



ADVISER'S ROLE

A successful FBLA chapter depends on the guidance and support of the local chapter adviser. You are instrumental in organizing and stimulating chapter development through your many roles and responsibilities.

RESPONSIBILITIES

Familiarize yourself with the following base-level responsibilities.

- Gain your school administration's support.
- Know the national organization's history, bylaws, and programs. (Refer to the *Chapter Management Handbook*.)
- Direct, chaperone, and coordinate supervision of chapter activities.
- Organize officer elections and provide officer training.
- Encourage civic responsibility.
- Maintain chapter records.
- Establish guidelines to help students lead themselves, while remaining consistent with school policies and state and national bylaws.
- Conduct regular chapter meetings consistent with professional standards.
- Help members develop a program of work, including a budget, calendar, and committee assignments.
- Help members plan, collect, prepare, and arrange chapter activity promotional materials.
- Inform administration, faculty, students, and the public of chapter activities and student achievements.
- Know district/regional, state, and national competitive event guidelines and activities; coordinate participation on all levels.
- Oversee financial development projects and maintain detailed chapter-fund records.

YOUR MANY ROLES

As an adviser, you will wear the following hats and more:

LEADER

A successful adviser empowers student leaders to develop chapters through a solid program of work, which has measurable outcomes and involves every member.

MARKETING

You are the voice and advocate of FBLA—speak up! Identify your target audiences and develop a marketing plan to heighten your chapter's visibility and create new recruitment opportunities. This can include traditional media such as posters, flyers, press releases, and radio spots, as well as social media, business partnerships, and community service and events.

NETWORKING

Networking is a huge part of business. It is also pivotal to promoting your chapter and creating professional

development opportunities for students. Invite local business leaders to speak at chapter meetings, partner with local businesses to prepare for competitive events, and encourage members to flex their own networking muscles through informational interviews, volunteer work, or by attending a conference.

FUNDRAISING

Successful chapters are successful fundraisers. And fundraising presents numerous teachable moments in finance, sales, and development. Explore your possibilities in the "Membership Benefits" section of fbla-pbl.org and integrate them into your curriculum.

COACHING

Preparing students for competitive events has long-term payoffs, expanding their business skills and

broadening their networks. Review event guidelines in the *Chapter Management Handbook* and on fbla-pbl.org. Integrate standards into your class work to prepare your students today!

TRAVELING

Plan today for FBLA trips tomorrow. Your pre-trip checklist should include the following: communicate with parents and administration, and provide written information about the conference, location, agenda, and standards of conduct. Include your personal and hotel contact information.

At conferences, remind students of the conference agenda and standards of conduct. Collect each student's contact information and ensure he/she can reach you at all times.

