



# CHAPTER HANDBOOK

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# **CHAPTER 1**

## **WELCOME TO BPA**

# THE BASICS TO BPA

## INTRODUCTION

Business Professionals of America (BPA) is the nation's leading Career and Technical Student Organization (CTSO) for students pursuing careers in business management, information technology, finance, accounting, office administration, and other business-related career fields.

As a cocurricular organization, BPA aims to increase student participation in professional, civic, service, and social endeavors. Members participate in these activities to enhance key skills in the areas of self-improvement, leadership development, professionalism, community service, career development, public relations, cooperation, safety, and health.

BPA currently has over 47,000 members across more than 1,800 local chapters throughout the United States as well as an international presence including China, Puerto Rico, Haiti, and Guam. BPA supports business and information technology educators by offering co-curricular exercises that are aligned with nationally recognized industry standards.

## MEANING OF THE ORGANIZATION'S NAME

**Business:** The field for which we prepare our students; emphasizes that we educate our members to work efficiently, not only in an office setting, but also in a wide variety of business situations.

**Professionals:** Our students indicate they join Business Professionals of America to take advantage of a wide variety of professional development opportunities.

**of America:** Symbolizes pride in our country and its free enterprise business system.

### Proper Usage of the Acronym (BPA)

The acronym (BPA) is acceptable in casual conversation and personal correspondence to identify the organization. The acronym BPA may be used in text once the complete name has been used.

### National BPA Tagline

The purpose of the organization's tagline is to serve as a linking device between our organization and our name. The official tagline is ***Giving Purpose to Potential***. To ensure that there is a clear communication of Business Professionals of America, the tagline may be used with the logo for printed pieces. However, this is not a requirement for use of the logo.

### Our Mission

To develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth, and service.

## Our Vision

To be an innovator in Career and Technical Education by providing our members with opportunities for growth through education, competition, community service, and personal development.

## Official BPA Colors

- **Navy Blue:** Signifies the success achieved through leadership and professionalism.
- **Red:** Symbolizes the friendship obtained through the teamwork of our organization.
- **Tan:** Represents the bountiful fields of opportunity in America.

## Official BPA Uniform

- The official BPA blazer is navy blue with the logo located on the left side.
- The name tag is to be worn on the right side of the jacket.
- The highest Torch Award pin earned is to be worn on the right lapel.
- The National Merit pin is placed on the right lapel.
- The officer pin is placed on the right lapel above the name tag.

## BPA Brand/Logo

The organization's logo and tagline for national, state, and chapter branding have gone through the official process of becoming registered as legally protected trademarks through the U.S. Patent and Trademark Office.



## Brand Guide

A Brand Guide has been developed and all State Associations, Chapters, and members must comply with these standards. This Brand Guide can be found online at <https://bpa.org/about-us/media-center/brand-guidelines/>. This guide provides the foundation for consistent application of the BPA brand across all media.

The National Center recognizes many state associations, chapters, and members use the BPA logo. It is our intention to ensure that the use is consistent and cohesive. The brand guidelines include more than just a color palette and versions of our logo; it contains specific guidance, standards, and uses for the brand and logo elements.

With brand guidelines in place, BPA can ensure our brand's elements are always used effectively and professionally. We can build a strong and recognizable brand when everyone uses the components consistently and correctly. The intent of the brand guide is not to limit creativity, but to put policies in place to keep our brand identity consistent and recognizable.

The Brand Guide will be reviewed annually to ensure continuous evolution and compliance of the brand identity of the organization. It is strongly recommended that an updated Brand Guide is downloaded from the bpa.org website annually to ensure the most up-to-date guide is being referenced.

## **MEMBERSHIP DIVISIONS**

BPA is organized with multiple membership divisions to help members learn, apply, and network with fellow professionals from middle school and beyond! Members may join as middle level members (be in middle school), participate in the Secondary Division while in high school, or even while enrolled in college as a Postsecondary Division member! All BPA chapter require three student members at a minimum. After graduation, members can continue involvement in the Alumni Division so they can continue networking and supporting members across all of BPA.

### **Middle Level Division**

Our Middle Level Division is comprised of two sections:

- **Regular Membership:** For middle school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical and career, or related education programs.
- **Virtual Membership:** Non-affiliated students that do not have access to a chartered chapter, albeit active or inactive, and belongs to a middle level program or any other recognized education program at the middle level, that currently holds interest and is enrolled, or previously enrolled, in a business, information technology, and/or office occupation related education field.

### **Secondary Division**

Our Secondary Division is comprised of three sections:

- **Regular Membership:** For high school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical and career or related education programs.
- **Associate Membership:** Associate member designation is for high school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical, and career or related education programs for special populations.
- **Virtual Membership:** Non-affiliated students that do not have access to a chartered chapter, albeit active or inactive, and belongs to a secondary program or any other recognized education program at the secondary level, that currently holds interest and is enrolled, or previously enrolled, in a business, information technology, and/or office occupation related education field.

### **Postsecondary Division**

Our Postsecondary Division is comprised of two sections:

- **Regular Membership:** Students enrolled in a certificate or associate, undergraduate, or graduate degree in a business-related program of study or course from an institution accredited by the appropriate state agency.
- **Virtual Membership:** Students enrolled in a certificate or associate, undergraduate, or graduate degree in a business-related program of study or course from a non-affiliated institution accredited by the appropriate state agency.

## **Alumni Division**

The Alumni Division is open to any former active member from the Middle Level, Secondary, or Post-secondary Division. The BPA Alumni Division was established to provide a means for former students and advisors to maintain their involvement with BPA through continued service and support as well as provide networking opportunities with other like-minded professionals.

## **Professional Membership**

A professional member may be any person associated with BPA. Such members may include teachers, teacher-coordinators, teacher-educators and supervisors, employers and/or training station sponsors of business education, friends of Business Professionals of America, corporate sponsors, and others appointed by the governing educational body willing to contribute to Business Professionals of America's growth and development. Professional members are stand-alone members, not serving as part of a chartered division.

## **TYPES OF CHAPTERS**

BPA is organized into three types of chapters to accommodate in-person and virtual learning environments.

### **Chapters (in chartered state associations)**

State association chapters are located at a school or education institution in a state that holds a BPA charter. Members have access to all BPA programs, state association events, and national events.

### **Chapters (independent)**

Independent chapters are located at a school or education institution in a state, territory, or country that does not hold a BPA charter. Members have access to all BPA programs and national events.

### **Chapters (virtual)**

Virtual chapters have no physical location, and members may be in a state that does or does not hold a BPA charter. Members have access to all BPA programs and national events, and in some cases have access to state association events. The National Virtual Chapter offers any student who does not have access to a local chapter or virtual chapter within a state-chartered association, or resides in a non-chartered state, the opportunity to apply for membership. For those students who reside in a state-chartered association, approval must be granted by the respective state advisor. To see eligibility requirements and apply, visit <https://register.bpa.org>.

## BPA CONNECTS

Through social media, online, and through a newsletter, Business Professionals America seeks to communicate and support members with all the information they need to get the most of their experience!

## SOCIAL MEDIA PLATFORMS

Follow BPA's official social media accounts so that you always stay in the loop! Officers should always pay close attention to anything being shared on social media so that they can reshare and disseminate the information with their members.

**Facebook:** Business Professionals of America, <https://www.facebook.com/bpaconnect>

**Instagram:** @BPACoconnect, <https://www.instagram.com/bpaconnect/>

**LinkedIn:** Business Professionals of America, <https://www.linkedin.com/company/bpaconnect>

**Threads:** @BPACoconnect, <https://www.threads.net/bpaconnect>

**Twitter:** @BPACoconnect, <https://twitter.com/bpaconnect>

**YouTube:** Business Professionals of America, <https://www.youtube.com/BPAconnect>

There are also accounts run by the Executive Council! Hear from the officers throughout the year about events, initiatives, and other opportunities.

**Instagram:** @officers\_BPA, [https://www.instagram.com/officers\\_bpa/](https://www.instagram.com/officers_bpa/)

**Threads:** @officers\_BPA, [https://www.threads.net/officers\\_bpa/](https://www.threads.net/officers_bpa/)

**Twitter:** @officers\_BPA, [https://www.twitter.com/officers\\_bpa/](https://www.twitter.com/officers_bpa/)

## BPA WEBSITE

[www.bpa.org](http://www.bpa.org) is the primary domain for the organization.

## BPA MEMBER GATEWAY

By logging in to the BPA Member Gateway through the BPA website ([members.bpa.org](http://members.bpa.org)), you gain member-only access to information regarding all BPA programs, competition resources, scholarship opportunities, and more! Be sure you get your login credentials from your advisor.

## THE SOURCE

Twice each month, a newsletter is compiled and distributed via email to members, advisors, and friends of BPA, giving them The Source for all things BPA. Officers should always subscribe to The Source so they can learn about opportunities they can promote to their members.

**SUBSCRIBE TO THE SOURCE:**  
[leadable.info/bpathesource](http://leadable.info/bpathesource)

# BPA PROGRAMS

## BPA WEEK

Business Professionals of America Week takes place the **second full week in February** and coincides with Career and Technical Education Month. BPA Week is a great opportunity to promote your chapter, advocate for BPA, and take pride in your local chapter. Many chapters hold dinners, invite legislators to their school, conduct local media interviews, and highlight chapter activities and/or members.

## TORCH AWARDS PROGRAM

The Business Professionals of America Torch Awards Program is designed to promote professionalism and leadership in both career development and personal growth.

Members can complete activities in seven Torch categories

1. Leadership
2. Service
3. Cooperation
4. Knowledge
5. Friendship
6. Love, Hope, and Faith
7. Citizenship



Each activity is worth 5, 10, 15, or 20 points. When students achieve the required number of points for a category, their advisor or local reviewer can submit the online Torch résumé for reviewed and recognition. Members can earn four levels of recognition.

1. **Executive Torch Award:** Given at the chapter level, the Executive Torch Award requires 10 points in each Torch category. An Executive is defined as “a person having administrative or managerial authority in an organization.”
2. **Diplomat Torch Award:** Depending on your state, this award might be awarded at the local, regional, or state level. The Diplomat Torch Award requires 30 points in each Torch category. A Diplomat is defined as “one skilled with tact in dealing with people.”
3. **Statesman Torch Award:** Given at the state level, the Statesman Torch Award requires 50 points in each Torch category. A Statesman is defined as “one who is a leader in the promotion of the public good and in national affairs.”
4. **Ambassador Torch Award:** Given at the national level, the Ambassador Torch Award requires 70 points in each Torch Category. An Ambassador is defined as “a diplomatic official of the highest rank appointed and accredited as a representative of the organization.”

To learn even more about the Torch Awards Program, visit <https://bpa.org/torch-awards/>.

## BPA MERIT SCHOLAR AWARD

This prestigious award is designed to test the BPA knowledge of our members in the areas of BPA history, tradition, specific programs such as Torch Awards and BPA Cares, organizational structure, and more. Any member in good standing, including advisors, attending the National Leadership Conference (NLC) can earn the BPA Merit Scholar award by achieving a minimum score of 90% on an objective test (true/false and multiple-choice questions). Those members earning this award will be recognized during the awards session at NLC and receive the official BPA Merit Scholar pin. Start preparing today!

## BPA CARES PROGRAM

BPA Cares encourages chapters and members to engage in worthwhile projects that support the betterment of their community and provides opportunities to receive recognition from the national organization. *Many of the awards require the entire chapter membership to participate to receive recognition.* A chapter aligned with the goals and mission of BPA also has a core value of service. BPA recommends chapters become involved in one or more of the BPA Cares programs.

### ▪ Service-Learning Awards

- Community Service Award
- Environmental Action/Awareness Award
- Safety Awareness Award
- Service-Learning Individual Award
- Special Olympics Award

### ▪ Special Recognition Awards

- BPA Marketing and Communications
- BPA Merit Scholar Award
- Chapter Activities Award of Excellence
- Recruiter of the Year Award
- Membership Explosion Award
- The Professional Cup

### ▪ Professional Awards

- Advisor of the Year Award
- Emerging Advisor of the Year Award
- Emerging Professional of the Year Award
- Student of the Year Award
- Hall of Fame Award
- Outstanding Service Award



All qualified BPA Cares Program participants receive a certificate of participation at the National Leadership Conference, and the top chapters for each award receive a plaque. To learn more about our BPA Cares Program, visit <https://bpa.org/students/bpa-cares/>.

## STUDENT CERTIFICATION SERIES

We offer an enhanced certification series for all of our students to make sure they get the most out of their experience with Business Professionals of America! We understand participating in a CTSO like Business Professionals of America can raise questions. Where do you start? Who do you go to? How can you take advantage of all the opportunities available? That's why we put together our unique student certification series to provide our student members with information and resources to be successful. To learn more, visit <https://bpa.org/students/student-certifications/>.

## ADVISOR CERTIFICATION SERIES

BPA Advisors can gain knowledge and expertise by participating in and completing professional development and certification programs offered by the national organization or outside partners. Our advisor professional development and certification programs are designed to orient local chapter advisors to BPA and prepare them for success in the classroom through online training, peer-to-peer engagement, and national program resources. Advisors will also receive continued support throughout the year by participating in our BPA Webinar Series program. To learn more, visit <https://bpa.org/educators/advisor-certifications/>.

## PARTNER CONTESTS

Business Professionals of America is proud to partner with organizations, State Associations, and businesses in an effort to enhance the competitive offerings available to members leading up to and including the National Leadership Conference. We encourage all members to strive for excellence through our partner programs. To learn more about partner contests, visit <https://bpa.org/students/partner-contests/>.

## REGIONAL AND STATE OFFICER POSITIONS

Regional and state officers are heavily involved in planning state association events like the State Leadership Conference. They represent BPA on behalf of their school or state association in their school and community. Contact your state advisor for more information about running for regional or state officer.

## NATIONAL OFFICER POSITIONS (EXECUTIVE COUNCIL)

Members of the Executive Council experience a year of leadership at the national level and opportunity unparalleled in other student organizations. They communicate throughout the year to BPA membership, attend state conferences as guests, exhibit for BPA at a variety of national conferences, help plan the National Leadership Conference, and emcee and present at the National Leadership Conference. Finally, the Secondary and Post-secondary Presidents hold voting seats on BPA's Board of Trustees, an opportunity unique to BPA. To learn more, visit <https://bpa.org/students/run-for-national-office/>.

## QUALITY CHAPTER DISTINCTION

Quality Chapter Distinction (QCD) is a special award given to fully involved and active BPA chapters. Advisors of QCD chapters receive a certificate and a ribbon to attach to their name badge at the National Leadership Conference. For the Quality Chapter Distinction application and additional information, visit <https://bpa.org/students/scholarships-and-awards/quality-chapter-distinction/>.

## SCHOLARSHIPS AND AWARDS

Each year at the National Leadership Conference, BPA awards a variety of scholarships to Secondary and Post-secondary members. The application is published near the beginning of each calendar year and the application deadline is the second Friday of March each year. Scholarships are available for Business Professionals of America members only. To learn more and apply for available scholarships, visit <https://bpa.org/students/scholarships-and-awards/>.

## SPECIAL OLYMPICS

Special Olympics is the official national service organization for members participating in Business Professionals of America. Special Olympics is a global nonprofit organization targeting the nearly 200 million people around the world who have disabilities. With a presence in nearly 200 countries worldwide and seven world-regional offices, the Special Olympics are constantly expanding.

We encourage your chapter to get involved in the Special Olympics. Document your Special Olympics service or fundraising and your efforts can be recognized with BPA's Special Olympics BPA Cares Award. To learn more, visit <https://bpa.org/students/bpa-cares/special-olympics-award/>.

## WEBINAR SERIES

BPA offers a wide range of webinars throughout the membership year designed to educate, train, and inform our members. We highly encourage you to participate in these webinars to learn more about our organization and enhance your overall BPA experience. To access upcoming webinars or to view archived webinars, visit <https://bpa.org/events/webinars/>.



# BPA ORGANIZATIONAL STRUCTURE

Your chapter is part of a network of chartered associations that focuses on developing business professionals in America. Whether at the chapter, state, or national level, there are many dedicated professionals and students working together to provide greater opportunities for members.



## NATIONAL BPA BOARD OF TRUSTEES

The Business Professionals of America Board of Trustees is a talented group of educators, organization and community leaders, and industry professionals dedicated to the mission and vision of our organization. The Board of Trustees is composed of 13 voting members and two non-voting ex-officio members. This group meets regularly throughout the membership year and manages all affairs of Business Professionals of America. To learn more about our current Board of Trustees, visit: <https://bpa.org/about-us/our-people/board-of-trustees/>.

## STATE ASSOCIATION ADVISORY COUNCIL (SAAC)

The State Association Advisory Council (SAAC) serves as a liaison between state associations, Board of Trustees, and national staff of Business Professionals of America. This group promotes the mission, vision, and goals of the national organization and provides input to the BPA Board of Trustees and national staff regarding national programs and activities affecting State Associations.

The State Association Advisory Council collaborates with BPA's Classroom Education Advisory Council as well as other support groups and special committees to improve programs. In addition, members of the council support and facilitate the implementation of programs, policies and activities as established by the Board of Trustees of Business Professionals of America. To learn more about our current State Association Advisory Council, please visit: <https://bpa.org/about-us/our-people/state-association-advisory-council/>.

## **CLASSROOM EDUCATORS ADVISORY COUNCIL (CEAC)**

The Classroom Educators Advisory Council (CEAC) serves as a liaison between Business Professionals of America chapter advisors and its Board of Trustees. Its purpose is to promote the objectives of the Business Professionals of America programs, establish and monitor effective Workplace Skills Assessment Program competitive events, serve as a clearinghouse for suggested improvements and changes pertaining to competitive events and ensure that their state association is informed of currently adopted Workplace Skills Assessment Program guidelines.

The Classroom Educators Advisory Council is responsible for updating and revising the Competitive Events Guidelines, Style & Reference Manual and the Human Resources Manual of the WSAP as well as performing reviews and audits of individual competitive events, developing and updating the guidelines for authors, auditors, administrators, proctors, and judges and researching emerging business practices and recommend additions and deletions to the Workplace Skills Assessment Program, including alignment with national standards, industry certifications, and workplace validation. To learn more about our current Classroom Educators Advisory Council, please visit <https://bpa.org/about-us/our-people/classroom-educators-advisory-council/>.

## **NATIONAL BUSINESS ADVISORY COUNCIL (NBAC)**

The National Business Advisory Council (NBAC) was established to provide a liaison between business and industry and BPA's Board of Trustees. The purpose of the council is to offer insight and guidance on the future of business and industry to assist with the development of programs that offer real-world experience for BPA students. The membership of NBAC consists of representatives from various segments of the business community. It is important to the organization's Board of Trustees that the strength, knowledge, and expertise of this group are utilized to help with the advancement of BPA's student members, and that the make-up of the council offers a variety of experiences and opinions from different sectors of business and industry to better serve the organization and its members.

All members of the Council are approved by the Board of Trustees based upon recommendations from the Council Chair and other members serving on the National Business Advisory Council. To learn more about our current National Business Advisory Council, visit: <https://bpa.org/about-us/our-people/national-business-advisory-council/>.

## EXECUTIVE COUNCIL

Members of the Executive Council, BPA's student leadership team, represent the student members from across the country. The officers serve a one-year term and are elected each year during the National Leadership Conference.

The officers represent the BPA at various conferences and meetings throughout the nation during their term of office. In addition, they may make recommendations to the Board of

Trustees as well as to the members of their respective divisions. They also oversee all meetings at the National Leadership Conference.



The Secondary Division Executive Council is composed of up to six officers and the Postsecondary Division Executive Council is composed of up to four officers. To learn more, please visit <https://bpa.org/about-us/our-people/national-officers/>.

## NATIONAL STAFF

The national staff comprises a diverse group of professionals with a wide range of expertise in nonprofit and association management, member services management, program development and evaluation, partnership development, financial management, communications strategies, event management, organizational expansion strategy, technology advancement, leadership development, education, and more. Together, we aim to provide responsive programs and services of the highest quality to the internal and external partners of Business Professionals of America. To learn more about national staff, including individual roles and responsibilities, please visit <https://bpa.org/staff/>.

# **CHAPTER 2**

# **UNDERSTANDING YOUR**

# **ADVISOR ROLE**

# GENERAL DUTIES

*“A GOOD LEADER INSPIRES PEOPLE TO HAVE CONFIDENCE IN THE LEADER; A GREAT LEADER INSPIRES PEOPLE TO HAVE CONFIDENCE IN THEMSELVES.”  
– ELEANOR ROOSEVELT*

A Business Professionals of America (BPA) chapter advisor plays a crucial role in guiding and supporting students in their pursuit of personal and professional development within the organization. The general duties of a BPA chapter advisor include:

- **Guidance and Mentorship:** Provide guidance, mentorship, and support to BPA student members, helping them navigate their involvement in the organization and develop essential skills.
- **Chapter Management:** Oversee the day-to-day operations of the BPA chapter, including organizing meetings, events, and activities that align with the organization's goals and objectives.
- **Student Development:** Help students set goals, both individual and group-based, and provide them with resources to achieve those goals, whether they are related to competitions, leadership positions, or personal growth.
- **Educational Support:** Assist students in understanding the educational aspects of BPA, including competition rules, event preparation, and industry-related knowledge.
- **Event Coordination:** Coordinate participation in regional, state, and national BPA events, competitions, conferences, and workshops, ensuring that students are well-prepared and equipped for success.
- **Professionalism:** Foster a culture of professionalism, integrity, and ethical behavior among student members by setting an example and providing guidance on appropriate conduct.
- **Skill Development:** Help students develop a wide range of skills, including leadership, teamwork, communication, critical thinking, and problem-solving, which are essential for success both within BPA and in their future careers.
- **Networking:** Encourage students to build professional networks by connecting with peers, educators, and industry professionals through BPA events and activities.
- **Resource Management:** Manage chapter resources, including budgets, fundraising efforts, and procurement of materials needed for events and competitions.
- **Parent and School Communication:** Maintain open communication with parents, school administration, and other stakeholders to keep them informed about chapter activities and student achievements.
- **Personal Growth:** Encourage students to step out of their comfort zones and take on leadership roles within the chapter, fostering their personal growth and confidence.
- **Motivation:** Provide motivation, inspiration, and encouragement to students, especially during challenging times such as competition preparation or setbacks.

- **Conflict Resolution:** Mediate conflicts and address any issues that may arise within the chapter, promoting a harmonious and cooperative environment.
- **Record Keeping:** Maintain accurate records of chapter activities, membership, and achievements, which may be required for reporting to the school administration or BPA headquarters.
- **Professional Development:** Stay up-to-date with BPA policies, updates, and industry trends by participating in advisor training and professional development opportunities.
- **Advocacy:** Advocate for the importance of BPA within the school and community, highlighting the value it brings to student development and the enhancement of career-related skills.

## ADVISOR RESOURCES

The BPA Member Gateway ([members.bpa.org](http://members.bpa.org)) holds essential resources for management all aspects of your local BPA chapter. Example of resources in the BPA Member Gateway include the:

- Workplace Skills Assessment Program (WSAP) competition guidelines, manuals, and style guides to prepare students for regional, state, and national competitions.
- Flyers and handouts for advocating for BPA in your local community, district, or state.
- BPA logo files (eps and png formats) designed according to the BPA brand guidelines.
- BPA overview presentation PowerPoints for each membership division.
- Flyers and handouts highlighting the WSAP competitions.
- BPA Membership Program Guide.
- Membership yearly theme artwork and promotional video.
- Handbooks for the BPA Cares and Torch Awards programs and ceremonies.
- Help Center – a series of video tutorials on using the membership registration system.

# **CHAPTER 3**

# **MEMBERSHIP RECRUITMENT**

# **AND ENGAGEMENT**

## OVERVIEW

*“THE STRENGTH OF THE TEAM IS EACH INDIVIDUAL MEMBER. THE STRENGTH OF EACH MEMBER IS THE STRENGTH OF THE TEAM”*

– PHIL JACKSON

All BPA members play a pivotal role within the BPA (Business Professionals of America) community, serving as essential catalysts for both recruitment and member engagement. As representatives of the organization's values and mission, BPA stakeholders hold the power to attract new members by embodying the spirit of professional growth, skill development, and networking that BPA offers. Through their active participation and visible enthusiasm, these ambassadors create a compelling narrative that resonates with potential recruits, showcasing the myriad benefits of BPA membership. Moreover, BPA stakeholders foster member engagement by fostering a sense of belonging and camaraderie, offering peer mentorship, and promoting various events and opportunities. Their genuine dedication and authentic advocacy amplify BPA's impact, ultimately shaping a dynamic and vibrant community of emerging business professionals.



## SAMPLE ACTIVITIES

**Example activities for member recruitment include:**

- **Campus Presentations:** BPA brand ambassadors visit local schools and colleges to deliver informative presentations about the benefits of joining BPA, sparking interest among students.
- **Online Webinars:** Hosting webinars showcasing success stories and the advantages of BPA membership attracts a global audience and encourages participation.
- **Social Media Campaigns:** Engaging posts featuring testimonials, event highlights, and member achievements create a buzz, enticing potential members to become a part of BPA.
- **Networking Events:** Organizing networking sessions where prospective members can interact with current members fosters connections and demonstrates the value of joining BPA.
- **Career Fairs:** Setting up BPA booths at career fairs provides opportunities for face-to-face conversations, allowing ambassadors to share firsthand experiences with interested individuals.
- **Collaborative Projects:** Initiating collaborative projects with local schools or organizations exposes potential members to BPA's collaborative and skill-building environment.

- **Alumni Involvement:** Alumni brand ambassadors returning to share how BPA impacted their careers and personal growth inspire new members to join and invest in their futures.
- **Community Workshops:** Offering free workshops on professional development topics showcases BPA's commitment to skill enhancement, attracting those who seek continuous learning.
- **Incentive Programs:** Introducing referral programs or incentives for current members to bring in new recruits can motivate members to actively promote BPA membership.
- **Educational Partnerships:** Forming partnerships with educational institutions allows brand ambassadors to engage with students directly, creating a direct pipeline for new members to join BPA.

## BPA MEMBER ENGAGEMENT

Example activities for member engagement include:

- **Mentorship Programs:** Pairing experienced members with newcomers for mentorship opportunities enhances engagement by providing guidance and support.
- **Monthly Challenges:** Introducing monthly skill-building challenges keeps members engaged, encouraging them to develop and showcase their abilities.
- **Leadership Opportunities:** Providing avenues for members to take on leadership roles within BPA enhances their sense of ownership and investment in the organization.
- **Guest Speaker Series:** Organizing talks by industry experts or successful professionals exposes members to valuable insights and fosters a culture of continuous learning.
- **Networking Mixers:** Regular networking events create platforms for members to connect, share experiences, and forge valuable relationships within the BPA community.
- **Online Discussion Forums:** Setting up online forums allows members to engage in discussions, share ideas, and seek advice from peers, fostering a sense of community.
- **Recognition Programs:** Recognizing member achievements through awards, certificates, or features on BPA platforms boosts engagement and motivates members to excel.
- **Collaborative Projects:** Involving members in collaborative projects or competitions promotes teamwork and showcases the diverse talents within the BPA community.

- **Professional Development Workshops:** Hosting workshops on relevant topics like resume-building, interview skills, and industry trends empowers members to advance professionally.
- **Community Service Initiatives:** Organizing community service activities aligns with BPA's values while providing members with opportunities to give back and bond through meaningful experiences.

## 10-10-10 MEMBERSHIP CHALLENGE

Chapters are invited to complete the 10-10-10 Membership Challenge and earn rewards for completing one, two, or three of the challenges by the December 1 deadline.

- Challenge 1: Recruit at least 10 more chapter members than the chapter's 2022–2023 total.
- Challenge 2: Recruit at least 10 alumni members (former student members who graduated from BPA chapters). Alumni dues are \$20 per year.
- Challenge 3: Recruit at least 10 professional members (individuals who want to support the work of BPA). Professional dues are \$25 per year.

Learn about the challenge: <https://members.bpa.org/membership-challenge/>

Effective 2023-2024	Level (Categories Required)		
Incentive	Premier Level (Any 1 of the 10's)	Elite Level (Any 2 of the 10's)	Champion Level (All 3 of the 10's)
Digital Certificate for the Chapter	X	X	X
\$25 Gift Certificate to the BPA Shop	X		
\$50 Gift Certificate to the BPA Shop		X	X
One Free NLC Registration (advisor or student)		X	X
TeamBPA Chapter Kit with Special Promotional Items (e.g., t-shirt, classroom pennant, mug, etc.)		X	X
Special Recognition at NLC			X

# CHAPTER 4

# COMPETITIONS

# OVERVIEW

*“COMPETITION IS THE BEST FORM OF MOTIVATION.”*  
– *CORDAE*

## WORKPLACE SKILLS ASSESSMENT PROGRAM

The Workplace Skills Assessment Program (WSAP), BPA’s competitive events program, provides all student members with the opportunity to demonstrate workplace skills learned through business education courses. Students prepare for and compete in contests in more than 100 competitions, in six assessment areas.

- Finance
- Business Administration
- Management Information Systems
- Digital Communication & Design
- Management, Marketing & Communication
- Health Administration

Through our WSAP program, students will have the opportunity to

- demonstrate state and national educational standards.
- demonstrate mastery of occupational competencies.
- broaden knowledge, skills, and attitudes.
- expand leadership and human relation skills.
- showcase their competitive spirit.
- earn industry recognized certifications.
- receive awards and recognition.



Each BPA division (Middle Level, Secondary, and Post-secondary) has its own set of events, and members only compete against other members in their respective division. A complete list of events with descriptions is available at <https://bpa.org/students/compete/competitive-event-listing/>.

The WSAP Guidelines are a comprehensive set of instructions, descriptions, and details to help prepare students for the competitions. The Guidelines are an essential tool for participating in a WSAP event. The WSAP downloaded center can be accessed by BPA advisors and student members using their login credentials at <https://members.bpa.org/download-center/>.

Competition formats are offered to individuals and teams and include objective tests, on-site scenarios, computerized applications, and judged presentations. Each event helps prepare students to be part of a workforce of global professionals. Students may only participate in a specific number of competitive events at regional, state, and national levels, excluding Open Events, which are open in an unlimited number of participants and to any National Leadership Conference qualifier.

WSAP competitions may be offered at the regional, state, and national level, which is entirely dependent on what your specific state offers. Qualifiers may advance from a Regional Leadership Conference to a State Leadership Conference, and finally to the National Leadership Conference. Please see your state advisor regarding advancement policies in your state. Independent chapters will advance directly to the National Leadership Conference based on approval from the National Center.

At the National Leadership Conference, recognition for competitive event results in all divisions will be as follows:

- Non-judged Events: top ten winners
- Judged Events: all finalists recognized
- Open Events: top ten winners plus any ties

To learn more about our WSAP program, visit <https://bpa.org/students/compete/>.

## VIRTUAL COMPETITIVE EVENTS

Virtual competitive events are available at the national level only and are open to all BPA student members. There are no regional or state competitions required to qualify.

All entries will be judged prior to the National Leadership Conference and the top ten finalists from each of the qualifying virtual competitions in each division will be invited to the National Leadership Conference to participate in our National Showcase. Except for the National Showcase displays, all components of the virtual competitive events are completed online.

Members can participate in virtual competitive events either as individuals or as teams. There are a total of fourteen virtual competitive events and are open to all divisions (ML|S|PS):

- (V01) Virtual Multimedia & Promotion Individual
- (V02) Virtual Multimedia & Promotion Team
- (V03) Software Engineering Team
- (V04) Web Application Team
- (V05) Mobile Applications
- (V06) Promotional Photography
- (V07) Cybersecurity / Digital Forensics
- (V08) Start-up Enterprise Team
- (V09) Financial Portfolio Team
- (V10) Virtual Branding Team
- (V11) 2D Animation Team – Pilot
- (V12) Social Media Marketing Campaign Team - Pilot
- (V13) Esports Team – Pilot
- (V14) Ethical Leadership and Decision-Making Team – Pilot

**Important information regarding Virtual Events:**

- Be sure to pay close attention to deadlines (Registration Deadline: December 1)
- The Middle Level, Secondary, and Postsecondary divisions will be ranked separately.
- Student members may participate in an unlimited number of virtual events and there are no limitations on the number of competitors that a local chapter may register for virtual events.
- **Additional cost:**
  - \$10.00 per individual virtual event registration
  - \$20.00 per team virtual event registration (2-4 members, except (V13) Esports which is 3-4 members)

To learn more about our virtual events, visit

<https://bpa.org/students/compete/virtual-competitions-and-nlc-national-showcase/>.

# COCURRICULAR

## INTEGRATING BPA INTO THE CLASSROOM

BPA serves as a cocurricular activity by providing students with opportunities to develop and enhance a wide range of skills beyond the traditional classroom setting. Through competitive events, leadership roles, networking, problem-solving, and more, BPA contributes to a comprehensive educational experience that prepares students for success in their academic and future professional endeavors.



Here's how BPA functions as a co-curricular activity:

- **Skill Development:** BPA offers a variety of competitive events and activities that align with business and career-related skills. These events include areas like finance, marketing, management, information technology, and more. Participating in these events allows students to apply theoretical knowledge gained in the classroom to real-world scenarios, thereby deepening their understanding and practical abilities.
- **Leadership Opportunities:** BPA provides students with leadership roles within the organization. Students can hold positions like chapter officers, regional representatives, or even state and national officers. These leadership opportunities enable students to develop essential skills like communication, teamwork, decision-making, and organizational management.
- **Networking and Communication:** BPA encourages students to interact with peers, professionals, and experts within the business community. This interaction occurs through events such as conferences, workshops, and seminars.
- **Problem-Solving and Critical Thinking:** Many BPA activities involve analyzing complex business problems and devising creative solutions. By participating in these activities, students enhance their critical thinking and problem-solving skills, which are crucial in both academic and real-world contexts.
- **Career Preparation:** BPA often collaborates with industry partners and professionals to ensure that its activities align with current industry trends and standards. Engaging in BPA activities equips students with insights into their chosen career fields, making them more prepared for future internships, jobs, or higher education.
- **Hands-on Experience:** BPA events often include practical components, such as presentations, projects, and simulations. These activities require students to apply their knowledge and skills in a realistic setting, providing them with hands-on experience that goes beyond classroom learning.
- **Personal Growth and Confidence Building:** Participating in BPA can boost students' self-confidence and overall personal growth. Engaging in competitions, public speaking, and networking helps students develop a strong sense of self-assurance, an essential attribute in any professional setting.
- **Integration with Classroom Learning:** BPA activities complement classroom learning by allowing students to practically apply the concepts they've learned. This integration creates a holistic learning experience that reinforces academic concepts while fostering practical skills.

# PREPARATION AND RESOURCES

## BEST PRACTICES FOR GETTING READY FOR COMPETITIONS

BPA competitions are events that allow students to showcase their skills in various business-related areas. These competitions cover a wide range of topics, including finance, marketing, management, information technology, and more. Participants are given the opportunity to demonstrate their knowledge, problem-solving abilities, teamwork, and professionalism in a competitive setting.



Preparing for BPA competitions involves several key steps to ensure success:

- **Select Your Event:** Choose the BPA competition event that aligns with your interests and strengths. There are diverse categories to choose from, so pick one that you are passionate about.
- **Understand the Guidelines:** Thoroughly review the competition guidelines, rules, and judging criteria provided by BPA. Understanding the requirements is crucial for effective preparation.
- **Research and Study:** Gather relevant study materials, textbooks, online resources, and reference materials related to your chosen competition category. Develop a solid foundation of knowledge in the subject matter.
- **Practice Regularly:** Engage in consistent practice sessions to enhance your skills. This could involve solving case studies, simulations, role plays, or presentations based on the competition's focus area.
- **Mock Competitions:** Participate in mock competitions or practice rounds to simulate the actual competition environment. This will help you build confidence and refine your performance.
- **Time Management:** Practice managing your time effectively during the competition. Work on completing tasks within the allotted time frame to avoid rushing or incomplete submissions.
- **Teamwork (if applicable):** If the competition involves a team, communicate and collaborate with your team members. Assign roles and responsibilities to maximize efficiency.
- **Receive Feedback:** Seek feedback from teachers, mentors, or peers who have experience in the competition or relevant field. Constructive criticism can help you identify areas for improvement.
- **Refine Presentation Skills:** If your competition requires a presentation, work on your public speaking and communication skills. Practice delivering clear, concise, and persuasive presentations.
- **Stay Updated:** Keep up with industry trends, developments, and news related to your competition category. Demonstrating up-to-date knowledge can set you apart.

Here are general examples of how to study and prepare for BPA competitions:

- **Create a Study Schedule:** Design a detailed study schedule that allocates time for each subject or skill required for the BPA competition. This will help you manage your time effectively and cover all necessary material.
- **Set Clear Goals:** Define specific goals for what you want to achieve in the BPA competition. Whether it's mastering a particular topic or improving your presentation skills, clear goals will keep you focused and motivated.
- **Utilize Practice Tests:** Seek out practice tests or sample questions related to the competition's content. Regularly attempting these will help you familiarize yourself with the type of questions you'll encounter and improve your performance over time.
- **Collaborative Study Groups:** Join or form study groups with peers who are also preparing for the BPA competition. Discussing concepts, sharing insights, and teaching each other can enhance your understanding and retention of the material.
- **Utilize Online Resources:** Explore online resources such as websites, forums, and educational videos that provide additional information and tips relevant to the BPA competition. These resources can offer diverse perspectives and insights.
- **Review Past Competitions:** Analyze past competition materials, questions, and solutions. This can give you insights into the competition format, question patterns, and the level of difficulty to better tailor your preparation.
- **Practice Time Management:** BPA competitions often have time constraints. Practice working on questions or tasks within the specified time limits to improve your time management skills during the actual competition.
- **Seek Mentorship:** If possible, connect with individuals who have experience with BPA competitions. They can provide valuable advice, share their strategies, and offer guidance based on their own experiences.
- **Create Visual Aids:** For subjects that involve charts, graphs, or diagrams, create visual aids to simplify complex information. Visual representations can help you understand and explain concepts more effectively.
- **Stay Updated and Adapt:** Stay updated with any changes in the competition format, rules, or content. Be prepared to adapt your study plan if there are any modifications to ensure you're aligned with the latest requirements.

## PURCHASING COMPETITIONS PACKAGES

Multiple years of competition packages are available for purchase on the **BPA Shop** ([shop.bpa.org](http://shop.bpa.org)). Competition packages are available for the Middle Level or Secondary/Postsecondary divisions and include all tests and answer keys for the state and national level tests.



## PURCHASING ACCESS TO THE BPA PRACTICE TEST ENGINE

Advisors can purchase **BPA Practice Test Engine** ([practice.bpa.org](http://practice.bpa.org)) access for registered student members in the **BPA Membership Registration System** ([register.bpa.org](http://register.bpa.org)). Click on the **BPA Practice Test Engine** tab in the main menu to begin the process. NOTE: The cost is \$5 per registered student member.



# **CHAPTER 5**

# **FUNDRAISING AND COMMUNITY**

# **ENGAGEMENT**

# OVERVIEW

*“THE GREATNESS OF A COMMUNITY IS MOST ACCURATELY MEASURED BY THE COMPASSIONATE ACTIONS OF ITS MEMBERS.”*

– CORETTA SCOTT KING

## FUNDRAISING AND COMMUNITY ENGAGEMENT

Fundraising and community involvement are integral components of BPA's success. These efforts provide the financial means to support educational opportunities, foster a sense of community, promote skill development, and uphold BPA's mission of nurturing future business leaders. Here are some key points highlighting the importance of fundraising and community involvement in BPA:

- **Financial Sustainability:** Fundraising activities provide BPA chapters with the necessary funds to cover various expenses such as competition registration fees, travel costs, materials, and resources. Without adequate funding, BPA chapters might struggle to participate in conferences, events, and competitions that are essential for skill development and networking.
- **Enhanced Learning Opportunities:** Through fundraising, BPA chapters can afford to attend regional, state, and national conferences, workshops, and competitions. These events expose students to a diverse range of learning experiences, guest speakers, and industry professionals, enriching their understanding of business concepts and practices.
- **Access to Resources:** Funds raised can be invested in acquiring up-to-date resources, books, software, and technology that enhance students' knowledge and skills in various business disciplines. This access to resources empowers students to stay current with industry trends and develop a competitive edge.
- **Skill Development:** Fundraising often involves planning, teamwork, communication, marketing, and financial management skills. Students involved in fundraising activities gain practical experience in areas relevant to their future careers, thereby enhancing their overall skillset.
- **Community Engagement:** Fundraising events foster a sense of community among BPA members, teachers, parents, and local businesses. Collaborating on fundraising initiatives creates a shared sense of purpose and camaraderie, which can lead to stronger relationships and more enthusiastic participation in BPA activities.
- **Networking Opportunities:** Fundraising events often involve collaboration with local businesses and organizations. Building relationships with these entities can open doors to internships, mentorship programs, and partnerships that provide students with real-world insights and opportunities for growth.
- **Promotion of BPA's Mission:** Effective fundraising efforts not only generate funds but also raise awareness about BPA's mission and activities within the local community. This increased visibility can attract more members, volunteers, and sponsors who are interested in supporting the organization's goals.
- **Inclusivity:** Community involvement ensures that BPA activities are accessible to a broader spectrum of students. Fundraising can help offset financial barriers

that some students might face, enabling them to participate in BPA events regardless of their economic background.

- **Leadership Development:** Planning and executing fundraising activities offer students practical leadership opportunities. They can take on roles such as event coordinators, marketing managers, and financial directors, thereby honing their leadership and decision-making skills.
- **Long-Term Growth:** Consistent fundraising and community involvement contribute to the sustainability and growth of BPA chapters. Funds raised can be reinvested to expand chapter activities, develop new initiatives, and provide ongoing support for students' personal and professional development.

## EXAMPLE FUNDRAISING ACTIVITIES

- **Silent Auction:** Organize a silent auction event where local businesses and individuals donate items or services, and attendees bid on them. This can include gift baskets, artwork, gift certificates, and more.
- **Car Wash:** Host a car wash event where BPA members offer car cleaning services to the community for a suggested donation. This is a classic fundraising idea that can be effective and engaging.
- **Bake Sale:** Hold a bake sale at a local event, school, or community center. BPA members and volunteers can bake a variety of treats to sell, and the proceeds can go towards supporting BPA activities.
- **Trivia Night:** Organize a trivia night at a local venue or school. Participants pay an entry fee to participate in teams and compete in a fun trivia competition, with prizes for the winners.
- **Dine-Out Night:** Partner with a local restaurant for a "dine-out" night where a percentage of the proceeds from customers mentioning your BPA chapter's name goes towards your fundraising efforts.
- **Plan a golf outing:** Host a golf outing complete with prizes for winners and donations for ticket raffles.
- **Themed Fundraising Event:** Organize a themed fundraising event, such as a masquerade ball, costume party, or a sports tournament. Sell tickets and incorporate games and entertainment to engage participants.
- **Charity Run/Walk:** Plan a charity run/walk event, where participants can register and participate in a race to raise funds. Partner with local businesses for sponsorship and promotion.
- **Movie Night:** Host an outdoor or indoor movie night, screening a popular movie for the community to enjoy. Charge an entry fee and consider offering concessions for additional fundraising.
- **Art Exhibition:** Showcase the artistic talents of BPA members and local artists through an art exhibition. Sell artwork, and part of the proceeds can go towards funding BPA initiatives.



## EXAMPLE COMMUNITY ENGAGEMENT ACTIVITIES

- **Community Cleanup:** Organize a cleanup event in a local park, beach, or neighborhood. BPA members can work together to pick up litter and improve the environment.
- **Senior Center Visits:** Plan visits to local senior centers or nursing homes. BPA members can spend time with the residents, play games, share stories, and provide companionship.
- **Tutoring and Mentoring:** Offer tutoring or mentoring services to younger students in subjects related to business, technology, or academics. This helps both BPA members and the students they assist.
- **Food Drive:** Conduct a food drive to collect non-perishable items for a local food bank. Set up collection points in schools and businesses to encourage community participation.
- **Career Workshops:** Host workshops for high school students, focusing on career exploration, resume writing, interview skills, and networking tips. BPA members can share their knowledge and experiences.
- **Environmental Initiatives:** Organize tree planting, recycling drives, or energy-saving awareness campaigns to promote sustainability and environmental responsibility in the community.
- **Charity Walk/Run Participation:** Rally BPA members to participate in charity walks/runs that support local causes or organizations. This promotes physical activity while giving back to the community.
- **Holiday Gift Drive:** Collaborate with local organizations to provide gifts and necessities for underprivileged families during holidays. BPA members can help with collection, sorting, and distribution.
- **Community Garden:** Create or support a community garden where BPA members and community members can grow fruits, vegetables, and flowers together, fostering a sense of unity and pride.
- **Tech Workshops for Seniors:** Host workshops to teach senior citizens how to use technology, such as smartphones, tablets, and social media. This can help bridge the digital generation gap.



# **CHAPTER 6**

## **UNDERSTANDING YOUR STUDENT OFFICER ROLE**

# GENERAL DUTIES

*“A LEADER IS ONE WHO KNOWS THE WAY, GOES THE WAY, AND SHOWS THE WAY.”  
– JOHN C. MAXWELL*

Officers are student leaders serving in a specific position within either the Secondary or Postsecondary BPA division. These elected student members should operate as a high functioning team, dedicated to the welfare of their respective division and success of all members. They represent their chapter and state association at various conferences and meetings during their term and work closely with their advisor and other stakeholders to improve the experience for members.

Each elected officer serves their respective division in any capacity as directed by their advisor, as outlined within published BPA governing documents. Each officer should also commit to being a positive BPA brand ambassador and always promote the general welfare of Business Professionals of America.

The goal of the BPA officer program is to advocate, educate, motivate, and inspire all BPA student members, advisors, educators, staff, and other key stakeholders to achieve the mission of Business Professionals of America.

Each officer often spends between 5-10 hours per week planning and executing their program of work and responding to member inquiries and other mission-critical tasks. It is important to realize that, although academics remain the number one priority, officers should not fall behind in responsibilities to BPA members. Below is a listing of some typical responsibilities that each officer should be willing to adhere to:

- Collaborate, develop, and implement a program of work.
- Maintain regular and timely communications with the fellow officers, advisor, state and national staff, school administrators, and all other key stakeholders.
  - Expected response time is within 24 hours.
- Attend and participate in all team meetings.
- Treat fellow officers with respect and value their opinions.
- Provide guidance, leadership, and inspiration to all members.
- Represent the views of the membership; not only those of the individual officers.
- Notify the advisor immediately of circumstances which prevent carrying out any assignment.
- Maintain BPA brand standards in person and online (social media, email, etc.).
- Wear an official BPA blazer and professional attire to all functions when representing BPA.
- Abide by the Code of Ethics as established by the National Board of Trustees.

## BPA BRAND AMBASSADORS

In addition to representing student members, officers represent the BPA brand at large. Officers are expected to communicate and represent the BPA brand, mission and vision, and key organizational goals to all stakeholders. As a representative of the organization, executive officers must abide by certain rules and expectations, including projecting a professional image, using proper etiquette, and always interacting in a positive manner.



## OFFICER ROLES

Officers form the leadership team that provides leadership and representation for members at the local or state level. Each officer should receive assignments and give input to program of work initiatives and other tasks aimed towards supporting members. BPA encourages officer teams to organize officer teams with positions to help provide role clarity and give a real experience of what students could experience in the workplace.

### President:

- Preside over all meetings.
- Create and distribute meeting agendas.
- Make all necessary committee appointments and individual assignments.
- Manage and report progress on the team's program of work.

In presiding over meetings, the **President** should adhere to the following:

- Arrive before the scheduled meeting time to ensure that everything is prepared and ready for the team.
- Always have an agenda prepared and distributed in advance of each meeting.
- Call the meeting to order.
- Follow the agenda and bring up items in their logical order, lead all discussions, and prevent team members from breaking into separate side conversations.
- Keep the team on topic and do your best to keep things running on time.
- Speak clearly and audibly.
- Maintain order within the meeting.
- Summarize what has been stated to get a decision on a topic.



**Vice President:**

- Serve in any capacity as directed by the division President or advisor.
- Serve as ex-officio member on all sub-committees.
- Accept and fulfill the responsibilities of the President as occasions may demand.
- Manage the approval of Torch Award resumes.
- Develop and implement team building projects.

**Secretary:**

- Serve in any capacity as directed by the division President or advisor.
- Record the roll and minutes of all divisional business meetings.
- Edit and distribute completed minutes to the officer team and advisor for review within one (1) week of the conclusion of each meeting.
- Call a meeting to order in absence of the President and Vice President.

**Treasurer:**

- Serve in any capacity as directed by the division President or advisor.
- Manage fundraising efforts.
- Provide regular financial updates related to divisional fundraising goals to the officer team and advisor.

**Historian:**

- Serve in any capacity as directed by the division President or advisor.
- Maintain records and files that will be used to document and highlight executive council year-in-review.
- Maintain and support the online presence of the other officers.
- Supply material or articles to be published by BPA media outlets.

**Parliamentarian:**

- Serve in any capacity as directed by the division President or advisor.
- Serve as special advisor to the President and other officers on all matters pertaining to parliamentary procedure.
- Have reference materials pertaining to parliamentary procedure available for each meeting.
- Have a solid understanding of divisional bylaws and other governing documents.
- Watch for significant irregularities in parliamentary procedure and call them to the attention of the president or committee chairperson.

**Student officers are not permitted:**

- To serve as a judge for any BPA event at the regional or state level during their term of office.
- To be involved with or support - in any capacity - a local, regional, state or BPA candidate's campaign.
- To personally endorse any person, product, or service on behalf of BPA other than those persons, products or services which are approved by BPA.
- To accept any personal benefits or payments for services performed as a BPA student officer.
- To obligate BPA for funds or services of any nature.

# **BPA EVENTS**

*AS AN OFFICER, EVENTS NO LONGER BECOME ABOUT YOUR EXPERIENCE BUT INSTEAD THE EXPERIENCE OF YOUR MEMBERS*

An important part of the BPA experience is attending events! Whether organized at the national, state, or local level, officers should work with their advisor to understand the required events that they are to attend as part of their role.

## **OFFICER ORIENTATION TRAINING**

As newly selected officer teams begin their term, it is important they meet together to receive leadership training to better help them understand their role, set goals for their association, and bond as a team.

## **STUDENT LEADERSHIP SUMMIT**

Chapter and state officers from all around BPA come together to learn what it takes to launch their personal leadership, team performance, and members into the bright future in store through BPA.

## **STATE FALL LEADERSHIP CONFERENCE**

During the fall, associations are encouraged to hold an event for members to learn more about and get excited for the opportunities in BPA and develop leadership skills.

If time or resources does not allow for an in-person experience, explore the opportunity to host a virtual opportunity for members to engage with association officers and other members as they learn about BPA and develop their leadership skills.

## **WINTER OFFICER RETREAT**

During the winter months, the focus of officer teams should shift to preparing members to participate in competitive events! Plan an opportunity for the officer team to come together again to further program of work goals and prepare for your state leadership conference.

## **REGIONAL LEADERSHIP CONFERENCE**

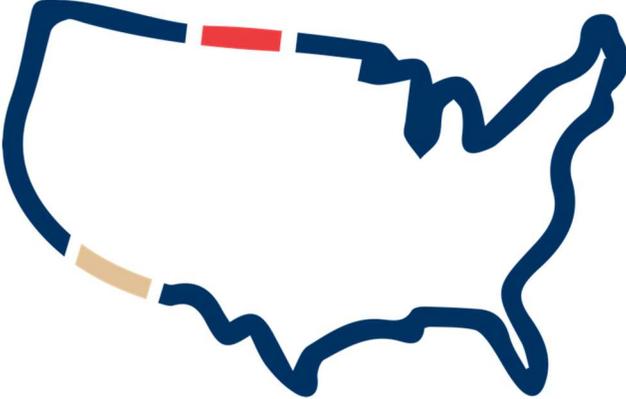
Join members from across your assigned region to compete, gain leadership training, and be recognized for their achievements. Officer teams should lead members by participating in all aspects of the conference to help all maximize their experience.

## **STATE LEADERSHIP CONFERENCE**

Join members from across your state association to compete, gain leadership training, and be recognized for their achievements. Officer teams should lead members by participating in all aspects of the conference to help all maximize their experience.

# NATIONAL LEADERSHIP CONFERENCE

Join thousands of members each year at the BPA National Leadership Conference! This event brings together top competitors and members for national recognition in competition, certification, and career development.



# **CHAPTER 7**

## **LAUNCHING YOUR**

### **LEADERSHIP DEVELOPMENT**

## **BECOMING A STUDENT LEADER**

*“GREAT OFFICERS DO TWO THINGS: CONNECT WITH THEIR MEMBERS AND HELP THEM FULFILL THEIR POTENTIAL THROUGH BPA.”*

As an officer of BPA you have become a student leader. Becoming an officer is not dependent on being the best at a competitive event or receiving the highest test scores and grades in a business class, instead become a student leader is based on your ability or potential to connect with members and help them fulfill their potential in BPA.

Consider these two tools to help you identify where you currently are as a leader and what it looks like for you to get to the next level. Come back to these tools often, they are the same tools that will help you both today as a student leader and tomorrow as a business professional of America.

## KNOW YOURSELF TO LEAD YOURSELF

Self-awareness is the starting point for any leader to improve. Your leadership is a compilation of various natural tendencies that lead to your actions and habits. Reflect on how you normally approach working in a group, you might naturally find yourself being the note-taker, the idea-giver, or even the delegator. We all have a natural way we approach work, but we only know half of what it is like to be on the *other* side of ourselves. By regularly reflecting on our natural tendencies, what patterns and actions follow those tendencies, the results they produce, and reality that creates, we can better adjust so that we can connect with and liberate others.



Some of my natural tendencies when working in groups are...

Tendencies I don't have yet, but am working on are...

## THE CORE OF A LEADER

Consider what comes to mind to describe the best leaders. Make a list in the space below of what comes to mind!

Great student leaders embrace feedback and reflect on their performance. Review your own list of descriptors – how would you rate yourself on a scale of 1-10 for how much that descriptor is true about you. Reflect below on which descriptor you do feel describes you, then identify a descriptor that isn't necessarily true about you yet, but it is something you want to be true by the end of your term.

**Characteristics that describe me are....**

**Characteristics that aren't true for me yet is...**

All descriptors of good leaders fall in one of three main categories. We call these three categories the **core of a leader**. Just as the core of an athlete is the source of their power, stamina, and abilities when competing, a leader must have a strong core to consistently connect with others, support and challenge them as they fulfill their potential, and follow through on your own duties over time.

- Task-aware: Being aware of what needs to be done and how to carry out those tasks and responsibilities.
- Others-aware: Able to connect with, encourage, and challenge people to fulfill their potential.
- Self-aware: Consistently reflective and seeking feedback to increase levels of character, competency, credibility, and chemistry with others.



## CORE PROCESS

Throughout your time as a student leader, and beyond, you will have many learning opportunities. You'll attend leadership workshops, business classes, and hear from professionals and alumni about what you can do to be successful. You may also experience challenges, for example maybe fewer members attend a meeting than planned, your social media post doesn't gain much traction, or maybe you don't do as well as you hoped in a competitive event. What will you do to reflect, apply, and take action so that you can learn and grow?

The CORE Process tool helps you lean on self-awareness to help you identify what you can gain from the learning opportunity and how to take action on it and see increased results. Responsive officers that learn from their own experiences, or the experiences of others, see much greater results! They also set themselves up with a vital habit that will help them throughout their life.

- **Call it:** Acknowledge where the learning opportunity is coming from. Did something stick out from a leadership workshop? Did you get feedback from your advisor on a project? Did you speak too harshly during your last meeting? Call out what is prompting the learning opportunity.
- **Own it:** The next key step is owning this learning opportunity. Take responsibility. Fight through the tendency to justify or excuse away the mistake or why the result wasn't what you wanted. Ask yourself 'why' you do that, or don't do that. Hold yourself accountable.
- **Respond:** Don't let the motivation fade and create a plan so that you can improve. Create a plan beyond telling yourself to "just do better". Change and improvement is hard! It takes time. Starting out with a clear plan helps support you as you adjust your leadership tendencies.
- **Execute:** All that remains is to execute and follow through on your plan. Ask someone to hold you accountable or set a reminder for yourself to look back and evaluate your progress. Following through on this last step is what helps officers become great student leaders!



Consider this prompt that can help you create your own CORE Process Statement to help remind you of what you are striving for. Fill in the blanks with your own application based on a recent learning opportunity you have had:

“I... \_\_\_\_\_  
\_\_\_\_\_  
**AND REALIZED THAT...** \_\_\_\_\_  
\_\_\_\_\_  
**SO I’M COMMITTING TO...** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**HERE’S HOW:** \_\_\_\_\_  
\_\_\_\_\_”

# TEAM DEVELOPMENT AND STANDARDS

*“IF EVERYONE IS MOVING FORWARD TOGETHER THEN SUCCESS TAKES CARE OF ITSELF.”*

*– HENRY FORD*

Leaders know that through their own work ethic, they can bring results. The most successful leaders, however, know that results are multiplied when you can work together as a team. Great BPA officers are great teammates. It is vital that each individual officer knows and fulfills their role, but also collaborates with others to bring about greater results.

When working on an officer team, it is important to remember that each of you deserve to be heard, valued, and appreciated. You may come from different backgrounds and have different experiences, cultures, goals, and tendencies. What makes teams great is their ability to utilize one another's differences to complement one another instead of allowing them to divide you apart. Much of the year can be very positive, effective, and memorable! However, there will be times when you feel frustrated with one another. Work with your advisor and one another to communicate through these moments so you can remain aligned and working together towards your goals.

## KNOW YOUR TEAM TO LEAD YOUR TEAM

To work well together, you must know more about one another! Spend time together as a team to find out more about one another's lives outside of BPA. Learn more about how to win and lose influence with others by reflecting and sharing the following with your team.

### **Win With Me; Lose With Me Tool**

A helpful tool for teams to get to know one another's tendencies and preferences is the Win With Me; Lose With Me tool. The focus of this tool is helping teams understand what actions and behaviors win and lose influence with one another.

First, reflect on what others can do to “win” influence with you. Consider when you work in groups, what do people do that motivates you to want to work with them and energizes you? Reflect on specific actions and real examples.

Next, identify what actions others do that “lose” influence with you. Think of actions that, when you see others do, discourages you from wanting to work with them again or drains you. Write down what comes to mind in the space below.

**“Win” Influence with me:**

**“Lose” Influence with me:**

### **Gaining Influence Action Plan**

Share what wins and loses influence with you with your team. Remember that nature, nurture, and choice all help define our leadership behaviors. As you take time to hear from your teammates, you may feel insecure, guilty, or defensive if you hear them share something that you naturally do but loses influence with them. Overcome the urge to become resistant and defensive and instead respond by asking clarifying questions and CORE Process ways that you can adjust your tendencies to be a better teammate. After hearing from your teammates about what wins and loses influence with them, summarize what you can do to be a better teammate in the space below.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Additional Notes:**

# MANAGING TEAM CONFLICT

*“COMMUNICATION TO A TEAM IS LIKE OXYGEN TO LIFE. WITHOUT IT, IT DIES.”*

An unavoidable part of working in teams is conflict. Conflict can be a healthy sign of a motivated and passionate team that is pursuing quality results. Conflict becomes negative when communication stops, allowing frustration and resentment to drive teams apart. Using tools like “Win With Me; Lose With Me” and others helps your team create clear expectations for how to work together, but that is just the start.

## MAXIMIZING TEAM PERFORMANCE

High performing teams set clear standards for the five key areas to maximizing team performance. Have a discussion as a team with your advisor surrounding the following keys to help your team set clear expectations.

### Communication:

- What tools will we use to communicate with one another?
- What is our standard for how quickly you should respond to communication?
- What types of information should be shared with who?

### Relationships

- What are some questions everyone on the team can answer to better get to know one another?
- What needs to happen for each member of the team to feel valued, heard, and appreciated?
- What will our team do when we encounter conflict?

### Alignment

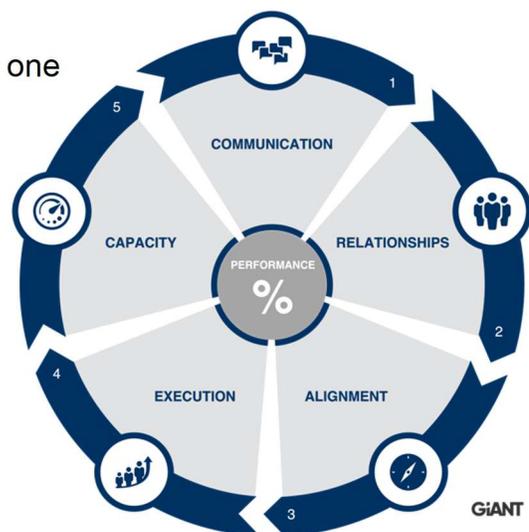
- What are the overall goals and expectations for our team?
- What descriptors will we strive to make true for our team’s culture?
- How will our team stay committed to our goals throughout the year?

### Execution

- How will we track due dates and progress for our program of work and other tasks?
- What is our standard for how we will hold one another accountable to follow through and do our best as officers?
- What will be the consequences if a member of the team misses multiple deadlines and becomes unreliable?

### Capacity

- How can we support one another during busy times?
- What can we do to encourage and have fun together throughout the year?
- What should a team member do if they feel they are overwhelmed or know they are not going to meet a deadline or quality standard?



Conversations on these keys are meant to be thorough. Share your specific ideas, worries, or concerns for each of the five areas. Ask more questions that come to mind so that your team can have clear expectations for how to maximize your team's performance.

Once you have thoroughly discussed each area, create a list of team standards that your team will follow to achieve high performance in each area. These standards should be specific, and it should be clear when they are not being met.

## OUR TEAM STANDARDS

### COMMUNICATION STANDARDS

1. \_\_\_\_\_

2. \_\_\_\_\_

### RELATIONSHIP STANDARDS

1. \_\_\_\_\_

2. \_\_\_\_\_

### ALIGNMENT STANDARDS

1. \_\_\_\_\_

2. \_\_\_\_\_

### EXECUTION STANDARDS

1. \_\_\_\_\_

2. \_\_\_\_\_

### CAPACITY STANDARDS

1. \_\_\_\_\_

2. \_\_\_\_\_

### ADDITIONAL STANDARDS

1. \_\_\_\_\_

2. \_\_\_\_\_

# BEING A BUSINESS PROFESSIONAL

*“CONSISTENCY IS A KEY ELEMENT, WITHOUT WHICH A LEADER IS INCAPABLE OF GETTING RESPECT, SUCCESS, OR EVEN DEVELOPING CONFIDENCE IN OTHERS.” – DANIEL TRANSON*

The organization of Business Professionals of America relies on its members not only being able to talk the talk of what it is like to be professional but are walking the walk as well. Officer teams should set and follow the highest of standards on professionalism for all members to follow.

## THE 5 CIRCLES OF INFLUENCE

When you become an officer for BPA, you become a walking billboard for the organization. More people than you realize will know who you are, or at least that you are an officer for BPA, and will be looking to you to set the standard of what they should expect for other members they meet. It is important that you seek to be intentional in all five of the circles of your influence to help represent yourself, your chapter, and the organization well.



GIANT

The term “professionalism” means different things to different people, but there are some core characteristics that have remained consistent over time. Know that being professional is not an attempt to strip you of your personality, unique characteristics, and identity. As you intentionally reflect on what it means to be professional, but still true to yourself, that can help you understand how to also be professional in your other circles of influence as you interact with your family, close friends, team, organization, and community.

Consider the following as you begin your journey as a leader and exemplify what it means to be a professional.

### **Dress and Appearance**

It is always important to be dressed appropriately for the occasion. While traveling to, from, and attending events, do all you can to maintain a clean and appropriate appearance that represents BPA well.

### **First Impressions**

Approach people with a smile and enthusiasm. People often make many assumptions based on only the first few seconds of meeting you. First impressions can also be made without conversation, be mindful of how you act around others, you never know who may be watching.

### **Networking**

Use active listening skills to form new and strengthen existing relationships. Practice introducing yourself and summarizing what BPA is and the opportunities members take advantage of, simple. Have some basic questions you can ask others to get to know them better and do your best to remember the names of people you meet.

**Follow Through**

Being able to make and keep commitments is a core characteristic of professionals. Do not overcommit to someone what you are unable to follow through on as you interact with members, advisors, and others. Keep track of commitments you do make and communicate them to your team and advisor where appropriate so that you can follow through. Remember the commitment you made when becoming an officer for BPA. Follow through on your responsibilities with enthusiasm and positivity, even when you are tired, to help the mission of the organization continue forward.

# **CHAPTER 8**

# **ASSOCIATION STRATEGY**

# BPA PROGRAM OF WORK DASHBOARD

*“ACTIVELY RECOGNIZING PROGRESS TOWARDS YOUR GOAL WILL ULTIMATELY END UP INSPIRING YOU AND HAVE YOU PUSHING EVEN HARDER.” – DENZEL J. WELLINGTON*

While working to make an impact for members, it is important to know where you are currently, where you are headed, and what resources you have available to continue making progress. The BPA Dashboard is your tool to collect information, assess progress, and guide your path forward. This tool also can help inform you of overall goals and strategies you can aim for as you seek to serve your members.

The BPA Dashboard focuses on three main factors for measuring and pursuing growth for your members. There are three main measurements: Baseline, Progress, and Actual. You should always aim to accomplish the Baseline goal for each area; however, you may choose to Power Up specific areas as well. Find balance between setting Baseline and Power Up goals so that you maintain realistic expectations that focus on helping maximize the experience of your members.

## BASELINE

Your baseline is your first level of progress in your program of work. **Baseline** focuses on the minimum level of growth that you should see and should be relatively easy for you to accomplish. As you set goals for this level, your first step should be to examine where you ended up at the end of the previous year.

## POWER UP

The next level of progress for your program of work is to look for which areas you can power up. To **Power Up** an area of your program of work, you are setting a target that is achievable, but will require intentional organization, commitment, and leadership to achieve.

## ACTUAL

The last element of your BPA Dashboard is to measure where you are at in pursuing your goals. You should always be aware of where you currently stand in each area and frequently update and report progress.

## STRIVE FOR FIVE

An achievable goal for your organization should be to **Strive for Five**. Look to increase the result of each area by five or five percent. For example, you may try to increase the number of students receiving the Ambassador level of Torch Awards from your membership by five, but then set another goal to increase your membership by five percent. Use this as your baseline goal to help you always aim for continued growth.



# BPA PROGRAM OF WORK DASHBOARD

MEMBERSHIP ENGAGEMENT	BASELINE	POWER UP	ACTUAL
Middle Level Members			
Secondary Members			
Postsecondary Members			
Alumni Members			
Total Membership			
Chapters			
Attendees at Student Leadership Summit			
Attendees at Fall Leadership Conference			
Attendees at State Leadership Conference			
Number of Alumni Connections Made			
Members Receiving Merit Scholar Pins at NLC			
Earn BPA Cares Chapter Activities Award of Excellence at NLC			
Members Receiving Certificate of Achievement for BPA Cares Recruiter of the Year Award			
Receive the BPA Cares Membership Explosion Award [Chapter Award]			
Earn the BPA Cares Professional Cup Award [State Award]			
Number of Nominations from Chapter for BPA Cares Professional Awards			
EDUCATION	BASELINE	POWER UP	ACTUAL
Career/Leadership Training Activities Held			
Members Completing Student Certification Series Level 1			
Members Completing Student Certification Series Level 2			
PERSONAL DEVELOPMENT	BASELINE	POWER UP	ACTUAL
BPA Scholarship Applications			
Leadership Passport Recipients at NLC			
Executive Level Torch Award Recipients			
Diplomat Level Torch Award Recipients			
Statesman Level Torch Award Recipients			
Ambassador Level Torch Award Recipients			
Presidents Volunteer Service Award Recipients			
Approved Candidates for Chapter Office			
Approved Candidates for State Office			
Approved Candidates for Executive Office			
NLC Internships			
NLC Officer for a Day			

<b>COMMUNITY OUTREACH ACTIVITIES</b>	<b>BASELINE</b>	<b>POWER UP</b>	<b>ACTUAL</b>
Press Releases Sent to Local/State news Media			
Visitors to Association Website			
Stakeholders Reached through Advocacy Efforts			
Funds Raised from Community/Business Partners			
Funds Raised from Membership Fundraising Activities			
Funds Raised from School/Community/Foundations/Government			
Total Funds Raised			
Participants in Acts of Service at NLC			
<b>STRATEGIC COMMUNICATIONS</b>	<b>BASELINE</b>	<b>POWER UP</b>	<b>ACTUAL</b>
Followers on Social Media Accounts			
Visitors to Association Website			
Press Releases Sent to Local/State news Media			
Presentations to Potential or Current Community/Business Partners			
Members Receiving Certificate of Achievement for BPA Cares BPA Marketing and Public Relations Award			
Members Receiving Award of Achievement for BPA Cares BPA Marketing and Public Relations Award			
Earn the BPA Cares Social Media Award			
<b>COMPETITION</b>	<b>BASELINE</b>	<b>POWER UP</b>	<b>ACTUAL</b>
Competition Preparation Sessions Held			
Total Hours of Competitor Training Efforts			
Competition Qualifiers for NLC			
Top Ten Winners at NLC			
Top 3 Overall Winners at NLC			
Members Participating in a Competitive Event at SLC			
Members Participating in a Competitive Event at NLC			
<b>ADDITIONAL GOALS</b>	<b>BASELINE</b>	<b>POWER UP</b>	<b>ACTUAL</b>

# PROGRAM OF WORK

*“LEADERSHIP IS ABOUT MAKING OTHERS BETTER AS A RESULT OF YOUR PRESENCE AND MAKING SURE THAT IMPACT LASTS IN YOUR ABSENCE.” – SHERYL SANBERG*

## INTRODUCTION

The program of work outlines strategic goals that are set by the officer team. The program of work should have an impact on all members and be aligned with overall association goals and initiatives.

Developing your program of work is a direct opportunity to learn what it takes to become a business professional. Like any business or organization’s leadership team, each officer team should set strategic goals and make plans to define their strategy and direction for growth and impact. You should further clarify and outline specific plans and benchmarks that will help you accomplish each overall goal or initiative that you set for your association.

## DEVELOPING YOUR PROGRAM OF WORK

Your program of work outlines your priorities and efforts for the year to bring the greatest growth and impact for your association. Below are recommended resources that should be researched and reviewed as you begin setting goals:

- BPA POW dashboard
- Consultation with your state advisor
- Impact report from previous officer team
- Feedback from chapter members, advisors, and other stakeholders
- Initiatives by BPA national staff and executive council

## ADDITIONAL GUIDELINES

As you begin developing your program of work, make note of these additional guidelines to help you set goals that are impactful, realistic, and long lasting.

### **Simple**

Your goals should always be able to be simply communicated and understood. When your plans become so complicated that requires lengthy explanations that are hard for members or advisors to understand, they may be hard to accomplish.

### **Scalable**

Some plans can address immediate needs but do not allow space for growth. Be sure to consider what happens if many members or partners engage with your initiative. Some immediate plans only account for a small number of participants, so keep in mind the need to still accommodate a larger number of participants over time.

### **Sustainable**

The goals and plans you make should be consistently delivered over time. Some plans are easy to start, but often officer teams fail to consider how to replicate and consistently deliver the plans over time. Plans that are set to begin at the start of the school year may not be as easy to maintain later in the year when the schedules of members, officers, or your advisor may become busier.

### **Track Your Progress**

Whether through the BPA POW Dashboard or other means, always keep track of your progress. When you measure and regularly report on progress, your goals can stay at the top of your priority list. You will also quickly recognize if you need to pay extra attention to an area.

### **Focus on Your Members**

There are many potential initiatives that officer teams can focus on each year. Remember that though there may be some exciting ideas, always keep your members as the core focus. It may not be the right time for certain initiatives, other plans may need to be put in place first, or there may be more urgent needs that must be addressed!

### **Recognize Capacity**

Each idea must be assessed to make sure it is realistic. Consider if your plans will require extra funding, people, or other resources. Though the plan may be impactful, the plan may pull resources away from other initiatives or cause other strains on your association. Remember the nature of BPA as a non-profit membership organization and that it is your responsibility as a leader to be wise with the funds and resources available to you

# PROJECT MANAGEMENT

*“GOOD LEADERS DO NOT TAKE ON ALL THE WORK THEMSELVES; NEITHER DO THEY TAKE ALL THE CREDIT.” – WOODY WILLIAMS*

## INTRODUCTION

Having clear goals is a fantastic and key step in helping your members maximize their experience in BPA. However, that is only the first step. Setting plans in motion through project management skills in turning ideas into initiatives that make an impact.

## CREATE AN ACTION PLAN

After assessing your ideas and creating SMART baseline and power up goals, develop specific action plans to achieve them. Using the same officer team goal above, see below for an action plan that they would use to achieve their goal.

GOAL AREA:	Education	ACCOUNTABILITY LEAD:	Vice President
<p><b>GOAL STATEMENT:</b> We will increase the number of students that have completed Student Certification Series (SCS) Level 1 by 10 so that more members can gain understanding and enthusiasm about the many opportunities BPA has for members to further their career and development.</p>			
ACTION PLAN	TIME FRAME		ACCOUNTABILITY
	GOAL	ACTUAL	
1) Introduce members to the Student Certification Series and announce goal at first chapter meeting.	September 8		Vice President
2) Include two posts each month about Student Certification Series to get members excited	Monthly	September October November December January February March	Historian Vice President
3) Remind members in one meeting per month by making it an intentional agenda item	Monthly	September October November December January February March	Vice President
4) Poll members monthly to identify who has started and how far along they are in completing the Student Certification Series.	Monthly	September October November December January February March	Vice President Secretary
5) Identify the names of members that successfully completed Level 1	April 10 Goal: 14		Secretary Advisor

Think of the impact you are trying to make, is it worth it? Why? Use that motivation to go deeper in your plans and outline the multiple steps needed to create a thorough action plan. Set clear measurable goals using dates and numbers, then closely review and report on the progress! Every initiative should have an officer that is ultimately responsible for its success. As noted in the above example, multiple officers may be involved in the action plan for an initiative but be sure one member of the team keeps a close eye on all moving parts of the initiative so plans stay on track to accomplish the goal!

# MEMBERSHIP DEVELOPMENT

*“A GOOD LEADER LEADS THE PEOPLE FROM ABOVE THEM. A GREAT LEADER LEADS THE PEOPLE FROM WITHIN THEM.” – M.D. ARNOLD*

One of the best ways to make an impact for your association is to focus on recruiting new and supporting existing members. There is no BPA without the members! Many had to put the work in to make it possible for you to join your chapter, now that you are an officer it is your duty to continue that legacy so that many more can join.

## UNDERSTANDING YOUR ASSOCIATION

Association membership can vary greatly from association to association. Before starting to set goals and act towards membership growth, take time to discuss with your advisor some specific points about your association’s membership:

What was your total membership for each division (Middle Level, Secondary, Postsecondary, and Alumni) at the end of last year?

What has membership looked like for the past three years? Are you trending towards growth, decline, or saying the same?

What is our membership goal for this year?

What membership development activities or programs have worked for our association in the past?

Do we have any existing opportunities to make it easy to transition from one division to the next?

What are the membership guidelines for our association? Do members have to meet any specific criteria to join?

What does it take for a new chapter to get started?

These questions can help you have a better understanding about where your association stands and what initiatives you can focus on moving forward.

## CREATING MEMBERSHIP INITIATIVES

There are many ways to recruit members. What is often successful is organizing recruitment efforts around a specific event, time of year, or series of activities. From simply posting on social media, introducing BPA to business classes at school, to having a booth during a back-to-school or club fair, any membership growth initiative should focus on the top reason people join BPA – an invitation. You can have cool shirts for current members to wear or have swag and other recognition for members to enjoy, but unless you focus on making direct invitations to potential members, you will not see the growth you want to see come from your initiatives.

**THE NUMBER ONE REASON  
PEOPLE JOIN BPA IS BECAUSE  
THEY WERE INVITED TO**

## 3X3 MEMBER CHALLENGE

An effective strategy that focuses on making direct invitation to members to join and engage in BPA is the 3X3 Member Challenge. This challenge creates a simple, scalable, and sustainable framework for officers to immediately act on and then challenge others to also participate – making recruitment efforts multiply quickly.

### Step 1: Recruit 3 New Members

First, identify 3 friends or connections that are not currently members of BPA. Reflect on what you know about them, what about the many opportunities within BPA would connect with them? Write down their names and plan for how you can help connect what they are passionate about to BPA and invite them to join. Remember to follow up!

### Step 2: Retain 3 Current Members

Recruiting new members is a great way to make an impact, but just as in business, retaining current members and customers is a vital part of healthy organizations. Think of 3 members you know that recently haven't been active in their participation. Why did they join BPA? What opportunities in BPA do you think they would thrive in? Write down their names and plan for how they can better maximize their opportunities in BPA and invite them to join you at the next BPA activity. Remember to follow up!

### Step 3: Extend the Challenge

If you have successfully completed steps 1 and 2, you have positively impacted six new and existing members! Continue supporting those new and reactivated members and extend the challenge to others! Identify other thriving members in your chapter, challenge them to complete the 3X3 Member Challenge! The number of new and engaged members will quickly grow as you and other members act on this challenge. Follow up with those you challenge and support them how you can!

NAMES OF POTENTIAL MEMBERS	OPPORTUNITIES IN BPA THEY WOULD THRIVE IN	INVITATION SENT	FOLLOWED UP
NAMES OF REACTIVATED MEMBERS	OPPORTUNITIES IN BPA THEY WOULD THRIVE IN	INVITATION SENT	FOLLOWED UP
NAMES OF CHALLENGED MEMBERS	HOW OR WHY THEY COULD SUCCEED	CHALLENGE SENT	FOLLOWED UP

# SERVICE PROJECTS

*“THERE COULD BE NO DEFINITION OF A SUCCESSFUL LIFE THAT DOES NOT INCLUDE SERVICE TO OTHERS.” – GEORGE H.W. BUSH*

Service is a vital piece to the development of any business professional. Planning and executing service projects help members give back to their community, build comradery, and help showcase what it means to be a member of BPA! Whether it is raising funds, creating awareness, or volunteering time or resources, planning and executing service projects as a chapter will help enhance the experience of your members.

## CHOOSING A CAUSE AND GETTING BUY-IN

Getting buy-in from key stakeholders, including members of your officer team, advisors, and chapter leaders, is crucial for the success of your project. To gain their support, focus on creating a shared vision. Instead of merely setting monetary targets, emphasize the impact your project will have on people’s lives. Conduct brainstorming sessions and showcase contagious enthusiasm to inspire your team and chapter leaders to join your cause. Leverage in-person communication to effectively communicate your ideas and keep emails concise to ensure maximum engagement.

## PLANNING THE PROJECT

To plan a successful service project, focus on setting realistic and achievable goals. Work with your team to make a timeline that works backward from the project’s completion date, allowing you to set specific check-in points to track progress. Define roles and responsibilities using the worksheet in the Project Management section of this guide and assign goals to specific dates to ensure accountability. Consider having accountability partners to keep each other on track throughout the project. Remember, life can get busy, so staying organized and accountable is key to achieving your objectives.



## EXECUTING THE PROJECT

Execution is the culmination of your planning efforts, so ensure that your team understands their responsibilities and roles. Create a day-of checklist to guide the team through the event smoothly. Expect the unexpected, as things may not go exactly as planned. However, maintaining a calm attitude and problem-solving approach will help you overcome challenges. Conduct a run-through of the day with your team, addressing any questions or potential issues, which will make your project stronger and more efficient.

## **EVALUATING THE PROJECT**

After the project's completion, take time to evaluate its success and impact. Reflect on whether you achieved your goals and what percentage of your association participated. Gather feedback from team members and participants to identify areas for improvement in future projects. Use this evaluation as a foundation for future teams and thank community members who contributed through a thank-you note, sharing photos with them and through social media accounts, or reflection video. By learning from each project, you can continue to make a positive impact on your community and beyond.

# **CHAPTER 9**

# **STRATEGIC COMMUNICATIONS**

# MY BPA MISSION STATEMENT

*“LEADERSHIP REQUIRES BELIEF IN THE MISSION AND UNYIELDING PERSEVERENCE TO ACHIEVE VICTORY.” – JOCKO WILLINK*

As an officer for BPA, you will find yourself sharing what BPA is and why you joined many times to many different people. Prepare yourself now to make the most of these interactions by reflecting and creating your BPA mission statement.

## WHO WERE YOU BEFORE BPA?

First reflect on who you were before you joined BPA. Reflect on the following questions How would you describe yourself? How did you spend most of your time outside of class? What were your goals? What were you struggling with? Summarize your thoughts in the space below:

## WHAT POSSIBILITIES DID YOU SEE WITH BPA?

Next, remember why you joined. What first invitation or opportunity did you say yes to? What possibilities did you see within BPA that motivated you to join? Summarize your thoughts in the space below:

## WHAT DO YOU HOPE BPA HELPS YOU ACHIEVE?

Finally, think about the goals and vision you have for your future. How will BPA help you accomplish those goals? Think of the opportunities and experiences that BPA provides, how will these help you become more task-aware, others-aware, and self-aware to strengthen your core as a leader? Highlight some of those things in the space below:

## PUT IT TOGETHER

Now that you have thought more about who you were before joining BPA, why you joined, and now the opportunities you hope BPA helps you achieve, bring your ideas together by creating your BPA Mission Statement.

Take a look at the example and write out your own BPA Mission Statement. Before sharing who you were before, why you joined, and what you hope BPA helps you achieve, start by introducing yourself and sharing about what BPA is. Remember to practice saying it and share it with your teammates and advisor, you never know when you might need to share it.

*“My name is Brenda and I am a member of Business Professionals of America – an organization that prepares students for success in the business world. Before I joined BPA, I never got out of my comfort zone and didn’t know anything about the business world. a teacher invited me to join BPA and I immediately felt the supportive community and learned that “business” didn’t only mean working in finance. through my experiences in BPA, I know I will gain valuable skills in*

## MY BPA MISSION STATEMENT

# SOCIAL MEDIA

*“SOCIAL MEDIA IS THE GREATEST LEADERSHIP TOOL EVER INVENTED. IT GIVES YOU THE OPPORTUNITY TO AMPLIFY YOUR VOICE, EXTEND YOUR INFLUENCE, AND CREATE A TRIBE OF PASSIONATE FOLLOWERS WHO WANT TO HEAR FROM YOU.” – MICHAEL HYATT*

## INTRODUCTION

In today's digital age, harnessing the power of social media is paramount for any thriving organization, including your BPA chapter and association. Social media platforms have become invaluable tools for effectively communicating with and supporting your members. From fostering a sense of community to disseminating important updates and showcasing your chapter's achievements, leveraging social media can enhance engagement, boost visibility, and create a dynamic online presence that resonates with both current and potential members. Embracing these platforms allows your BPA members to stay connected, informed, and inspired, empowering each member to excel in their personal and professional development journey.

## YOUR FEED SHOULD SHOW YOUR FOCUS

When thinking about what to post, consider the goal areas from the program of work dashboard. If you were to go back and scroll your BPA social media account's feed, would you see posts about the below?

- **Membership Engagement:** Posts aimed to recruit new members, recognize current members, and encourage involvement in upcoming events.
- **Education:** Posts showcase what it means to be a business professional in America by highlighting alumni, various career fields, etc.
- **Personal Development:** BPA Programs such as Torch Awards are highlighted, and members are encouraged to participate or recognized for achievements in these areas.
- **Community Outreach Activities:** Encouragement to be active in your community or highlights of how members or your chapter have given back to make the community better.
- **Strategic Communications:** Information or recognition aimed to help members, stakeholders, and others to learn about important BPA events, impact being made, or other opportunities.
- **Competition:** Tips on choosing or how to succeed in a competitive event are highlighted.

There are many different social media platforms. Remember to be where your audience is. Some platforms might be effective for communicating with members, others might be more effective for communicating with parents, board members, or administrators, and some might not be where your audience is at all. Be careful about taking on too many platforms and focus instead on where impact can be made.

## UTILIZING VIDEOS AND PICTURES

Using tools like Canva to create professional, eye-catching, and informative graphics is a good way to communicate information. Videos and pictures of members, especially officers, is a better way to help members stay connected and remember the information.

When preparing a post, instead of just outlining the information using text, consider having a member of the officer team record a short video outlining the same information. Communicating enthusiasm is much more effective through video, or even photos, than graphics. Consider using multiple Instagram story posts or media files in your posts to both communicate information through a personable video, followed by a picture or graphic with the information summarized and a call to action for members to screenshot or save onto their own devices.

## EXECUTION STRATEGY

Your program of work initiative plans should always include the promotion of the initiative. Too often, an officer team creates a valuable resource that never makes it into the hands of all their members. Include the promotion and recognition of your initiative in your project plan so that you make sure that new initiative, resource, or other project makes the desired impact.

Posting about something only one time on social media rarely produces the desired result. Just like bringing up reminders regularly during meetings to make sure members follow through, you must do the same on social media. Consider the following four types of post you could make surrounding one initiative or event.

- Inform: Make the initial announcement about the initiative
- Motivate: Share the “why” - get members and advisors motivated and excited to participate
- Take Action: Outline the clear steps for how to participate to help answer questions
- Follow Up: Ask about the experience afterwards or recognize or highlight a participant and their results

## CONSISTENCY OVER CONTENT

Consider how many social media profiles you follow on your personal accounts; the number is often larger than you think! Remember that your BPA account is one of that large number. It is vital that you post consistently so that members can continue seeing and interacting with your posts and continue to receive updates. Often a lot of pressure and stress is felt by officers to create perfect content.

**“DO NOT LET THE \_\_\_\_\_ TO BE \_\_\_\_\_  
PREVENT YOU FROM BEING \_\_\_\_\_  
WITH YOUR MEMBERS.”**

## DAILY POSTS

To help with posting consistently, officer teams will create a theme for each day of the week to help draw inspiration for what to post. Jot down some ideas your team could use to make a daily post theme.

DAY	POST IDEAS
SUNDAY	
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	

## SOCIAL MEDIA STRATEGY

A social media strategy should be organized and planned from the beginning of the year. Under the direction of an officer such as the Historian, officers should work together to create content and post to social media accounts. Jot down your own thoughts of how you can accomplish the following, then come together as a team to set clear expectations for your team.

**How will we get members to follow our social media pages**

**How will we stay organized when scheduling out our posts**

**What do we need to post about in the different months of the year?**

**August:**

**September:**

**October:**

**November:**

**December:**

**January:**

**February:**

**March:**

**April:**

**May:**

**June:**

**July:**

# **CHAPTER 10**

# **STRATEGIC PARTNERSHIPS**

# FORMING BUSINESS PARTNERSHIPS

*“GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON.” – STEVE JOBS*

## INTRODUCTION

Forming and strengthening business partnerships is a vital aspect of your BPA chapter's success. Businesses, organizations, and current business professionals can play a pivotal role in supporting your organization by providing valuable insights, serving as guest speakers, judges for competitive events, and offering guidance and resources for work-based learning, internships, and mentoring opportunities.

## SELECTING PARTNERS

When seeking potential partners, focus on shared goals and mutual interests. Identify businesses that align with your organization’s mission and could benefit from collaborating with you. Brainstorm what businesses in your area you might want to reach out to based on some of the BPA programs listed below:

BPA PROGRAM	POTENTIAL PARTNERS
WSAP’s Management, Marketing, and Communication Assessment Area	
Service Projects	
General Sponsors for Your Chapter	
Sponsors for Members to go to State Conference	
Sponsors for Members to go to National Conference	
Sponsors for Food at Activities	
Sponsors for SWAG for your Chapter	
Potential Partners to Provide Judges to State or National Conference	
Potential Partners to Provide Guest Speakers	

## FORMING PARTNERSHIPS

Remember that partnerships should be mutually beneficial. Be an active contributing partner, not just a recipient of support. Engage in meaningful conversations with your business partners to understand their objectives and how the collaboration can be valuable to them. Tailor your requests to meet their specific needs, such as brand awareness, employment opportunities for BPA members, or potential sales generation.

Consider leveraging existing resources and networks, such as BPA's National Business Advisory Council (NBAC), which includes a diverse network of business and education partners. NBAC partners can provide strategic advice and support, making them valuable potential allies for your BPA chapter.

## REACHING OUT TO PARTNERS

When making partnership requests, clearly outline your BPA's mission and common goals, explain the specific need for funding, sponsorship, or volunteers, and articulate the benefits and return on investment for the businesses involved. Highlight successful past partnerships or explain why this new collaboration is an excellent fit. Finally, make a direct and compelling ask while providing clear follow-up actions to solidify the partnership.

By fostering strong business partnerships, your BPA chapter can create a mutually supportive network that empowers student achievement and elevates the overall quality of membership in your association. Don't hesitate to reach out to potential partners and utilize available resources to maximize the positive impact of your collaborations.

## SHARE THE IMPACT WITH PARTNERS

Once you have gained support from a partner and they have donated their money, goods, or volunteered their time, don't forget about them! When an organization has agreed to meet with you, show your immediate appreciation and offer them a way to show their support on their own through a sticker, t-shirt, or other item from your organization. As you get closer to the event, send them a note, or pay a visit to just express the excitement of your members. After the event or at the end of the year, recognize them by printing their logo in a program for your closing banquet, or by recognizing them on social media. Write a thank you letter individually or as a chapter to share your appreciation and deliver it personally. It is important to follow up with partners and share the impact that was created because of their generosity.



## ALWAYS FOLLOW THROUGH

Partnership obligations should never fall through the cracks! For each potential, current, and former partner, always keep track of who you talk to, their contact information, and any agreed upon details. If a professional donates money, their time, or other services and you promise to recognize them on your organization's website or social media platform, you want to be sure to follow through on that commitment!

## TEMPLATE LETTER

Use the below template letter to help you get started with an idea for how to reach out to a potential partner to get help from them for your chapter to travel to your State Leadership Conference. Look in the example for what this student is asking for, what they are promising in return, and think of any ways you would add or improve what is written.

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Dear [Business Partner's Name],

I am [Your Name], a [Your Title/Position] of the [Your BPA Organization Name] at [Your School Name]. Our chapter is eagerly preparing for the BPA State Leadership Conference, where our members will showcase their business skills and compete with top students from across the state.

To ensure that all deserving students can participate in this invaluable experience, we kindly request your support in the form of a financial contribution to cover travel expenses. In return, we would proudly display your business's logo on our chapter's sign, which will be showcased on our bus, shared on social media, and taken with us to the conference.

Your partnership will not only grant your brand significant exposure to our audience of students, advisors, and parents but also demonstrate your commitment to supporting youth development and education. Enclosed, you will find detailed sponsorship packages with various benefits tailored to maximize your brand's visibility and recognition.

We deeply appreciate your consideration of this partnership opportunity. Your generosity will enable our members to grow as aspiring business professionals and make a positive impact at the State Leadership Conference. If you have any questions or need further information, please don't hesitate to contact me at [Your Phone Number] or [Your Email Address].

Thank you for your time and potential support. We look forward to the possibility of collaborating with you to create a meaningful and mutually beneficial partnership.

Sincerely,

[Your Name]

[Your Title/Position]

[Your BPA Organization Name]

[Your School Name]

# FUNDRAISING FOR YOUR CHAPTER

*“FUNDRAISING IS THE GENTLE ART OF TEACHING THE JOY OF GIVING.” - HENRY ROSSO*

## INTRODUCTION

Planning and executing effective fundraisers is vital for your BPA chapter's success and sustainability. By implementing three key strategies—Business Partnerships, Personal Selling initiatives, and Activities or Events—you can maximize your fundraising efforts and ensure a thriving financial foundation for your chapter.

## BUSINESS PARTNERSHIPS

Forge strong partnerships with local businesses and organizations that align with your chapter's mission and values. Seek out businesses that have a vested interest in supporting youth development and education. Approach potential partners with a clear proposal outlining the benefits of collaboration, such as increased brand visibility, exposure to your network of students and advisors, and the opportunity to demonstrate corporate social responsibility. Consider offering sponsorship packages with various levels of benefits to cater to different businesses' needs. Foster long-term relationships with your partners by showing appreciation through thank-you letters, recognition at events, and regular updates on your chapter's progress.

## PERSONAL SELLING INITIATIVES

Empower your members to engage in personal selling initiatives, such as selling merchandise, products, or services that resonate with your target audience. This approach allows individual members to take ownership of the fundraising process and develop essential sales and communication skills. Organize a product catalog or online store featuring items related to your chapter's activities or interests. Encourage members to reach out to friends, family, and community members to support their fundraising efforts. Consider setting individual and team goals to incentivize participation and recognize top performers.

## ACTIVITIES OR EVENTS

Host engaging and interactive activities or events that not only raise funds but also foster a sense of community and excitement among your members. Organize workshops, seminars, or training sessions relevant to your chapter's focus, and charge a registration fee. Plan fun events such as car washes, bake sales, or talent shows to attract a wide audience and garner support from your local community. Collaborate with other student organizations or community groups to broaden your reach and enhance the success of these events. Utilize social media and traditional marketing channels to promote your activities and attract attendees.

When planning fundraisers, ensure that your goals are realistic and measurable. Set clear timelines and allocate responsibilities to your team members. Regularly communicate progress and updates to keep everyone motivated and focused on achieving your fundraising objectives.

By combining these three strategies—Business Partnerships, Personal Selling initiatives, and Activities or Events—you can create a diversified and effective fundraising plan that not only generates financial support for your BPA chapter but also fosters a sense of camaraderie and achievement among your members. Remember, collaboration, creativity, and passion are the keys to successful fundraising endeavors.

# **CHAPTER 11**

## **PLANNING FOR THE FUTURE**

# IMPACT REPORT

*“SUCCESS IS BEST WHEN IT IS SHARED.” – HOWARD SCHULTZ*

As your term comes to an end, it is important to come together as a team to celebrate all you have accomplished and the progress you have made. This is a valuable time to reflect and congratulate, but it also gives you a key opportunity to share your team’s impact with stakeholders and provide a launch pad for the officer team that follows.

Under the direction of your advisor and president, create an impact report that highlights the results your team achieved over the past year. This can be accomplished through a written document, presentation, video, or other graphic that is shared with key stakeholders and the next year’s team. This is your opportunity to showcase growth, specifically recognize key members or accomplishments, and give recommendations for future officer teams.

## IMPACT REPORT OUTLINE

### **Program of Work Highlights**

Share a summary of one baseline or progress goal that you met under each of the emphasis areas on the BPA Program of Work Dashboard: Membership Engagement, Education, Community Outreach Activities, Strategic Communications, Competition, and any other area you chose to focus on. Particularly pay attention to any initiatives that may have had great impact, but little exposure or awareness. Highlighting areas your team were able to see progress in can help your advisor, board members, school administrators, and others realize the impact that BPA makes for students!

### **Member Spotlights**

Specifically share a success highlight of 1-3 members. Tell the story of how a member became a national champion, how a member was recognized as a BPA Cares Award, PVSA, or Torch Award recipient, or even how a member was elected for a state or executive officer position. Highlighting specific members helps bring the story of your chapter’s year to life. This also can help propel exposure for your chapter by bringing a specific story to your board, business partner, or administrator to tell.

### **Event Recaps**

Give an overview of 1-3 events that your chapter participated in. From service projects, fundraisers, traveling to a fall leadership experience, or state or national competition, sharing how many members participated and a quick highlight of what opportunities or results you accomplished can help validate any expenses and accommodations that were made to make those events happen. Share a list of any recognition your chapter or specific members received during an event.

### **Vision for Future**

Lastly, share a few areas you would encourage the next team to focus on. Now that you have accomplished what you have, what would you set your sights on? Identify some program of work areas you think are ready for progress goals or other ideas to help future officer teams build off of the impact you helped create during your term.

### **Distributing Your Impact Report**

Once your impact report is complete and your advisor has approved it, be sure it is sent to all stakeholders! Share it with your board, school administrators, business partners – especially any of those that sponsored your chapter, the next year’s officer team and anyone else you feel has a vested interest in your chapter. Add pictures to your report and even look for ways to share specific segments where you highlight individual members or events on social media, as press releases, or with local news outlets.







# **CHAPTER 12**

## **SUPPLEMENT DOCUMENTS**

# SAMPLE LOCAL CHAPTER CALENDAR

## *September*

- Chapter kick-off meeting / party
- Host membership drive
- Recruit members
- Elect local chapter officers (if not completed in the spring)
- Formulate Program of Work
- Register members with National BPA
- Pay membership invoice

## *October*

- Hold chapter meeting
- Introduce Torch Awards Program
- Introduce WSAP Competitive Events
- Attend State Conference
- Start Student Certification Series

## *November*

- Hold chapter meeting
- Introduce BPA Cares Program
- Plan fundraising activities
- Select WSAP Competitive Events
- Register for National Virtual Events
- Complete 10-10-10 Membership Challenge

## *December*

- Hold chapter meeting
- Host toy drive for local community
- Host toy drive for local community
- Prepare for Regional Conference

## *January*

- Hold chapter meeting
- Attend Regional Leadership Conference
- Continue fundraising efforts
- Continue Torch Awards Program

## *February*

- Hold chapter meeting
- BPA Week (2nd full week)
- Submit final members and pay membership dues by **2/15**
- Prepare for State Leadership Conference
- Submit State Torch Award résumés
- Focus on BPA Cares Program

## *March*

- Hold chapter meeting
- Attend State Leadership Conference
- Register for NLC
- Apply for Quality Chapter Distinction
- Submit Ambassador Torch Award résumés
- Submit BPA Cares applications
- Apply for scholarships

## *April*

- NLC Registration Deadline
- Hold chapter meeting
- Accept applications and elect local officers for next membership year
- Prepare to compete at NLC
- Host BPA Awards Banquet

## *May*

- Attend NLC
- Hold final chapter meeting / party
- Recognize chapter and member achievements

# SAMPLE MEETING AGENDA

**BPA Chapter Meeting Agenda  
September 9, 2023  
4:00 p.m. ET**

Call to Order.....	President
Roll Call.....	Secretary
Approval of previous meeting minutes.....	Secretary
Welcome.....	Local Advisor
Chapter Financial Report.....	Treasurer
Other Chapter Officer Report.....	Various
Committee Reports.....	Chairperson
• Social Media	
• Fundraising	
• Scholarships	
Any Unfinished Business.....	President
• Chapter Dues Increase	
New Business.....	President
• Assign volunteers to work concessions at home athletic events	
Schedule Next Meeting.....	Local Advisor
Adjournment.....	President

# SAMPLE CHAPTER BYLAWS

**Business Professionals of America  
(Insert Chapter Name)  
(Insert Membership Division)**

## BYLAWS

### Preamble

With the identification of business, information technology, and office occupations as an area of career and technical education, it has become necessary to provide student group experience for **(insert your division here)** students interested in business education programs.

Leadership development through student groups can be effective in strengthening career and technical education for business, information technology, and office occupations.

It is deemed essential that:

- There be an established Career and Technical Student Organization to serve the needs of **(insert Middle Level, Secondary or Post-secondary here)** students interested in business, information technology, office occupations, and career related educational programs.
- **(Insert your school name here)** provides a means for membership in Business Professionals of America, in order to serve students' career and technical educational interests.

### Article I. Organizational Name

The name of this organization shall be **“(insert your chapter name and division here)”**

### Article II. Purpose

The purpose of the **(insert your chapter name and division here)** shall be:

- To provide opportunities for chapter members in leadership and development.
- To unite in a common professional bond without regard to race, color, religion, national origin or ancestry, age, sex, marital status, creed, sexual orientation, or disability of students interested in business careers as their objective.
- To develop leadership abilities through participation in career and technology education, civic, recreational, and social activities.
- To assist students in establishing realistic career objectives.
- To create enthusiasm for learning.
- To promote high standards in ethics, workmanship, and scholarship.

- To develop the ability of students to plan together, organize, and carry out worthy activities and projects utilizing the democratic process.
- To foster an understanding of the functions of labor, entrepreneurial, and management organizations in the American free enterprise system.
- To develop competent, assertive business leaders.
- To develop and strengthen members' confidence in themselves and their work.
- To foster practical application of business and information technology education skills through competition.

### **Article III: Organization**

- The **(insert your chapter name and division here)** shall be managed by an approved chapter advisor certified in Career and Technical Education, with support provided by **(enter your school name here)** administration.
- The **(insert your chapter name and division here)** shall follow all policies and procedures as outlined by all Business Professionals of America governing documents.

### **Article IV: Membership**

- The **(insert your chapter name and division here)** shall follow the membership year as outlined by Business Professionals of America, which runs from September 1 through August 31.
- Membership in the **(insert your chapter name here)** shall consist of **(insert your division here)** members enrolled in a business- or technology-related program of study, with a career objective of gaining employment in a business-related career field.
- The **(insert your chapter name here)** shall be open to all students regardless of race, color, religion, national origin or ancestry, age, sex, marital status, creed, sexual orientation, or disability.
- The approved chapter advisor of **(insert your chapter name here)** shall set the annual chapter membership dues for student members.
- By paying dues and becoming a student member of the **(insert your chapter name here)**, each student member agrees to abide by the guidelines set forth by Business Professionals of America, as well as any established state and local bylaws, rules and regulations, dress codes, and competitive event guidelines.

## Article V: Leadership

- The approved chapter advisor and elected local chapter officers of the **(insert your chapter name here)** shall manage the day-to-day operations and overall management of the chapter.
- The elected chapter officers of the **(insert your chapter name here)** shall consist of the following positions, which will serve a one (1) year term:
  - President
  - Vice President
  - Secretary
  - Treasurer
  - Reporter
  - Historian
  - Parliamentarian
- The approved chapter advisor reserves the right to remove a local chapter officer from their elected position if the officer fails to:
  - carry out assigned duties.
  - exhibits conduct inappropriate of a local chapter officer.
  - exhibits conduct detrimental to the local chapter officer team.

## Article VI: Qualifications to Run for Chapter Office

- To be eligible to run for a chapter office, chapter members must meet all qualifications as established by the chapter advisor or as outlined in the bylaws established by the **(insert your chapter name here)**.

## Article VII: Duties of Chapter Officers

- **President:** It shall be the duty of the President to preside at all business meetings; with the approval of the chapter advisor, establish and appoint members and chairs of appropriate committees for a period not to exceed his/her term of office and assist these committees in their charge; serve as ex-officio, non-voting member of all committees; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **(insert your chapter name here)**.
- **Vice President:** It shall be the duty of the Vice President to serve in any capacity as directed by the President or chapter advisor; accept the responsibilities of the President as occasions may demand; assist in compiling and publishing the chapter annual report; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **(insert your chapter name here)**.
- **Secretary:** It shall be the duty of the Secretary to keep an accurate record of all chapter meetings; promptly submit one (1) printed copy of the minutes and any substantiating reports to the chapter advisor and President of the **(insert your chapter name here)**; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **(insert your chapter name here)**.

- **Treasurer:** It shall be the duty of the Treasurer to keep accurate records of all financial transactions conducted by the chapter; provide a financial report at each chapter meeting; work closely with the President and chapter advisor on fundraising initiatives; and promote the general welfare of Business Professionals of America and the **(insert your chapter name here)**.
- **Reporter:** It shall be the duty of the Reporter to prepare and submit the **(insert your chapter name here)** news to all news media; compile chapter activity news for the local newsletter; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **(insert your chapter name here)**.
- **Historian:** It shall be the duty of the Historian to document and submit all historical events such as conferences, meetings, etc.; compile local activities for the chapter scrapbook; be available for promoting the general welfare of chapter meetings; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **(insert your chapter name here)**.
- **Parliamentarian:** It shall be the duty of the Parliamentarian to advise the President and other chapter officers on the orderly conduct of business in accordance with the organization's bylaws and the current edition of Robert's Rules of Order, Newly Revised; be responsible for the general conduct at all local chapter meetings; rule on rules of order, should the occasion arise, during business meetings; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **(insert your chapter name here)**.

# SAMPLE TEMPLATE PROGRAM OF WORK

Your Chapter Program of Work is your master plan designed to lead your chapter and is key for effective chapter management. Your program of work is a comprehensive plan of action, which includes your collection of goals and overarching ambitions. Like a road map, the program of work informs members of where they are going, how they will get there, and when they have arrived. It is a timely, specific itemization of the chapter's priorities or objectives to meet current local challenges.

**Chapter Name:** \_\_\_\_\_ **Date Created:** \_\_\_\_\_

**Chapter Website:** \_\_\_\_\_

**Chapter Advisor:** \_\_\_\_\_

## **Chapter Officers:**

President: \_\_\_\_\_

Vice President: \_\_\_\_\_

Secretary: \_\_\_\_\_

Treasurer: \_\_\_\_\_

Reporter: \_\_\_\_\_

Historian: \_\_\_\_\_

Parliamentarian: \_\_\_\_\_

## **Chapter Social Media Information:**

Twitter: \_\_\_\_\_

Instagram: \_\_\_\_\_

Facebook: \_\_\_\_\_

SnapChat: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

TikTok: \_\_\_\_\_

Threads: \_\_\_\_\_

List the activities or goals that you plan to accomplish in each of the following areas, which will help ensure effective chapter management.

**Leadership Development:**

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**Community Service:**

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**Advocacy:**

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**Social / Networking:**

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**Fundraising:**

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Now that you have identified the action items you would like to pursue during the school year, place deadlines and/or outline a timeframe on the calendar for when you hope to accomplish these activities.

<b><u>September</u></b>	<b><u>October</u></b>	<b><u>November</u></b>
<b><u>December</u></b>	<b><u>January</u></b>	<b><u>February</u></b>
<b><u>March</u></b>	<b><u>April</u></b>	<b><u>May</u></b>

As chapter officers and advisor(s), we present this Program of Work as our plan for the current school year. We will communicate this plan with fellow members of our local chapter and report our accomplishments at the end of the year to chapter members and our local school board.

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Signature of Chapter Advisor

---

Signature of Chapter President

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Signature of Chapter Vice President

---

Signature of Chapter Secretary

---

Signature of Chapter Treasurer

---

Signature of Chapter Reporter

---

Signature of Chapter Historian

---

Signature of Chapter Parliamentarian

# FREQUENTLY ASKED QUESTIONS (FAQ)

## **Q: How do I access the BPA Membership Registration System (MRS)?**

A: Visit [register.bpa.org](https://register.bpa.org) and login using your login credentials.

## **Q: I forgot my password; what can I do?**

A: Visit [register.bpa.org](https://register.bpa.org), click on “**Forgot Password**” and provide your information.

## **Q: How can I access my membership invoice(s)?**

A: Once logged into the Membership Registration System, click on the tab labeled “**Invoice History**” and all submitted invoices will be listed. Click on the invoice that you would like to view.

## **Q: When is my membership invoice due?**

A: All invoices should be paid within thirty days. If your membership invoice is not paid by February 15th, your chapter will be locked until payment is received and processed.

## **Q: Where can I mail payment for outstanding invoices?**

A: Business Professionals of America, PO Box 729, Westerville, OH 43086

## **Q: How do I add an additional advisor to my chapter?**

A: Log in to the Membership Registration System, select the tab labeled “**Chapter Advisor(s)**”, click on “**Add Existing Advisor**” (if the individual is coming from another chapter) or “**Add New Advisor**” (if the individual has never served as an advisor before), and complete all required information (cells highlighted in red).

## **Q: How do I update my contact information?**

A: Log in to the Membership Registration System, select the tab labeled “**Chapter Advisor(s)**”, click the pencil icon located under the “**Edit**” column, and update your information.

## **Q: How do I correct the spelling of one of my student members?**

A: Log in to the Membership Registration System, select the tab labeled “**Students**.” If it is within five days of submitting your invoice, click the pencil icon under the “**Edit**” column and update the information. If outside of the five day window, click the three-dots icon under the “**More Options**” column and update the information. Your request will have to be approved by your state advisor or National Center.

## **Q: How do I transfer a student member from one chapter to another?**

A: To transfer a member from one chapter to another, please [membership@bpa.org](mailto:membership@bpa.org). Be sure to include the reason you would like to transfer the student.

**Q: How can I download or print a copy of my membership roster?**

A: Log in to the Membership Registration System, select the tab labeled “**Students.**” Click on “**Membership Download**” and you will have the option to choose PDF or CSV format.

**Q: Where can I find student membership ID numbers?**

A: Log in to the Membership Registration System, select the tab labeled “**Students.**” The student Membership ID is located under the column labeled “**Membership ID.**”

**Q: When will we receive our membership ID cards?**

A: You can print your membership ID cards once your membership invoice has been paid. Login to the Membership Registration System, select the tab labeled “**Students.**” Next, click on “**Print Membership Cards.**” You can then select to print individual membership cards or print all.

**Q: How can I substitute or delete a student member?**

A: Any changes to an invoice that has been submitted must be completed within five business days of the invoice being submitted. No substitutions or deletions are allowed after five business days.

**Q: Is there a manual that will help me navigate the BPA Membership Registration System?**

A: Yes. Log in to the Membership Registration System, click on the “**Resources**” tab. Next, click on “**Local Chapter Resources**” and then download the “**Membership Registration System Manual.**”