

Officer Candidate Guide

2018-19

Bringing business and education together in a positive working relationship through innovative leadership and career development programs.

Service
Education
Progress



Contents

| | |
|--|----|
| 2018-19 Missouri FBLA-PBL Officer Candidate Important Dates..... | 4 |
| Who is an Officer?..... | 4 |
| Position Responsibilities | 4 |
| Officer Expectations..... | 6 |
| Officer Behavior | 6 |
| Code of Conduct..... | 6 |
| State Officer Financial Benefits..... | 8 |
| State Officer Uniform..... | 8 |
| Conference Reimbursement..... | 8 |
| Travel Assistance..... | 8 |
| Expense Reimbursement | 8 |
| District Officer Financial Benefits..... | 8 |
| District Officer Uniform..... | 8 |
| Conference Reimbursement..... | 8 |
| FBLA State Officer Campaign Procedures | 9 |
| Candidate Eligibility..... | 9 |
| National Officer Candidate Information | 10 |
| Application | 10 |
| Candidate Qualifier | 10 |
| Application Review (15%) | 10 |
| Qualifications and Leadership Interviews (30%)..... | 10 |
| FBLA Knowledge (25%) | 10 |
| State Officer Interactive Exercise (10%)..... | 11 |
| Written Communication Exercise (10%)..... | 11 |
| Oral Communication Exercise (10%)..... | 11 |
| Campaigning | 11 |
| General Rules | 11 |
| Campaign Booth..... | 11 |
| Promotional Items | 11 |
| Campaign Flyer..... | 12 |
| Speeches & Video | 12 |
| Social Media | 12 |
| Candidate Briefings..... | 13 |
| Elections..... | 13 |
| Dates & Deadlines..... | 13 |
| Incoming State Officer Meeting..... | 14 |
| FBLA District Officer Campaign Procedures..... | 14 |
| Candidate Eligibility..... | 14 |
| Application | 14 |
| Campaigning & Speeches..... | 14 |
| Social Media | 15 |
| Elections..... | 15 |
| FBLA District Officer Dates & Deadlines..... | 15 |
| PBL Campaign Procedures | 15 |
| Candidate Eligibility..... | 15 |
| Application | 16 |
| Campaigning | 16 |
| Social Media | 16 |
| Elections..... | 16 |
| Dates & Deadlines..... | 17 |

| | |
|---|----|
| Middle Level Campaign Procedures..... | 17 |
| Candidate Eligibility..... | 17 |
| Application | 17 |
| Campaigning | 17 |
| Elections..... | 18 |
| Dates & Deadlines..... | 18 |
| Professional Division Campaign Procedures..... | 18 |
| Candidate Eligibility..... | 18 |
| Application | 18 |
| Campaigning | 18 |
| Elections..... | 19 |
| Dates & Deadlines..... | 19 |
| District and State Officer Policies..... | 19 |
| Travel..... | 19 |
| Social Media | 19 |
| Adviser of State Officer Responsibilities | 20 |
| Travel..... | 20 |
| Financials..... | 20 |
| Communications | 20 |
| Conference Registration | 20 |
| Adviser of District Officer Responsibilities..... | 20 |
| Travel..... | 20 |
| Financials..... | 20 |
| Communications | 20 |
| Conference Registration | 20 |
| Communications | 21 |
| Phone | 21 |
| Email..... | 21 |
| Social Media | 21 |
| State Officer Computer | 21 |
| 2018-19 Schedule..... | 22 |
| Applications..... | 22 |
| Questions | 22 |

2018-19 Missouri FBLA-PBL Officer Candidate Important Dates

| Division | Application Receipt | Notification of Acceptance | Qualifier | Campaigning |
|-----------------------------|---------------------|----------------------------|-----------|-------------|
| State FBLA | 1/31/18 | 2/2/18* 2/25/18 | 2/24/18 | 4/8-10/17 |
| State Middle Level | 2/28/18 | 3/2/18 | | 4/6/18 |
| State PBL | 1/31/18 | 2/2/18 | | 4/7/18 |
| State Professional Division | 2/28/18 | 3/2/18 | | 4/9/18 |
| District FBLA | 1/5/18 | | | At DLC |

*Acceptance approves the candidate for the Qualifier and is not a guarantee of full approval to run for State Office.

Who is an Officer?

Being a Missouri FBLA-PBL Officer is a privilege afforded for only those members deserving of the experience. Being an Officer is not about being seen in the public eye or about gaining extra recognition but instead about serving the 17,000+ members of our organization. Being an Officer requires a great deal of work, effort, and sacrifices. In return, officers will be greatly reward by discovering an experience unmatched by any other. Officers also have the privilege of receiving many opportunities, training, and experiences that will last a lifetime.

Missouri FBLA-PBL Officers serve as ambassadors for our organization and for the State of Missouri. They also serve as representatives of their families, schools, and communities.

Position Responsibilities

Each division of Missouri FBLA-PBL, with the exception of Professional Division, has the same officers and responsibilities. Selecting an office is the first step in your campaign. The office you choose should be one that fits your skillset, contains responsibilities that will challenge you and encourage leadership development, and is representative of your experiences within the organization.

| Available Positions by Division | | | |
|---------------------------------|--------------------------|--------------------------|-----------------------------|
| State & District FBLA | State Middle Level | State Phi Beta Lambda | State Professional Division |
| President | President | President | President |
| VP of Membership | VP of Membership | VP of Membership | Vice President |
| VP of FBLA-PBL Relations | VP of FBLA-PBL Relations | VP of FBLA-PBL Relations | Secretary/Treasurer |
| VP of Communications | VP of Communications | VP of Communications | |
| Secretary | Secretary | Secretary | |
| Parliamentarian | Parliamentarian | Parliamentarian | |

| | State FBLA | State PBL | State Middle Level | District FBLA |
|--------------------------|--|--|--|---|
| President | <ul style="list-style-type: none"> Serves a two-year term on the Missouri FBLA-PBL Foundation Board Record the minutes for all called meetings Ensure all division activities are in line with the Program of Work Works with Election Coordinator for State Officer Elections | <ul style="list-style-type: none"> Serves a two-year term on the Missouri FBLA-PBL Foundation Board Record the minutes for all called meetings Ensure all division activities are in line with the Program of Work Works with Election Coordinator for State Officer Elections | <ul style="list-style-type: none"> Record the minutes for all called meetings Ensure all division activities are in line with the Program of Work Works with Election Coordinator for State Officer Elections | <ul style="list-style-type: none"> District representative to the FBLA Executive Council Record the minutes for all called meetings Ensure all division activities are in line with the Program of Work Works with Election Coordinator for District Officer Elections |
| VP of Membership | <ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Monitors active chapters at the statewide level Communicates with new chapters benefits of FBLA-PBL Responsible for assigning officers to local and district events | <ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Monitors active chapters at the statewide level Communicates with new chapters benefits of FBLA-PBL Responsible for assigning officers to local events | <ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Monitors active chapters at the statewide level Communicates with new chapters benefits of FBLA-PBL Responsible for assigning officers to local events | <ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Serves as lead for District Officer workshop at DLC (to be provided by State Office) If applicable, works with Lead Chapter Adviser to plan District Officer uniforms |
| VP of FBLA-PBL Relations | <ul style="list-style-type: none"> Works to recruit colleges and universities to exhibit at SLC during LeadX Responsible for working with State Adviser on socials for NFLC and SLC Build connections through joint activities with other divisions | <ul style="list-style-type: none"> Encourages active PBL chapters to exhibit at FBLA LeadX Responsible for working with State Adviser on socials for NFLC and SLC Build connections through joint activities with other divisions | <ul style="list-style-type: none"> Works to recruit colleges and universities to exhibit at SLC Reviews activities to be held at SLC Build connections through joint activities with other divisions | <ul style="list-style-type: none"> Works to recruit colleges and universities to exhibit at DLC Responsible for working with Lead Chapter Adviser to plan workshops, activities, and meals at respective Fall Planning Meeting and DLC Build connections through joint activities with other divisions |
| VP of Communications | <ul style="list-style-type: none"> Manages State social media accounts Posts news articles submitted by local chapters to the State website Reviews all blog posts for the State Website Work with SLC Buzz Squad to capture SLC memories | <ul style="list-style-type: none"> Manages State social media accounts Posts news articles submitted by local chapters to the State website Reviews all blog posts for the State Website Capture SLC memories through video and pictures | <ul style="list-style-type: none"> Manages State social media accounts Posts news articles submitted by local chapters to the State website Capture SLC memories through video and pictures | <ul style="list-style-type: none"> Manages District social media accounts Responsible for submitting local and district activities to State VP of Communications Write, review, and edit scripts for Fall Planning Meeting and DLC Capture DLC memories through video and pictures |
| Secretary | <ul style="list-style-type: none"> Record the minutes for all called meetings Works with VP of Communications to appropriate store and log officer, adviser, and member contact information Logs all activities and completion dates against POW | <ul style="list-style-type: none"> Record the minutes for all called meetings Works with VP of Communications to appropriate store and log officer, adviser, and member contact information Logs all activities and completion dates against POW | <ul style="list-style-type: none"> Record the minutes for all called meetings Works with VP of Communications to appropriate store and log officer, adviser, and member contact information Logs all activities and completion dates against POW | <ul style="list-style-type: none"> Record the minutes for all called meetings Works with VP of Communications to appropriate store and log officer, adviser, and member contact information Logs all activities and completion dates against POW |
| Parliamentarian | <ul style="list-style-type: none"> Ensures all official meetings are conducted following the most recent edition of Robert's Rules of Order Reviews forms for all meeting and events Interprets bylaws as their affect membership | <ul style="list-style-type: none"> Ensures all official meetings are conducted following the most recent edition of Robert's Rules of Order Reviews forms for all meeting and events Interprets bylaws as their affect membership | <ul style="list-style-type: none"> Ensures all official meetings are conducted following the most recent edition of Robert's Rules of Order Reviews forms for all meeting and events Interprets bylaws as their affect membership | <ul style="list-style-type: none"> Ensures all official meetings are conducted following the most recent edition of Robert's Rules of Order Interprets bylaws as their affect membership |

Officer Expectations

All individuals who serve as State Officers are expected to meet certain requirements:

- District and State Officers must be members of active local chapters which participate in Missouri FBLA-PBL conferences and projects.
 - Officers whose chapters do not actively participate in Missouri FBLA-PBL conferences and projects will not be allowed to remain an officer.
- District and State Officers are expected to personally recruit 5-10 new members.
- District and State Officers are REQUIRED to attend ALL mandatory conferences and meetings.
 - Officers who cannot commit to ALL of the REQUIRED meetings should not apply. Officers who do not attend all of the required meetings will be removed from office.
- District and State Officers are required to complete assignments in a timely fashion.
 - District and State Officers who are late with assignments will not be assigned speaking parts at upcoming conferences and will lose some, if not all, of the financial benefits that come with serving as a State Officer.
 - District and State Officers are expected to submit their assignments to the highest level of quality possible. This requires the officers to make sure all assignments are proofread carefully by another party, are started early enough to exhibit the best effort, and are submitted at the most professional manner and style possible
- District and State Officers are expected to exhibit the highest level of character possible at all times. This includes actions in school, outside of school as well as their presence online.
- District and State Officers are expected to maintain an excellent school attendance policy while avoiding excessive tardiness.
- District and State Officers are expected to manage their school work and FBLA-PBL responsibilities so that academic grades do not suffer as a result of serving as a District and State Officer.
 - Officers whose grades suffer will be placed on probation and could be removed from office.
- District and State Officers are expected to complete other duties and assignments as assigned.

Officer Behavior

District and State Officers serve as ambassadors for Missouri FBLA-PBL and their conduct and demeanor are critical to the reputation, visibility, and success of the state chapter. Officers are expected to abide by the following Code of Conduct, as well as the official Code of Ethics and Dress Code, which apply to all members of the association. District and State Officers and candidates should be fully familiar with these codes and should strive not only to meet their standards, but also to serve as role models in their implementation.

Code of Conduct

- District and State Officers shall behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon FBLA-PBL.
- District and State Officers shall fully participate in all appropriate activities, conferences, workshops, business meetings, etc. for which they have responsibility.
- District and State Officers shall abide by the dress code as approved by National FBLA-PBL.
- District and State Officers shall abide by the rules of each conference and recognize they serve as a role model for other members.

- District and State Officers shall be willing to take and follow instructions as directed by those responsible for them.
- District and State Officers shall avoid places and actions, which in any way could raise questions as to moral character or conduct.
 - This includes activities and incidents away from Missouri FBLA-PBL.
- District and State Officers shall treat all members equally.
- District and State Officers participating in FBLA-PBL assignments shall not damage or deface property. Damage to any property or furnishings in hotel rooms, private accommodations, and/or buildings will be paid for by State Officers at their own expense.
- District and State Officers shall not endorse any candidates for local or state FBLA-PBL office.
- District and State Officers shall refrain from endorsing any product, vendor, or sponsor or entering into financial obligations on behalf of Missouri FBLA-PBL or business education, without the consent of the State Chair/State Adviser.
- District and State Officers shall refrain from entering into romantic relationships with other State Officers or allowing personal relationships to interfere with State Officer duties while on duty at a conference.
- District and State Officers shall not hold official meetings or appoint individuals or committees without the permission of Missouri FBLA-PBL.
- District and State Officers shall complete assignments in a timely fashion and at the highest level of quality possible.

FBLA-PBL Code of Ethics

The Code of Ethics is a standard of conduct that should be ascribed to by all FBLA-PBL members and advisers. As role models, District and State Officers and candidates for District and State Office must conduct themselves according to the Code of Ethics at all times.

- I will be honest and sincere.
- I will approach each task with confidence in my ability to perform my work at a high standard.
- I will willingly accept responsibilities and duties.
- I will seek to profit by my mistakes and to take suggestions and criticisms directed toward the improvement of myself and my work.
- I will abide by the rules and regulations of my school.
- I will exercise initiative and responsibility, and will cooperate with my employer and fellow workers.
- I will dress and act in a manner that will bring respect to me and to my school.
- I will seek to improve my community by contributing my efforts and my resources to worthwhile projects.

State Officer Financial Benefits

State Officer Uniform

Each Missouri FBLA-PBL State Officer will be provided with a State Officer Uniform. Most all items for the uniform are provided, but certain items will be the responsibility of the officer.

| Provided | Officer Responsibility |
|--|-------------------------------------|
| Navy Blazer | Brown Belt |
| Khaki Pants or Skirt | White Dress Shirt or Blouse/Top |
| FBLA-PBL Tie or Scarf | Panty Hose |
| Nametag | Brown Dress Shoes or Tan/Navy Pumps |
| Executive Team Polo | |
| Executive Team Shirt | |
| FBLA-PBL Patch | |
| Various Additional Branded Merchandise | |

Should an officer lose or damage any aspects of their uniform, it is their responsibility to replace the item at their own expense. All items provided to the officer, with the exception of the tie/scarf, will be given to the officer at the conclusion of their term. Items may be returned to Missouri FBLA-PBL if the officer wishes.

Conference Reimbursement

Any Missouri FBLA-PBL or National FBLA-PBL conference registration will be reimbursed to the officer following the conference. Adviser registration is not reimbursed.

Travel Assistance

For National FBLA-PBL sponsored conferences, Missouri FBLA-PBL will provide a stipend to the officer to assist with transportation expenses. The stipend will vary dependent on the location of NLC and NFLC

Expense Reimbursement

Anytime the officer travels on behalf of Missouri FBLA-PBL in Missouri, they are eligible for expense reimbursement. Fuel, food, and hotel stays are covered.

District Officer Financial Benefits

District Officer Uniform

The District President will be provided with an official Missouri FBLA-PBL polo shirt. Any other items of dress, including professional attire, must come from the officer or be provided by the District.

Conference Reimbursement

The Lead Chapter Adviser (LCA) for the District may choose to reimburse the officer for any Missouri or National Conference registration, to be approved by the State Office. All financial reimbursements from the District must be completed using approved State Office forms and deadlines.

FBLA State Officer Campaign Procedures

Candidate Eligibility

A chapter may nominate only one candidate for an elected state office. Multiple candidates from the same chapter will not be permitted. Chapters may have a parliamentarian candidate or National Officer Candidate and another candidate for an elected position.

It is the policy of Missouri FBLA-PBL that current Missouri FBLA-PBL State Officers may not endorse any candidate other than themselves running for any office, nor may you use any statement that could be inferred as an endorsement by a current Missouri FBLA-PBL State Officer.

To be eligible to run for state office, applicants must meet the following requirements.

Candidates for All State Offices, including Parliamentarian:

- Must be a current freshman, sophomore or junior who is currently listed in FBLA (high school) paid membership.
- Must have a grade point average of at least 3.0 or equivalent (will be verified by transcript).
- Must have met a minimum score on all areas of the State Officer Candidate Qualifying Process with an overall qualifying score of 80 or higher.
- Must have achieved the Business level in the Business Achievement Awards.
- Achievement Awards Program by the application date.
- Must furnish a copy of campaign speech, campaign logo/theme, diagram of campaign area/booth, campaign video story board or link, description and/or picture of handout item, campaign flyer, and budget by stated deadline (Parliamentarian candidates are exempt).
- Must have held an elected FBLA state, district, or local office.

Candidates Who Wish to Be Considered for State President or National Officer Candidate:

- Must have a grade point average of at least 3.25 or equivalent (will be verified by transcript).
- Must have achieved a minimum overall qualifying score of 85 during the Candidate Qualifying Process.
- Must have achieved the Leader level in the Business Achievement Awards Program by the application date.

Completion of Business Achievement Award

Candidates must fulfill all necessary requirements of the Business Level of the Business Achievements Awards by the application date. Candidates who wish to be considered for State President/National Officer candidate must fulfill all necessary requirements of the Leader Level by the application date. This will be verified with the national office. Please note that the lower levels must be completed, submitted, and approved by the National Office before the next level can be submitted.

National Officer Candidate Information

The newly-elected Missouri FBLA officers cannot seek any elected/appointed national office.

Individuals interested in running for national office must also follow the same procedures as State Officer candidates and meet the qualifications for running for President. The candidate will be voted on just as all State Officer positions, and the winning candidate will receive the endorsement of Missouri and the signature of the State Adviser for their National Candidate submissions.

Application

All candidates must submit an application to Missouri FBLA-PBL, including their school records, platform, letters of recommendation, and additional details on the candidate. Applications must be received by a stated deadline in January. After review of the application, a score will be assigned. Candidates must meet a minimum score of 160 in order to be eligible to attend the Qualifier.

At the time of application, an officer must select the position they wish to apply for. You may not apply for multiple positions, except in the instance a chapter has nominated the same student for an elected office and Parliamentarian.

Candidate Qualifier

All applicants must complete the Candidate Qualifier before becoming official State Officer candidates. The Qualifier is held in February in Jefferson City. All candidates must earn a minimum score of 80% to be named an official candidate. Candidates seeking State President or National Office must earn at least 85%.

The Candidate Qualifying Process consists of the following activities/factors:

Application Review (15%)

Applications, responses, and recommendation letters will be reviewed. Criteria will include ability to follow instructions, FBLA offices held, scholastic achievement, school and community involvement, local chapter participation, conferences attended, competitive event participation and recognition, and recognition for other FBLA activities. This step is the qualifier for all other parts of the process.

Qualifications and Leadership Interviews (30%)

Applicants will be interviewed by members of the State Executive Council, former State Officers, Board of Directors members, and state staff members. Applicants will be judged on participation in FBLA, leadership ability, ability to make State Officer commitment, officer goals and platform, initiative, and professionalism. A minimum of two interviews will be conducted.

FBLA Knowledge (25%)

This will be an objective test on the essential information about Missouri FBLA and our national association (rather than some of the trivial information that is necessary to know that every State Officer should know). In addition, it is essential to demonstrate the basic fundamentals of the organization through an oral exam of the mission statement, creed, pledge, goals and code of ethics for FBLA-PBL, Inc.

State Officer Interactive Exercise (10%)

Applicants will participate in an interactive exercise where they would complete a task with other applicants as a team. Applicants will receive the “case study” will and have 20 minutes to prepare their solution.

Written Communication Exercise (10%)

Applicants will have to be given a sample article, correspondence, or other written exercise to prepare. This exercise will be judged based on proper grammar, spelling, punctuation, and acceptable business style (content, style, and formatting)

Oral Communication Exercise (10%)

Applicants will be responsible for preparing and delivering a two-minute prepared speech on something not related to FBLA. The applicant will also participate in extemporaneous speaking exercises. Both exercises will be judged for content as well as delivery.

Campaigning

Campaigning will occur on the Monday of SLC at the Leadership EXPO. Each candidate will be given a standard table and allocated a space, typically 8' by 8' in dimension. A maximum of \$500 may be spent on the campaign, including the printing of materials, promotional items, and campaign booth decorations.

Only the candidate and four (4) additional assistants, plus one adviser/adult, may campaign at the booth during this session. No other individual may campaign in behalf of the candidate at any location outside of this set time.

The following rules and expectations must be met.

General Rules

- Campaigning is not allowed outside the Leadership EXPO.
- References to alcohol, tobacco, sex (including innuendos), special populations, and violence are prohibited.
- No pictures or names of current State Officers may appear at the campaign booth or be used in your campaign message.

Campaign Booth

- Items may not be affixed to any of the facility walls or floors.
 - Damage of any kind to the facility from the campaign booth will be billed to the candidate’s chapter.
- Candidates and their workers may not play music with lyrics at their booths.
- Candidates may bring a small laptop or tablet to show their campaign video at their booth. Please note, though, that power will not be provided. The cost of the computer does not need to be factored into the cost of the booth. TVs or extended screens are not permitted.
- Live animals may not be a part of the campaign booth.
- Walking around the campaign area or standing in the aisle of the campaign hall to engage members or campaign is prohibited.
- Gymnastic type stunts/cheers with stunts are prohibited for reasons of safety and liability.

Promotional Items

- Only one promotional item may be purchased to be handed out.
 - Any food or beverage must be pre-packaged and not homemade.
 - A bag of candy or other items is not considered one item. Each item will be counted separately.
- Any tag affixed to the promotional item must be 2”x4” or smaller.

- Money may not be used as a promotional item.
- Business cards, 2"x4" or smaller will be allowed, but may only be printed with the candidate's name, slogan, office sought and picture.

Campaign Flyer

Candidates may submit a campaign flyer listing candidate qualifications, slogan, picture and platform. The flyer must be in PDF format and must be formatted so that when printed, it would not take up more than one page if printed front and back on a standard 8 ½"x 11" piece of paper. The flyer will be made available on the Missouri FBLA-PBL website.

Note: National Officer Candidates do not need to submit a flyer, per National Officer guidelines

Speeches & Video

All candidate campaign speeches are limited to two (2) minutes for all candidates. The time limit will be monitored and strictly enforced.

Candidates are required to submit their speeches to the State Adviser during the Candidate Qualifier. Candidates may not deviate significantly from the previously-submitted speech. Deviation from the speech will result in disqualification.

The State Adviser reserves the right to disallow any portion of the candidate's platform which is not deemed appropriate. Candidates will be informed of any disallowed portion during the Qualifier. During the campaign speeches, candidates must not promise, pledge, or promote activities, ideas, or other agendas without the approval of the State Adviser. Promoting any activities, ideas, or agenda that have not been approved may result in the candidate being disqualified. Candidates cannot pledge or promise a reduction in dues, registration fees, etc., as these are beyond the control of a State Officer.

Candidates are reminded that FBLA-PBL is a professional organization, and they are encouraged to develop their campaign speeches in accordance. Campaign speeches, and other presentations should be professional, business-like, and delivered in such a way that brings respect to the candidate, his/her school, advisers, and the state. Only the candidate is allowed to speak. No audio-visual equipment, skits, costumes, songs, etc. may be used during campaign speeches. Official dress is required.

Candidates may submit a 30 second video to be displayed in the conference application and published on the Missouri FBLA-PBL website. These videos will be reviewed for appropriateness prior to posting. If a video needs to be changed, candidates will be given two days to make the change. Videos will no longer be shown at the Opening Session. Candidates are encouraged to display their video at the campaign booth as well.

Social Media

In no case may an officer use social media to campaign for State Office. No references to the candidate may be posted by members of the chapter, an adviser, or a family member. This includes posts related to the preparation of materials or encouraging attendees of the conference to visit the candidate.

If an officer candidate is found to have used social media, the State Adviser and State Chair have the ability to remove the candidate and ask for the posts to be removed.

Candidate Briefings

Each candidate, their adviser, and their campaign manager will be required to attend a meeting at the State Leadership Conference prior to the start of conference. This meeting must include the submission of a final copy of the speech, with notes of any changes made since the Qualifier, and a sample of any materials being handed out at the campaign booth. Should any material be deemed against guidelines at this meeting, it will not be allowed to be distributed.

Elections

An Election Coordinator will oversee and conduct the entire election process at the State Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For statewide elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if there are more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the State Adviser seven (7) days after the election.
- All voting is done through a digital system, Election Runner. Devices are internet are required to vote.

Dates & Deadlines

January 31:

- Application must be mailed to State Adviser so that it is RECEIVED by January 31.

February 2:

- Candidates will be informed if they have scored the minimum required to attend the Qualifier

February 24:

- State Officer Candidate Qualifier for all applicants in Jefferson City
- Candidate speeches must be submitted

February 25:

- Candidates will be informed via phone call if they are approved candidates for office

March 2:

- Final campaign flyer and video must be RECEIVED (uploaded) for final approval and publishing on state website

April 8: State Leadership Conference – Day 1 (tentative)

- Candidate Briefings (10:00a)
- Opening General Session (candidates introduced, speeches)

April 9: State Leadership Conference – Day 2 (tentative)

- Campaigning
- Voting Session

April 10: State Leadership Conference – Day 3 (tentative)

- Officer Announcement & Installation at Awards of Excellence
- Incoming State Officer Meeting

Incoming State Officer Meeting

There will be a meeting for newly-elected State Officers on Tuesday immediately following the Awards of Excellence Ceremony from 12:00pm-2:00pm. This meeting is required for officers to be briefed on their upcoming schedule and provide them with the skills necessary to be leaders until the Executive Leadership Retreat in June. Lunch is provided.

FBLA District Officer Campaign Procedures

Candidate Eligibility

A chapter may nominate only two candidates for an elected district office. Chapters may have a parliamentarian candidate as well as the two candidates for elected office.

It is the policy of Missouri FBLA-PBL that current Missouri FBLA-PBL State Officers may not endorse any candidate other than themselves running for any office, nor may you use any statement that could be inferred as an endorsement by a current Missouri FBLA-PBL State Officer.

To be eligible to run for district office, applicants must meet the following requirements.

Candidates for All District Offices, including Parliamentarian:

- Must be a current freshman, sophomore or junior who is currently listed in FBLA (high school) paid membership.
- Must have be in good academic standing with their school
- Must have achieved the Future Level of the Business Achievement Awards

Completion of Business Achievement Award

Candidates must fulfill all necessary requirements of the Future Level of the Business Achievements Awards by the application date. Candidates who wish to be considered for District President must fulfill all necessary requirements of the Business Level by the application date. This will be verified with the National Office. Please note that the lower levels must be completed, submitted, and approved by the National Office before the next level can be submitted.

Candidates for District President

The candidate who runs for District President will serve a one-year term on the FBLA Executive Council. In addition, the District President is required to attend the Executive Leadership Retreat in early summer. This meeting is fully paid for by the State Office for the District President and their chaperone.

Application

All candidates must submit an application to Missouri FBLA-PBL, which includes a professional photograph, a signed letter of support from the local chapter adviser, and a copy of the Future or Business Level of the Business Achievement Awards Certificate (which may be printed from the adviser login of the BAA).

Applications can be found on the Missouri FBLA-PBL website under Officer Candidate Resource.

Campaigning & Speeches

Each Lead Chapter Adviser (LCA) may determine the course of action for campaigning and speeches at the District Level. Please consult with your LCA to determine what materials may need to be prepared.

Social Media

In no case may an officer use social media to campaign for District Office. No references to the candidate may be posted by members of the chapter, an adviser, or a family member. This includes posts related to the preparation of materials or encouraging attendees of the conference to visit the candidate.

If an officer candidate is found to have used social media, the State Adviser and State Chair have the ability to remove the candidate and ask for the posts to be removed.

Elections

An Election Coordinator (most likely the LCA) will oversee and conduct the entire election process at the District Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For district elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if there are more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the Lead Chapter Adviser seven (7) days after the election.
- In the event that a position is uncontested (or an entire slate of officers is uncontested), a vote to accept the officer(s) by acclamation is permitted.

FBLA District Officer Dates & Deadlines

January 5:

- Application must be completed and submitted using the online application form.

February 1-20:

- Candidates will campaign, per LCA guidelines, at their respective District Leadership Conference

PBL Campaign Procedures

Candidate Eligibility

To be eligible to run for state office, applicants must meet the following requirements.

Candidates for All State Offices, including Parliamentarian:

- Must be a current freshman, sophomore or junior who is currently listed in PBL (college) paid membership.
- Must have be in good academic standing with their school (verified through letter of support from dean)
- Must have achieved the Director Level in the Career and Membership Achievement Program

A chapter may nominate two (2) candidates for an elected state office. A chapter may nominate two (2) candidates for an elected state office, as well as a Parliamentarian candidate, for a total of three (3) candidates for office.

No candidate for office may seek or receive the endorsement of a current State or National Officer.

Individuals interested in running for national office must also follow the same procedures as State Officer candidates. The candidate will be voted on just as all State Officer positions, and the winning candidate will receive the endorsement of Missouri and the signature of the State Adviser for their National Candidate submissions.

Per Foundation Board Bylaws, a candidate may not run for both State and National Office.

Application

All candidates must submit an application to Missouri FBLA-PBL, including:

- A short biography, including FBLA-PBL experience
- A high-quality professional headshot
- A signed letter of support from a parent/guardian
- A signed letter of support from a local chapter adviser
- A signed letter of support from the dean of the college program currently enrolled (including academic standing)
- Copy of the Director Level of the CMAP certificate

Applications must be received by the stated deadline in January. All applications are submitted digitally via a WuFoo form.

Campaigning

The campaigning process for Phi Beta Lambda is limited to the campaign speeches. No campaigning on social media or on site will be allowed in any other formats. Each candidate may speak for two (2) minutes at the Opening Session.

Social Media

In no case may an officer use social media to campaign for State Office. No references to the candidate may be posted by members of the chapter, an adviser, or a family member. This includes posts related to the preparation of materials or encouraging attendees of the conference to visit the candidate.

If an officer candidate is found to have used social media, the State Adviser and State Chair have the ability to remove the candidate and ask for the posts to be removed.

Elections

The State Adviser and current State President (should they not be running again for office) will oversee and conduct the entire election process at the State Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For statewide elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the state adviser seven (7) days after the election.

Dates & Deadlines

January 31:

- Application must be mailed to State Adviser so that it is RECEIVED by January 31

February 2:

- Candidates will be informed if they are approved for State Office

April 7: State Leadership Conference

- Candidate Speeches
- Voting
- Officer Announcement & Installation at Awards of Excellence

Middle Level Campaign Procedures

Candidate Eligibility

To be eligible to run for state office, applicants must meet the following requirements.

Candidates for All State Offices, including Parliamentarian:

- Must be a current fifth, sixth or seventh grade student who is currently listed in Middle Level (middle school) paid membership
- Must have be in good academic standing with their school (verified through letter of support from principal)
- Must have achieved the Entrepreneur Level in the Membership Achievement Program

No candidate for office may seek or receive the endorsement of a current State or National Officer.

A chapter may nominate two (2) candidates for an elected state office. A chapter may nominate two (2) candidates for an elected state office, as well as a Parliamentarian candidate, for a total of three (3) candidates for office.

Application

All candidates must submit an application to Missouri FBLA-PBL, including:

- A short biography, including FBLA-PBL experience
- A high-quality professional headshot
- A signed letter of support from a parent/guardian
- A signed letter of support from a local chapter adviser
- A signed letter of support from the principal of the middle school
- Copy of the Entrepreneur Level of the MAP certificate

Applications must be received by the stated deadline in January. All applications are submitted digitally via a WuFoo form.

Campaigning

The campaigning process for Middle Level includes a campaign speech and a campaign booth. Each candidate may speak for two (2) minutes at the Opening Session. Prior to the Opening Session during the conference registration period, candidates may campaign using one (1) standard sheet of poster board that includes their

platform and information about the candidate. Candidates are encouraged to arrive prior to registration opening to ensure set up time.

Elections

The State Adviser and current State President (should they not be running again for office) will oversee and conduct the entire election process at the State Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For statewide elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the state adviser seven (7) days after the election.

Dates & Deadlines

February 28:

- Application must be submitted online via WuFoo

March 2:

- Candidates will be informed if they are approved for State Office

April 6: State Leadership Conference

- Candidate Speeches
- Voting
- Officer Announcement & Installation at Awards of Excellence

Professional Division Campaign Procedures

Candidate Eligibility

To be eligible to run for state office, applicants must be a dues paid member of the Missouri FBLA-PBL Professional Division (either yearly or lifetime).

Application

All candidates must submit an application to Missouri FBLA-PBL, including:

- A short biography, including FBLA-PBL experience
- A high-quality professional headshot
- A signed letter of support from an employer

Applications must be received by the stated deadline in January. All applications are submitted digitally via a WuFoo form.

Campaigning

The campaigning process for Professional Division is limited to the campaign speeches. No campaigning on social media or on site will be allowed in any other formats. Each candidate may speak for two (2) minutes at the Professional Division Reception.

Elections

The State Adviser and current State President (should they not be running again for office) will oversee and conduct the entire election process at the State Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For statewide elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the state adviser seven (7) days after the election.

Dates & Deadlines

February 28:

- Application must be mailed to State Adviser so that it is RECEIVED by January 27

March 2:

- Candidates will be informed if they are approved for State Office

April 9: State Leadership Conference

- Candidate Speeches
- Voting
- Officer Announcement & Installation at the Professional Division Reception

District and State Officer Policies

Travel

Missouri FBLA and Missouri Middle Level State Officers are required to travel with an adviser, approved school official, or legal guardian at all times for Missouri FBLA-PBL or National FBLA-PBL functions. While on site, the Officer Coach will serve as a chaperone, but the officer must be accompanied to the location by the aforementioned adult. At no point is the Missouri Department of Elementary and Secondary Education the sole chaperone of students.

Missouri PBL and Missouri PD officers may travel on their own.

Missouri FBLA District Officers should travel to all functions with a school approved chaperone.

An additional \$1,000,000 insurance policy is taken out each year to ensure the safety of officers when they travel.

Social Media

Serving as a District or State Officer means that all activity, both in person and digital, becomes a representation of our organization. Both the State Adviser and Officer Coach must be added to social media for the student. Should any activity be deemed inappropriate, the officer and adviser will receive a communication on the post and the punishment (at the discretion of the State Adviser & State Chair). Behavior could include:

- **Negative political posts** – While we encourage officers to be involved in the political process, we as an organization do not want to engage in political commentary that could put the organization in a negative

light. Supporting candidates, commenting on events, and liking party pages is acceptable, but sharing negative stories or rumors is not acceptable.

- **Explicit posts** – Posts shared that contain foul language, references to drugs or alcohol, or sexually explicit material will not be tolerated. Even liking or commenting on a post can bring it into the news feed of a befriended member.

Adviser of State Officer Responsibilities

Travel

Serving as the adviser to a Missouri FBLA or Missouri Middle Level State Officer includes traveling with the officer to events, such as school visits and conferences. Should the adviser not be available, it will be the responsibility of the adviser to find a replacement that is school approved.

Financials

The adviser of a State Officer will require the completion of funding reimbursements, including fuel and conference registrations (as permitted by division and officer stipulations mentioned above). All reimbursements are submitted digitally and should be completed by the fifteen (15) days following the end of the month.

Communications

The adviser will be cc'd on communications pertinent to the State Officers' success. The adviser should have regular, daily communication with the State Officer.

Conference Registration

The adviser is required to complete conference registration for themselves and the officers.

Adviser of District Officer Responsibilities

Travel

Serving as the adviser to a Missouri FBLA District Officer includes traveling with the officer to events, such as school visits and conferences. Should the adviser not be available, it will be the responsibility of the adviser to find a replacement that is school approved.

Financials

The adviser of a District Officer will require the completion of funding reimbursements, including fuel and conference registrations. Outside of the District President's attendance at the Executive Leadership Retreat, all funding requests must be made through and approved by the Lead Chapter Adviser. All reimbursements are submitted digitally and should be completed by the fifteen (15) days following the end of the month.

Communications

The adviser will be cc'd on communications pertinent to the District Officers' success. The adviser should have regular, daily communication with the District Officer.

Conference Registration

The adviser is required to complete conference registration for themselves and the District Officer.

Communications

Phone

Communications via phone are important for officers, including phone calls and text messages. Officers must have access to a phone for communications both in school during business hours and in the evenings. Many schools have policies regarding cell phone usage, so working with administration to allow the officer to at least check their phone at lunch or during one course is important. Missouri FBLA-PBL will do their best to avoid disrupting the school atmosphere, but certain communications can only occur during business hours.

Email

Missouri FBLA-PBL provides each officer (State Officers and District Presidents) with an email address through Google Apps for Education. Officers will need access to this email at all times, as it is the primary form of communication. Installing the email access on one's phone is important to ensure the checking of email periodically throughout the day.

Social Media

Officers will have access to Missouri FBLA-PBL State and/or District social media, including Facebook, Twitter, Instagram, and Snapchat. Each officer will be assigned social media accounts on different days to post articles, opportunities, and updates to members, advisers, and stakeholders.

State Officer Computer

Each State Officer will be provided with a Google Chromebook for Missouri FBLA-PBL use only. The laptop will be used for social media management, emails, document creation, and Google Hangouts. Using the laptop for personal use is strictly prohibited.

The Chromebook will be checked out and must be returned in the same condition. Any damages or loss will be the responsibility of the officer.

2018-19 Schedule

District and State Officers for Missouri FBLA-PBL are required to attend many events throughout the year, and these events often include travel overnight. When planning to run for office, you must commit to the following dates.

Benefits of being a District and State Officer are contingent of these activities.

| Conference | Required For | Date | Location |
|--|--|--|--|
| Executive Leadership Retreat (ELR) | State: FBLA, ML, PBL District: FBLA | May 31-June 3, 2018 <i>(May 31-June 1 for District Pres.)</i> | Jefferson City, MO |
| NLC Bootcamp | State: FBLA, ML, PBL | June 3, 2017 | Jefferson City, MO |
| PBL National Leadership Conference (NLC) | State: PBL | June 23-26, 2018 | Baltimore, MD |
| FBLA National Leadership Conference (NLC) | State: FBLA | June 28-July 1, 2018 | Baltimore, MD |
| Creating Leaders & Unleashing Excellence (CLUE) | State: FBLA, PBL | July 15-19, 2018 | Various Locations |
| Show-Me Leadership Conferences (SMLC) (only one) | State: FBLA, ML, PBL | September 29, October 6, 13, 2018 | 29: Worlds of Fun 6: Six Flags 13: Silver Dollar City TBD |
| National Fall Leadership Conference (NFLC) | State: FBLA, ML, PBL | November 2018 | TBD |
| PBL State Planning Meeting | State: PBL | January 2019 | Springfield, MO |
| District Leadership Conference (DLC) | State: FBLA District: FBLA | February 2019 | Various Locations |
| CTSO Legislative Day | State: FBLA | February 2019 | Jefferson City, MO |
| FBLA State Planning Meeting | State: FBLA | February 22-24, 2019 | Jefferson City, MO |
| FBLA State Officer Candidate Qualifier | State: FBLA | February 23, 2019 | Jefferson City, MO |
| Missouri FBLA-PBL SLC | State: FBLA, ML, PBL District: FBLA | April 12-16, 2019 | Springfield, MO |

Please note that CLUE is a five (5) day commitment. An adviser, parent, or school official must accompany the FBLA Officers during this event. Officers MUST attend the entire event and will not be excused for sports or personal events.

Applications

All officer applications are accessible via the Missouri FBLA-PBL website. A direct link is provided [here](#).

Questions

For questions regarding the application, duties, or responsibilities of a Missouri FBLA-PBL State Officer, please contact State Adviser Chris Dzurick at chris.dzurick@dese.mo.gov.