

STRATEGIC PLAN

**VISION
2028**



FBLA

Future Business Leaders of America



SERVICE. PROGRESS. EDUCATION.

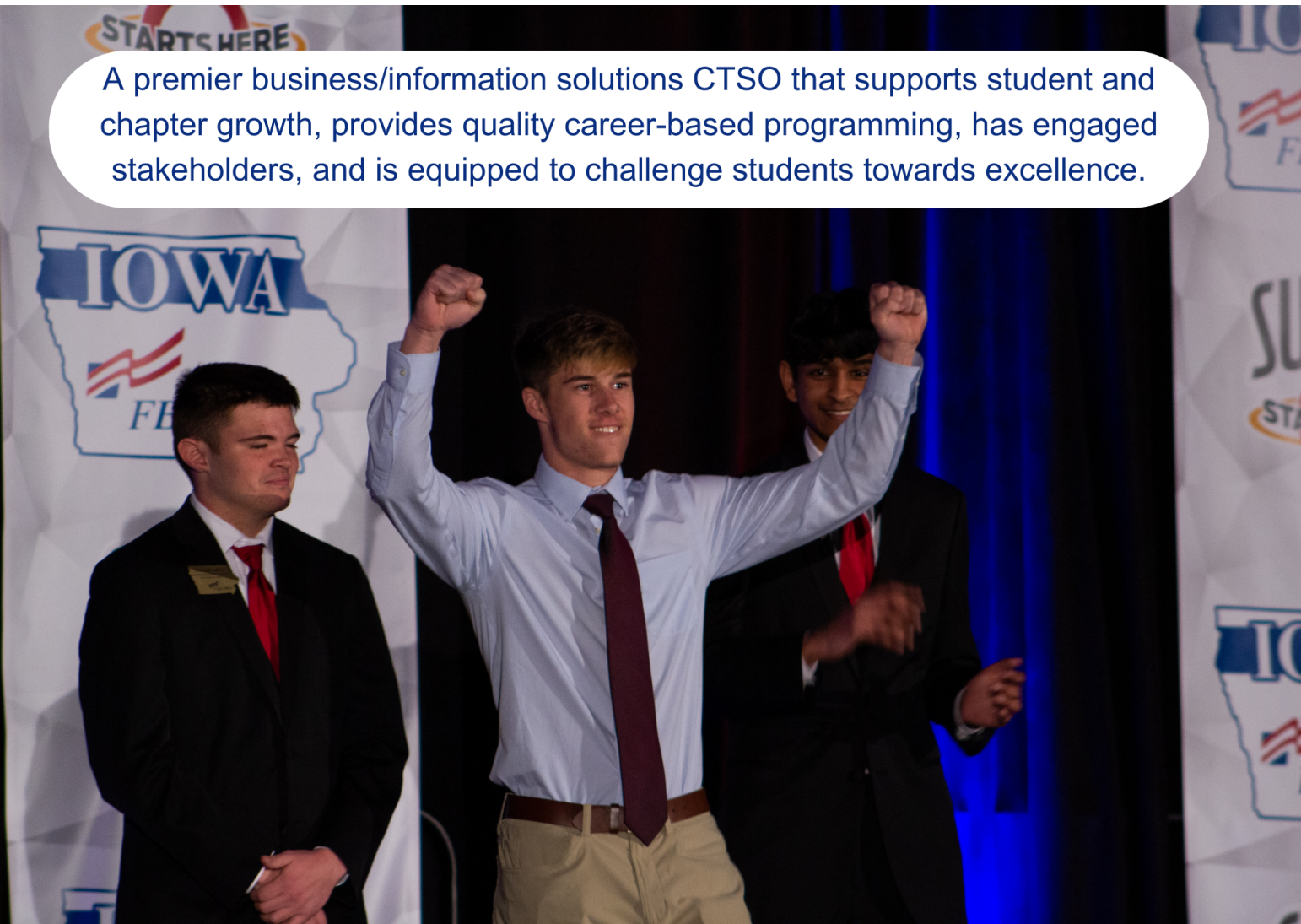
VISION 2028

The Iowa FBLA Board of Directors and State Staff, in consultation with the National FBLA organization, has developed this strategic plan to guide us toward our vision and mission as we serve the students, teachers, administrators and business partners of Iowa FBLA. The planning process began with a board self-assessment in June 2022.

In July 2022 the board of directors met at a planning retreat in Coralville, IA and received training on the duties and responsibilities of nonprofit boards and on strategic planning. Laila Downs, Founder of Point One Development, a nationally recognized coaching, speaking, and facilitation company, conducted the training. At this planning retreat, the board reviewed the assessment and developed focus groups to identify critical issues facing the future of the state association. The board also discussed the current state of the association, current and future barriers of the association, and critical success factors to drive the work of the organization.

Based upon this work, four goal areas were developed and objectives were written to enable us to meet these goals. The objectives set forth in this plan will help us better serve our members and partners and move our organization forward to the future.

A premier business/information solutions CTSO that supports student and chapter growth, provides quality career-based programming, has engaged stakeholders, and is equipped to challenge students towards excellence.



MISSION

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

VISION

A premier business/information solutions CTSO that supports student and chapter growth, provides quality career-based programming, has engaged stakeholders, and is equipped to challenge students towards excellence.

1. EXPLORE

What it means to be a leader.

2. EXPERIENCE

A broad range of business pathways by applying classroom concepts in workforce-simulated environments.

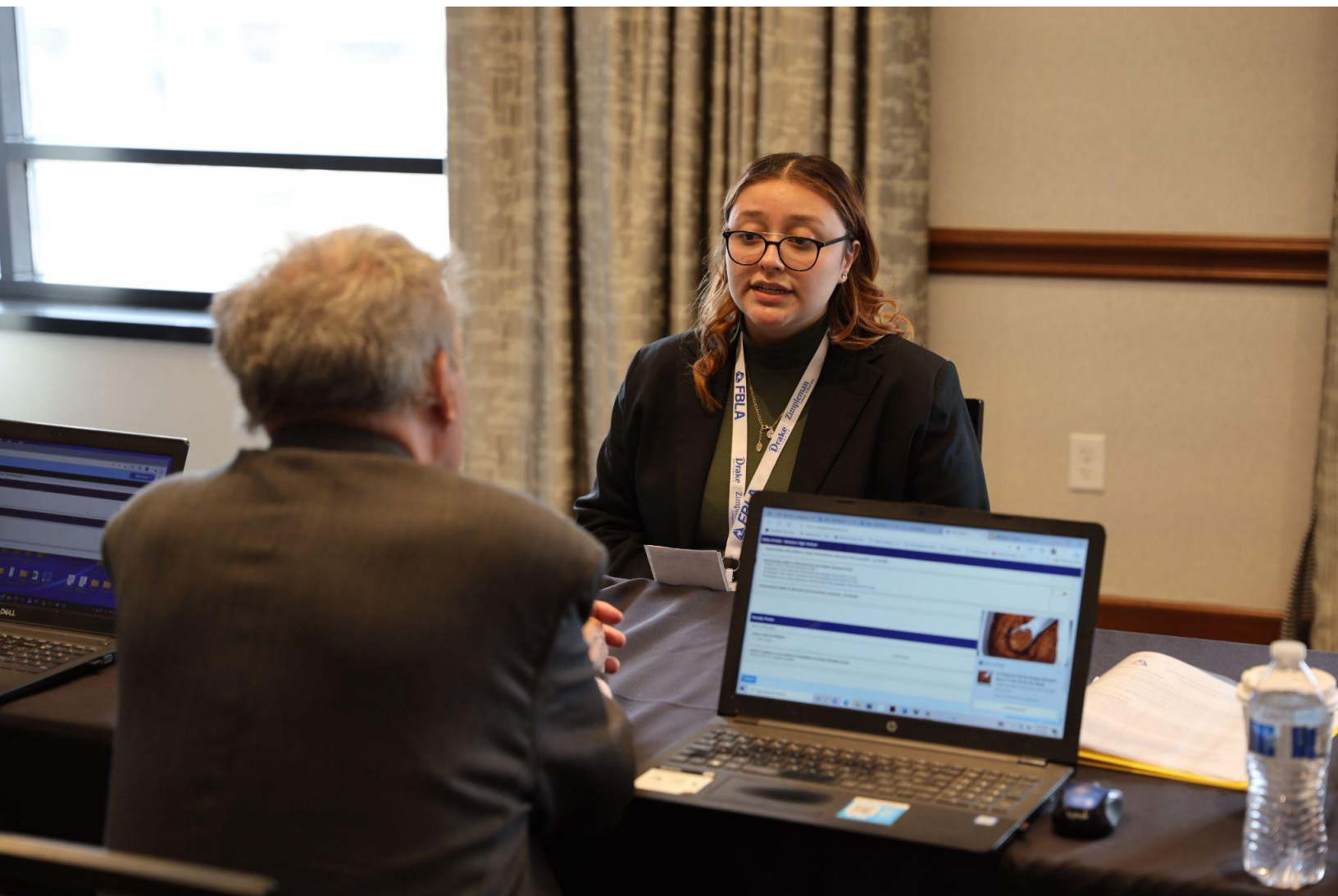
3. ENGAGE

With a network of college students and prepare for a career as a business leader.

GOAL 1

DEVELOP FINANCIAL STRENGTH

1. Increase Funding for Two Full-Time Equivalent Staff Members.
 - a. Hire a Full Time Executive Director.
 - b. Hire a Full Time Business Partnerships & Development Manager.
2. Increase Existing Revenue Streams of the Association.
 - a. Seek Grant Opportunities from State Agencies.
 - b. Increase Money Raised from Sponsorships & Partnerships.
3. Diversity and Expand into New Revenue Streams.
 - a. Seek Grant Opportunities from Federal Agencies
 - b. Increase Local Chapter Involvement in Fundraising.
 - c. Identify Private Grants.
4. Implement a Business Partnerships & Development Team
 - a. Create a Board Committee to Focus on Financial Strength
 - b. Cultivate a Connected Community of Business Partners.



GOAL 2

ENGAGE STAKEHOLDERS

1. Foster Opportunities for Diverse Stakeholder Involvement.
 - a. Promote Judge Opportunities to More Stakeholders.
 - b. Create Call for Proposals for Workshop Presenters.
 - c. Create One-Day Registration for the State Leadership Conference.
2. Involve More Industry Professionals to Actively Participate.
 - a. Seek Organizations with Strong Corporate and Social Responsibility Plans.
 - b. Attract Industry Engagement through Volunteering.
 - c. Promote FBLA to Boards of Education for Involvement.
3. Deepen Relationships with Parents and Supporters of the Association.
 - a. Inspire Parents to Volunteer at the Local & State Level.
 - b. Strengthen Quality Judging through Parent Involvement.
 - c. Encourage School Administrator Involvement.
4. Enhance Post-Secondary & Collegiate Relationships.
 - a. Foster Awareness of Programming with Stakeholders.
 - b. Engage Postsecondary Administration for FBLA Participation.



GOAL 3

DEVELOP PROGRAMMING

1. Increase Real-World Opportunities through Student Programming.
 - a. Offer In-Person Programming with Career-Based Experiences.
 - b. Expand Chapter Leadership & Development for all Local Chapters.
 - c. Build Workplace Experiences for Student Programming.
2. Support Advisers through FBLA Resource Development.
 - a. Provide Suggested Lessons or Curriculum to Incorporate into Existing Business Courses.
 - b. Develop and Implement Adviser Mentorship Program.
 - c. Enhance Competitive Event Resources for Advisers.



GOAL 4

IMPROVE MARKETING AWARENESS

1. Develop Marketing Resources & Materials for the Association.
 - a. Create Video Marketing Targeted for Business & Industry Support.
 - b. Highlight Member Stories & How FBLA Impacted Them.
 - c. Create a Marketing Campaign to All Stakeholders.
2. Provide Marketing Resources for Local Chapters and Advisers.
 - a. Create Specific Member Directed Social Media Presence.
 - b. Attract & Retain Members through a Recruitment Plan.
 - c. Launch a “Who, What, When, Where, How” Marketing Series.





Iowa

FBLA

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2023-2024 Board of Directors

Erin Snitkey, Business & Industry, *Nationwide Insurance*

Carrie Kohl, Adviser, *Missouri Valley High School*

Shannon Smith, Adviser, *Creston High School*

Janelle Larson, Adviser, *Waukee High School*

Susan McCoy, Adviser, *Des Moines Area Community College*

Elizabeth Crandon, Adviser, *Des Moines Area Community College*

Jena Wiley, Business & Industry, *Lucas County Health Center*

Jamie Aulwes, Business & Industry, *Johnston Machine Works*

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Nathan Nevenhoven, Secretary, *Waukee High School*

Tori Neer, Treasurer, *Chariton High School*

Isaac Ericson, District 1 Vice President, *Waukon High School*

Celeste Gomez, District 2 Vice President, *Denison High School*

Prisha Patel, District 3 Vice President, *Waukee High School*

Brenna Meyermann, District 4 Vice President, *Northeast High School*

Samriddhi Shrestha, District 5 Vice President, *Fairfield High School*

Audrie Kohl, District 6 Vice President, *Missouri Valley High School*

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Benjamin Pellizzari, Executive Vice President, *Iowa State University*

Paige Mentzer, Vice President of Membership, *Des Moines Area Community College*

Abbi Holloway, Vice President of Finance, *University of Northern Iowa*

Aiden Farnsworth, Vice President of Communication, *University of Northern Iowa*

