

# Enhancing Your Understanding of Career and Technical Student Organizations



Internet - IDOEGuest

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# **Welcome & Introductions**



# Today's Agenda

The background features abstract, overlapping shapes in teal, lime green, and grey. A teal shape is at the top right, a lime green shape is below it, and a grey circle is partially visible on the right. A teal wave-like shape is at the bottom left, and a thin orange line is at the bottom right.

**What is a CTSO?**



# Organizational Structure

National Association

- ✓ Operates in accordance with charter guidelines from the national association

State Department of Education

- ✓ The State Department of Education holds the charter for both organizations

Board of Directors

- ✓ State level board of directors that provides guidance and support

State Staff

- ✓ State directors (along with the state Department of Education) support local chapters and advisors

Local Chapter Advisor

- ✓ Local chapters affiliate with the state and national level

Local Member

- ✓ Student members affiliate with the local, state, and national level



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# Membership



# What Is A Member?

A member is a dues paid student of CTSO state & national organization

Members have access to

- Conferences, Competitive events, Leadership training, Discounts, and Scholarships

Membership is key to the success of the association

- Provides unique, one-of-a-kind opportunities to students
- Connects students to scholarships and industry
- Provides leadership and competitive event recognition

Two types of membership:

- Per pupil (individual student payment)
- Program Affiliation (100% program enrollment in FBIA)



# Recruiting New Members

**Posters** - Hang up your CTSO poster in the classroom. Print additional copies if needed

**Bulletin boards** - Promote conference opportunities, especially those that promote travel

**Announcements** - Include in school announcement emails or communications

**Parents** - Send a mailer to parents with incoming student mailers

**School** - Volunteer at school events. Ex. Volunteer at the first football game of the season

**Food** - Host a CTSO open house. Ex. Taco-bout FBLA/DECA

# Recruiting New Members

Recruiting in  
the  
classroom

Speak to each of  
your classes  
about the  
benefits of  
CTSO

Have your officer  
team speak at  
the beginning of  
classes

Incorporate  
activities into  
the classroom

Incorporate  
competitive  
events into  
the classroom

Students  
respond well to  
hearing from  
their peers

CTSO  
Challenges and  
Achievement  
Awards

Business Plan

# How Do You Recruit?

[bit.ly/CTSOREcruit](http://bit.ly/CTSOREcruit)



# Chapter Management



# Officer/Leadership Team

Your team will help you to accomplish all your chapter functions

Leadership opportunities promote employability skills for members

- Public speaking
- Teamwork
- Communication
- Technology literacy
- Flexibility & adaptability

Member driven initiatives have the most success

Officers and members are the “doers”, you guide and advise

# Officer/Leadership Team Elections



## Local chapters choose own process

- Share information regarding officer/leadership positions
- Candidates are approved by advisor
- Officer application / Officer Packet



## Election process

- Every member gets one vote
- Application is scored and combined with votes
- Interviews are held by senior officers and adviser
- Elect your officers at the second to last meeting in the spring



## Induction

- Induct officers at final meeting of the year
- Celebration of year's accomplishments
  - Dinner/potluck/meeting

# Officer/Leadership Team Planning Meeting

- In the summer to get a head start in the fall
- Chapter **program of work** with goals to accomplish over the year
- Officer meetings alternating weeks of regular chapter meetings
- Encourage officers to be enrolled in at least one business course
- Complete an [officer contract](#)

# Committees

Committees involve more members in leadership roles

- Younger members
- Learn leadership
- Led by officer or committee chair
- Develop a vested interest in the CTSO

Committees meet regularly

- Complete work assigned by officer team
- Fundraising - plan potential fundraisers
- Service - service activities for the chapter
- Social - social activities for chapter members



# How Do You Set Up Your Leaders?



# Member Involvement



# Meetings



- Agendas should be designed by the officer team
- Approved by the chapter adviser

- Provide the agenda to chapter members in advance
- Use agenda template for officers
- Officers fill in the specifics



- Meetings should include some of the following items:

- Committee reports
- Fundraising & social plans
- Updates on: deadlines & conferences

# Meetings

Your opportunity to share updates on conference, competitive events, leadership opportunities

Held regularly but may vary on time of year

Use your school's scheduled organization/common meeting time

Host before or after school

Be mindful of sporting events and other large school groups

# Meetings

Can be any length (15-60 minutes) depending on the time of year

Times around competitive events time may be longer

Not all require every member be present

Consider additional ones for certain groups

Competitors

Officer/Leadership  
Team

New  
Members

# Meetings

Request a State Officer to attend an officer or chapter meeting

Include ice breaking activities

Involve committee members in reports

Include creed - have member lead

Use point system to encourage participation

# How Do Your Meetings Look?



# **Community, School and Financial Resources**





# CTSO in the Community



- ✓ Present to Kiwanis/Rotary/Chamber of Commerce
  - ✓ Partner with them on a project
- ✓ Business tours/job shadows
- ✓ Alumni engagement
  - ✓ Panel for meeting
  - ✓ Provide chapter support for finances

# Community Service

Service is a staple of our association and a part of our crest

Chapters should host or participate in at least one service project each semester

Connect with recruitment or chapter activity

# Community Service



## **Put together a team for a 5K**

- ✓ Some businesses will even let you walk on their behalf

## **Attend a community fundraiser for a new community center**

- ✓ Offer to help serve food or setup/cleanup

## **Make donations to Iowa state projects**

- ✓ March of Dimes (FBLA) –
- ✓ MDA (DECA) -
- ✓ Conference specific projects -

# CTSO in the School

- ✓ School-based enterprise
  - ✓ Program income as fundraiser
- ✓ Work-based learning
- ✓ Co-curricular vs. extra-curricular
- ✓ Present to school board
- ✓ Develop a CTSO Booster club



# Funding Sources



## Perkins Funding

[Allowable and Unallowable Expenses](#)

## Grant Funding

- [iowagrants.gov](http://iowagrants.gov)
- Watch for DE newsletter
- Apply through Foundations
- Know what grant your CTSO offers

## State Funding

- RPP Funding
- Divisions - check out what resources

## Donations

- Use your t-shirts as advertisements
- Being involved will result in people giving back

# Community and School Support

Activity

<https://bit.ly/CTSOFunding>



# State Resources



# MBA Research Resources



## State Connection

- Iowa - member state
- <https://www.mbaresearch.org/>

## CTSO Resources

Register and do a little exploring (if approved immediately)

Writes the exams for both FBLA and DECA