provided 10 minutes prior
 - Case Competition → Present solutions for a real life situation

*Events will be categorized as: Objective Test, Role Play, Production, or Presentation



2025-26 Changes (Collegiate)

Name Changes

- Marketing, Sales, & Communications Case Competition → Marketing & Sales Case Competition

New Events

- Business Law
- Customer Service
- Digital Design & Communications Case Competition
- Foundations of Digital Design



Conferences



Conferences

- Conferences Overview
- Conference Procedures
- CCC
- SLC
- NLC
- Best Practices



Conferences Overview

	CCC	SLC	NLC
Stands For	Career Connections Conference	State Leadership Conference	National Leadership Conference
Date	November 13-15 Des Moines	February 27-28 Ankeny	June 6-8 Las Vegas, NV
Brief	Leadership development led by business professionals, workshops, case competitions	State level competitive events, leadership activities, expo hall, general sessions, and officer elections	National level competitive events, workshops, exhibitors, general sessions, and officer elections
Competitive Events	Yes - CCC specific	Yes	Yes



Conference Procedures

- Registration
 - Members must have dues paid to attend all conferences - CCC, SLC, and NLC
 - Register via Blue Panda
 - Students do not have Blue Panda log in
- Attendance
 - Not required to stay in on-site housing
 - Advisers encouraged, but not required to attend



CCC

- Interactive workshops, resume review, career fair
 - Professional development day at Principal Financial Group
 - Social events
 - Networking opportunities
 - Case competition
-
- **Registration is live,**
read more [here!](#)



SLC

- Each member may submit:
 - Maximum of three (3) events:
 - Any combination of objective tests, productions, and live presentation/performance events
- Each chapter may submit:
 - Maximum of four (4) entries per competitive event



SLC - Qualifying Events

42
total

- Accounting Case Competition
- Business Communication
- Business Ethics
- Business Law
- Business Presentation
- Community Service Project
- Computer Applications
- Customer Service
- Cybersecurity
- Digital Design & Communications Case Competition
- Emerging Business Issues
- Entrepreneurship Pitch Competition
- Finance Case Competition
- Foundations of Accounting
- Foundations of Communication
- Foundations of Computer Science
- Foundations of Digital Design
- Foundations of Economics
- Foundations of Entrepreneurship
- Foundations of Finance
- Foundations of Hospitality Management
- Foundations of Management
- Foundations of Marketing
- Foundations of Selling
- Foundations of Technology
- Future Business Executive
- Future Business Facilitator
- Hospitality Management Case Competition
- Impromptu Speaking
- International Business
- Job Interview
- Management Case Competition
- Marketing & Sales Case Competition
- Organizational Behavior & Leadership
- Parliamentary Procedure
- Project Management
- Public Speaking
- Retail Management
- Sports Management & Marketing
- State of Chapter Presentation
- Supply Chain Management
- Technology & Computer Science Case Competition



SLC - Advancing to NLC

- Top four (4) in all events advance to NLC
 - Exceptions:
 - Recognition Awards - Who's Who



NLC

- Each chapter may submit:
 - All qualifiers from SLC (top 4 in each event)
- At NLC:
 - Top 15 advance to finals in presentation/performance events
- Placement at NLC:
 - Top 10 recognized on stage



Conference - Best Practices

- Begin planning early
- Plan to attend all 3 conferences offered
 - Each offers something different
- Ensure fundraising plans
- Seek assistance from school or partners
 - Fundraising/Monetary Support
 - Transportation



How do you encourage student participation in conferences, especially for those who may be hesitant or lack confidence?



Scholarships



Scholarships

- National Scholarships



National Scholarships

- Collegiate National Scholarships
 - Dressed to Impress
 - Formal wear/business attire
 - NLC Scholarship
 - Complimentary registration + \$500 to cover expenses
 - Distinguished Business Leader
 - Outstanding FBLA members

Click Here for the
SCHOLARSHIP &
FINANCIAL AID
MANUAL

February 2025

This manual includes information about the following scholarships
FBLA offers as a part of the Scholarship & Financial Aid programs:
Distinguished Business Leader Scholarship * Dressed to Impress *
National Leadership Conference Scholarship * National Technical
Honor Society/FBLA Scholarship



How do you encourage members to seek out scholarships and participate in fundraising efforts, and what approaches are most effective in helping them succeed?



Wrap Up



Wrap Up

- **1 Takeaway**
 - What new skill or activity will you be implementing this year?
- **1 Best Practice**
 - What is your best piece of advice you would give other advisers?
- **1 Question**
 - What is one question you still want answered?



Thank You!

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