



Rancocas Valley FBLA

LOCAL CHAPTER ANNUAL BUSINESS REPORT

2018-2019

CHAPTER #1932

Table of Contents

Introduction

State of the Chapter Letter	02
Chapter Membership and Organization	03
School and Community	04

Activities to Benefit Chapter and Its Members

Program of Work	05
Recruitment	06
Leadership Development	07
Career Exploration and Preparation	08
Business Partnerships	09
Chapter Fundraising	10
Public Relations and Chapter Publicity	11

Activities to Benefit Other Individuals and Organizations

State and National Projects	12
Other Community Service Projects	13

Conferences and Recognition

Conference Participation and Recognition	14
Awards and Recognition	15



State of the Chapter



Kiah Champion
Rancocas Valley FBLA President

May 10, 2019

Dear Members,

On behalf of Rancocas Valley Future Business Leaders of America, I would like to welcome you to our chapter and thank you for joining us this year. By joining FBLA, you are taking an important step towards preparing yourself for a successful and fulfilling career after high school. I hope you enjoy your time as an FBLA member and take advantage of the wealth of opportunities offered within our organization. We are looking forward to an exciting year, and I am excited to see each of you grow as leaders.

Rancocas Valley FBLA has seen tremendous growth over the past few years, and we pride ourselves on our contributions at the local, state, and national level. As one of the largest clubs at Rancocas Valley, we boast an enthusiastic and involved membership of over 100 students. We have also received recognition on a state and national level, as our members have succeeded in their competitions and leadership development. This year, we tripled the number of competitors who qualified to compete at the State Leadership Conference in March and were able to significantly increase the number of members participating in the Business Achievement Awards program. Our competitive and recognition event success marks only the beginning of our future growth as a chapter. We will continually strive to exemplify FBLA's values of Service, Education, and Progress by connecting with our local community and developing purposeful leadership skills.

Once again, welcome to Rancocas Valley FBLA. I look forward to accomplishing our goals and reaching new heights this year. Each of you plays an integral role in Rancocas Valley FBLA's family, and we hope you are eager to get involved.

Best,

A handwritten signature of Kiah Champion in black ink.

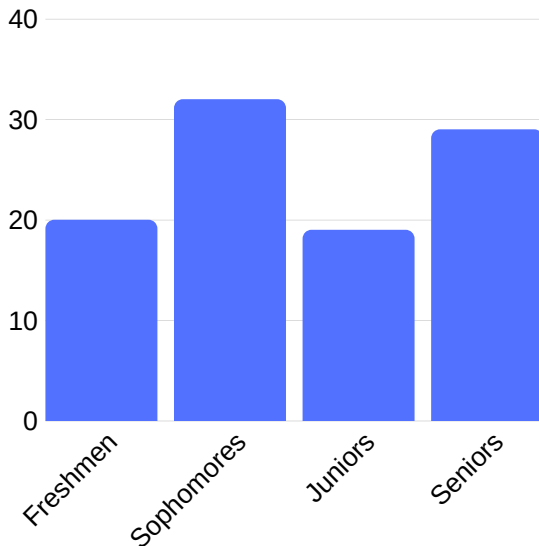
Kiah Champion
Rancocas Valley FBLA President



Chapter Membership & Organization

At Rancocas Valley FBLA, we have a dedicated membership with members that vary in grade level, interests, and previous experiences. Our membership allows us to achieve our community service and leadership goals for the year.

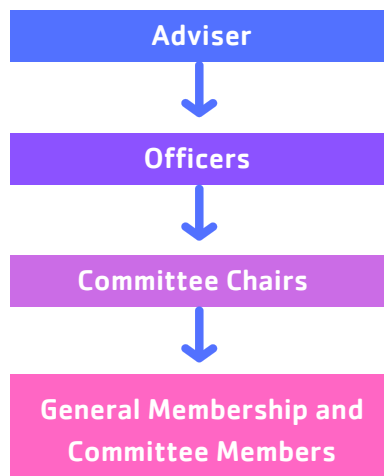
Chapter Membership



With over 100 members, RV FBLA is one of the largest organizations at Rancocas Valley and one of the largest chapters in the New Jersey FBLA Southern Region. Most importantly, our large membership maintains active involvement throughout the year. Many of our members maintain involvement through our community service activities, such as Relay for Life or the March of Dimes. Additionally, a large portion of our members take advantage of the opportunity to compete. We encourage all members to attempt competing during Regional Competitive Events. This year, approximately 85 members competed during Regional Competitive Events and over 40 of them qualified to compete at the State Leadership Conference. We pride ourselves on our membership numbers, as well as the large amount of members who become involved in competitions and community service.



Chapter Organization

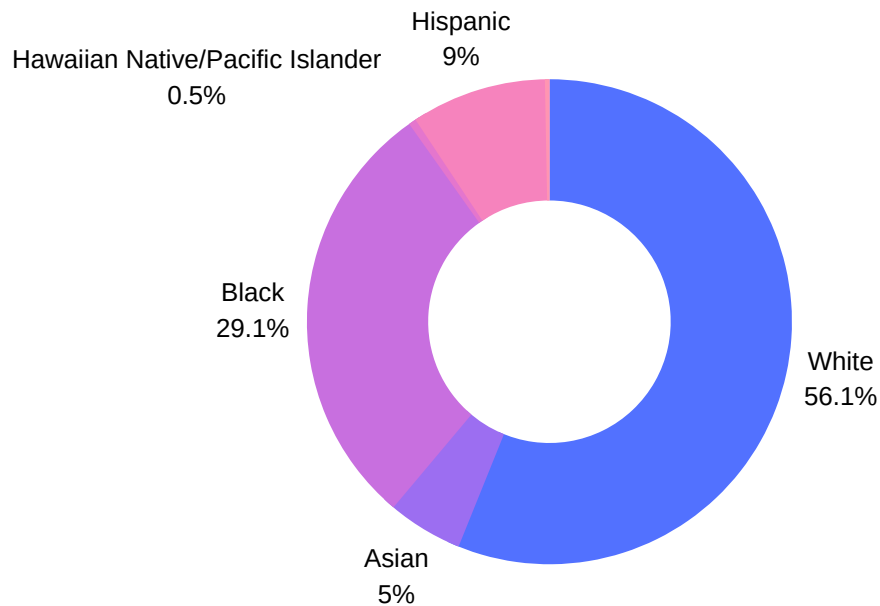


Mrs. Carolee Gray has been RV FBLA's adviser for 11 years. She has dedicated countless hours to help the chapter reach its goals. She gives final approval for all activities and ensures regulations are satisfied. Mrs. Gray also guides the Officer Team of nine students and gives input as needed. The Officer Team organizes all events and coordinates with members. Each officer has respective committees to check in on and coordinates with committee chairs. Committee chairs are elected and meet with their teams once a month to focus on their respective areas, such as fundraising or community service. General members are given the opportunity to serve as committee members in order to participate in the chapter and gain valuable leadership skills.

School and Community

Our school and community are a major part of contributing to our success as a chapter. Our surrounding community of small businesses and supportive families allow us to have successful fundraising efforts while also impacting our chapter initiatives, such as community service drives.

School and Community by the Numbers:



5

SENDING DISTRICTS

2,061

STUDENTS

15:1

STUDENT TO
TEACHER RATIO

44%

MINORITY
STUDENTS

Rancocas Valley Regional High School, or RVRHS, is a public high school located in Mount Holly, New Jersey. With over 2,000 students from five sending districts, RVRHS is a large and robust school community. The school is diverse, as 44% of students are minorities. Our school community prides itself on our diversity and acceptance of all students. Further, our school community is incredibly spirited. Events, such as Red and White Night and Devil Dash, bring the surrounding community together in support of important causes. Our supportive community members and local businesses are indispensable to the success of our chapter. We are proud of our school community and are grateful to represent RVRHS through FBLA.



2018-2019 Program of Work

In August, the Officer Team meets to develop a Program of Work. We develop three primary goals which each consist of three main objectives, all of which are outlined below. We then break down each objective into smaller tactics, assign it to an officer, and set a deadline. A detailed and ambitious Program of Work sets the foundation for a successful year!



Goal #1: Increase Membership Involvement

- Have at least 25 members qualify for SLC and 5 qualify for NLC
- Strengthen and promote active committees
- Have at least 25% of members complete the Future Level of Business Achievement Awards



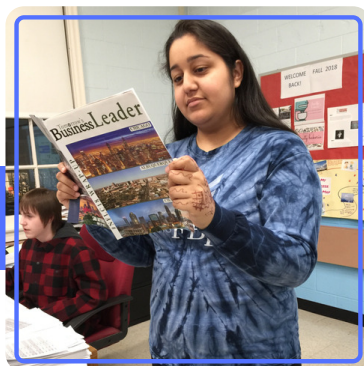
Goal #2: Improve Community Service Initiatives

- Increase involvement with the March of Dimes
- Partner with local community organizations for service projects
- Encourage members in the development of their own community service project ideas



Goal #3: Effectively communicate about events to our chapter members and the rest of our community

- Remain active on social media platforms, such as Instagram and Twitter
- Advertise events in several places for the community to see, such as the school news and website
- Communicate with local chapter members on a regular basis using mediums, such as Google Classroom and Remind



Recruitment Activities

Throughout the year, RV FBLA employs various activities to recruit new members and build a strong chapter.

Social Media

Through our Instagram and Twitter accounts, FBLA has been able to effectively recruit new members. We use social media to highlight the benefits of joining FBLA and to alert students about upcoming recruitment events. Aside from our chapter accounts, officers post flyers for recruitment events on their individual accounts as another way to help us interact with more students.

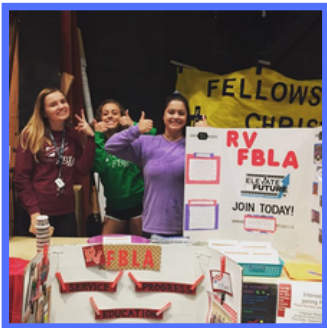


School Publicity

Beginning September, advertisements for FBLA go on during morning announcements. A popular advertisement used is a video from a conference to showcase the exciting travel experiences FBLA offers. The Officer Team and returning members also hang posters all around the school; the posters invite students to attend the interest meeting. All members are encouraged to recruit their friends and spread the word to their peers.

Recruitment Challenge

RV FBLA hosts an annual recruitment challenge. Returning members are encouraged to recruit as many of their peers as they can, and the member with the most recruitments is announced at the October meeting. This challenge presents friendly competition, all while promoting the chapter.



Interest Meeting and Bring a Friend

Each September, the RV FBLA Officer Team hosts a meeting for any interested students. At the meeting, the Officer Team discusses how to join FBLA and what members can expect to become involved in after joining. The Officer Team also shows a video from an FBLA Conference to demonstrate the exciting travel experiences FBLA offers. The interest meeting is one of the most effective ways to recruit interested members. After the Interest Meeting, we also host a Bring a Friend Meeting in which returning members are encouraged to bring a friend to recruit!



Breakfast Party

During October, the RV FBLA Officer Team also hosted a breakfast party to give students the final opportunity to join FBLA for the fall semester. The entire student body was invited to the breakfast party by an email blast from Mr. Joe Martin, the Rancocas Valley Principal. The breakfast party featured homemade donuts, pumpkin bread, and other breakfast items. Prospective members ate breakfast while learning about the benefits of FBLA.



Leadership Development

With a chapter of over 100 members, we strive to offer every member the opportunity to serve in a leadership position. Aside from our Officer Team, all students of our general membership are encouraged to become a part of a committee and to attend a State or National Leadership Conference.

Officer and Committee Chair Elections

RV FBLA conducts officer and committee chair elections every May. At the May general meeting, candidates give speeches explaining why they are the ideal candidate for the position. Members are then given a scantron to anonymously vote on which candidate is deserving of each position. Results are calculated that night and all candidates and the new Officer Team are announced to the everyone the following morning.

Officer Meetings

Every two weeks, the Officer Team meets before school to discuss important deadlines, upcoming events, and tasks to accomplish. These meetings are led by the President who later sends officer meeting notes entailing what was discussed and what tasks need to be accomplished. The Officer Team uses Asana, a project management tool, to keep one another accountable for any deadlines that need to be met.

Committees

RV FBLA has 6 committees: Community Service/March of Dimes, Finance/Fundraising, 8th Grade Night, Membership/Recruiting, Public Relations/Recognition/Social Events, and Competition/Conferences. Committee Chairs are elected the same night as officers and go through the same election process. Committees are required to meet once a month and coordinate with their corresponding Officer.

Leadership Conferences

By attending the State Leadership Conferences and National Leadership Conferences each year, members are afforded an opportunity to network and gain valuable skills. This past year, seven members attended the Institute for Leaders. They were able to learn techniques for creating a competitive chapter and achieving success in FBLA.

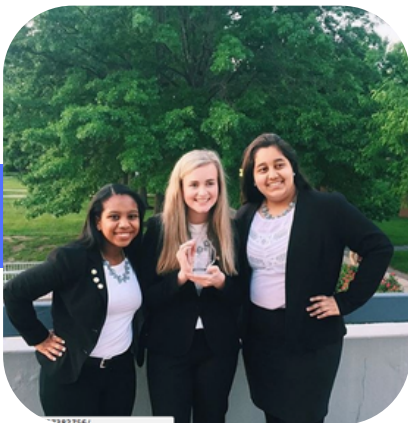


Career Exploration and Preparation

RV FBLA's main goal is to prepare our members for any career path they choose. By offering students the opportunity to compete and take business electives, students are afforded countless opportunities to explore different career fields and gain valuable skills.

Money\$peak Competition

Each year, a team of FBLA students competes in the Mercadien Foundation's Money\$peak Competition. The students give a presentation to compete for cash prizes. This past year, Grace Clothier, Kiah Champion and Harleen Gill placed 3rd for their presentation on Career and Earnings. The competition is an engaging way for students to explore a topic and to practice their presentation skills.



Creative Designers

Business Strategies is a business elective offered at our high school which FBLA members are encouraged to take. In the class, students run a print business called Creative Designers. They are assigned leadership roles, such as Chief Designer Officer and Director of Marketing. Students take and print orders for faculty at the school. The class is an opportunity to learn about graphic design as well as the inner workings of a business.



Alumni Panels

Every year we invite FBLA alumni to speak to our chapter. The panel reflects on their FBLA experience and often explain the profound effect it had on their life. Members have the opportunity to ask questions and gain insight about life after high school, college experience, and career choices. Alumni panels are an effective way for FBLA members to discuss their potential career paths and to ask questions.

Guest Speakers

This past year, Mr. Jim Clothier was invited to be a guest speaker at our November Meeting. He spoke about his long professional career working in technology sales and consulting. He previously worked at KPMG and now works at Cisco. He manages multibillion-dollar accounts, including the wifi at Disney World! Aside from guest speakers at meetings, we have a keynote speaker at our Officer Induction each May which also allows members to interact with business professionals.

Business Partnerships

RV FBLA is grateful to have a community of dedicated and compassionate local business owners. By partnering with local businesses, our students are able to practice their leadership skills and engage with business professionals.

RV's Got Talent Ads

Members are given the opportunity to put their leadership skills into practice by contacting local businesses and asking them to purchase an ad for our annual talent show, RV's Got Talent. There is an incentive program to encourage members to sell ads and earn money towards their individual accounts. Local businesses who purchase ads are featured in the program for the event and throughout the show.

Chick-fil-A Leader Academy

The Chick-fil-A Leader Academy is a national high school leadership program focused on 'Impact through Action'. We partner with our local Chick-fil-A to run the program and through combined efforts, complete service projects. At our kickoff event, the owner of our local Chick-fil-A speaks to our members about his experience running a business. The program allows members to complete community service with the support of a business partnership.

Professional Division Members

Members who are completing their Business Achievement Awards are required to recruit Professional Division members. By recruiting Professional Division member, students are able to share the benefits of FBLA with local entrepreneurs and business owners.

Local Business Association

We partner with local businesspeople in the Greater Lumberton Regional Business Association (GLRBA) to provide scholarships and connections to FBLA members. Each year, FBLA members support the GLRBA's Comedy Night to fundraise for scholarships and future endeavors.



Chapter Fundraising

RV FBLA dedicates a lot of time towards organizing fun and successful fundraisers. Our fundraisers, such as RV's Got Talent, are effective at bringing our community together in support of our fundraising efforts. By fundraising, our members are able to become more involved in chapter activities while earning money to attend the State and National Leadership Conference.

RV's Got Talent

RV's Got Talent is one of the most popular and successful fundraisers at our school. Through selling tickets, program ads, and concessions, we typically make an \$8,000 profit. The money is used for travel expenses to the State and National Leadership Conferences. RV's Got Talent is a highlight of the year and brings our school community together.

Dine to Donate

Each month, Rancocas Valley FBLA hosts a 'Dine to Donate' fundraiser at a different restaurant. Some of our most popular fundraisers include Chipotle, Chick-fil-A, Rita's, and Panchero's. At our restaurant fundraisers, FBLA members and community members simply mention FBLA when they order, and we receive a percentage of the proceeds. 'Dine to Donate' fundraisers are simple to organize and are an effective way to raise money for our travel expenses to the State Leadership Conference.



Car Wash

RV FBLA hosts a Car Wash at Chick-fil-A every Spring and Fall to raise money for the National Leadership Conference. Flyers are posted throughout the school and shown on morning announcements to encourage people to come. Members are encouraged to sell tickets the week prior to guarantee customers. The Car Wash is a fun way for members to get involved and raise money for conferences.

Selling Snacks and T-Shirts

Snacks are sold all year to students from a snack drawer in our adviser's classroom. The snack drawer features items such as potatoes chips and Tastycakes for \$1. We also have an annual t-shirt sale where left-over shirts from previous years are sold at reduced prices. The profits go to the general fund and to cover costs, such as transportation to the State Leadership Conference.

Public Relations & Chapter Publicity

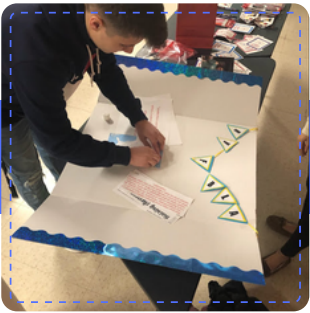
By focusing on creative and effective public relations, we are able to recruit new members, keep our members informed, and promote our initiatives to the larger community.

Bulletin Boards

Our chapter has three bulletin boards located throughout the school. As part of the Future BAA, members have to create a bulletin board promoting FBLA events, so our bulletin boards are constantly being updated. Our Vice-Presidents oversee the bulletin boards and help members with designing and construction. We use the bulletin boards to promote upcoming fundraisers and the benefits of joining FBLA.

Social Media

RV FBLA uses our Instagram and Twitter accounts to post reminders for members and promote school-wide events to the public. Twitter is an effective way of promoting our fundraisers to RV's student body.



FBLA Apparel

Students proudly display their FBLA membership by wearing our local chapter's FBLA apparel. All members receive a long-sleeve shirt, which is covered in their registration fee. Members can increase their apparel collection by purchasing shirts from our annual t-shirt sale where left-over shirts from previous years are sold at reduced prices.

Member of the Month

Each month, members of the Officer Team nominate and vote for a member that they think is deserving of Member of the Month. At each meeting, the member is honored with a certificate and is posted on our social media.

Weekly Reminders

Each week, the President creates a list of weekly reminders to keep the community updated about any events that are happening. Social media graphics are made for each event. The graphics are posted on our Google Classroom and on our Instagram.

Conference Videos

At interest meetings and on morning announcements, conference videos are shown to demonstrate the exciting travel experiences FBLA offers. The videos are filmed and created by our very own FBLA members.



Monthly Newsletter

Each month, a monthly newsletter is published to keep members up to date on upcoming events. This is an effective way to outline upcoming fundraisers, events, and service drives.

State and National Projects

RV FBLA takes part in a variety of State and National Projects to promote leadership development and community service.

Penny War on Prematurity and Chemo Care Bags

This year, RV FBLA participated in both of the New Jersey FBLA Community Service Initiatives. The Penny War took place from November 14th-20th during all lunches in our school cafeteria. As a chapter, we raised \$545.17 for the March of Dimes through the Penny War on Prematurity and our own March of Dimes initiative.

For Chemo Care Bags, we collected items for chemotherapy patients, such as journals, reusable water bottles, lip balms, fuzzy socks, and peppermint tea. All items will be bagged in reusable tote bags and donated to the Penn Medicine Virtua Cancer Program in Mt. Holly.



Business Achievement Awards

At the 2018 FBLA National Leadership Conference, RV FBLA members, Kiah Champion, and Grace Clothier were each awarded their America BAA. Both students now host BAA Workshops to encourage other chapter members to complete their BAA.

Adopt a Chapter

RV FBLA adopted Seneca High School's chapter. In September, our President contacted their Adviser to offer RV FBLA's help. As a mentor chapter, RV FBLA will provide guidance to Seneca FBLA.



Passport of Progress

Officers complete activities outlined in the Passport of Progress to earn priority seating at the State Leadership Conference.



Chapter Challenges

Officers complete activities for Super Sweeps, Nonstop November, and Action Awareness to receive the Chapter Challenge pin at NLC.



Councils

Kiah Champion, President of RV FBLA, serves on the National President's Executive Council and the New Jersey Community Service Council.



Community Service

In addition to State and National Projects, RV FBLA takes part in numerous community service activities to benefit our community. With community service as one of the main goals on our Program of Work, we encourage all members to take part in our community service initiatives.

Pick-a-Pumpkin for Babies

In addition to the Penny War on Prematurity, RV FBLA conducts our own March of Dimes fundraiser each year. We sell paper pumpkins and donate all proceeds to the March of Dimes. Each pumpkin is sold for \$1 and is hung up in the hallways during the Prematurity Awareness Month.

Toy Drive

This year, RV FBLA partnered with Key Club to conduct a toy drive. At the November meeting, members are asked to bring in unwrapped gifts for children, teens, and adults. All gifts were donated to Oaks Integrated Care.

Holiday Cards

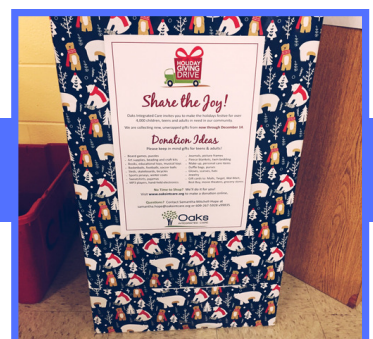
RV FBLA has several holiday service activities, including holiday card making in December. Members are encouraged to make cards that will be donated to the local nursing home. A variety of holiday cards are made for Kwanzaa, Christmas, and Hanukkah.

Chick-fil-A Leader Academy

FBLA members are encouraged to participate in CFA Leader Academy service projects. CFA organizes two projects, one for “Do Good December” and one as the main Impact Project. For our last Do Good December project, we collected hygiene products and donated the items to our local homeless shelter. For our impact project, we organized a scavenger hunt for incoming freshmen.

Food Drive

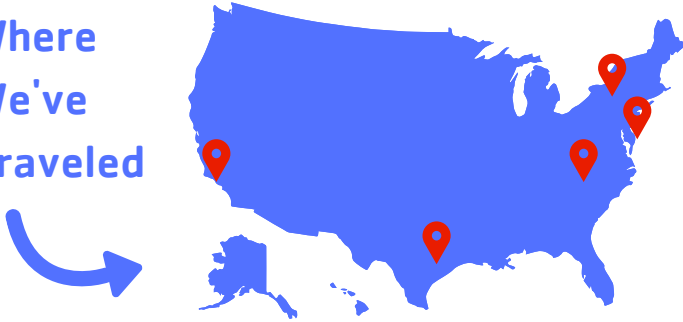
At the January Monthly Meeting, we collected food drive donations. Members were asked to bring in the following items: peanut butter/jelly, canned meats/fish, cereal (hot & cold), canned vegetables/fruit, powdered milk, pasta/sauce, rice, canned soup, potatoes (canned & instant), and macaroni & cheese. All donations went to our local food pantry at Oaks Integrated Care.



Conference Participation

Traveling to conferences and competitions has been an invaluable part of FBLA for our members. Over the past few years, our chapter has seen everything Niagara Falls at NFLC to the Hollywood Hills at SLC. We travel to Atlantic City for SLC every year and are excited for NLC in San Antonio this Summer!

Where We've Traveled



Local Chapter Officer Training

In September, members of our Officer Team attended Local Chapter Officer Training at Kean University. Officers were able to network with other chapters and learn about ways to improve our own initiatives.

State Fall Leadership Conference

In October, members of our Officer Team attended SFLC. The chapter donated a basket and painted a pumpkin for the March of Dimes fundraiser. Officers learned about more techniques to improve the chapter.

Regional Competitive Events

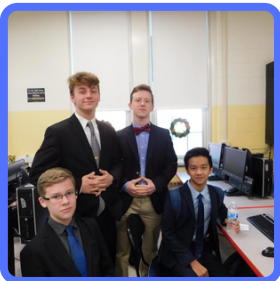
Approximately 85 members competed during Regional Competitive Events which took place during December. Over 40 members qualified to compete at the State Leadership Conference in March.

State Leadership Conference

Members of our chapter traveled to Atlantic City to compete at the State Leadership Conference. Members from our chapter ran campaigns for State Office and attended workshop tracks tailored to their interests.

National Leadership Conference

In June, seven members traveled to Baltimore to compete at NLC. The students also attended Institute for Leaders prior to the start of NLC.



Awards and Recognition

2018 State Leadership Conference

- 3rd in Healthcare Administration: Kiah Champion
- 4th in Scrapbook: Grace Clothier
- 5th in Insurance and Risk Management: Akayla Carpenter
- 5th in Introduction to Business: Devin Fox
- Gold Member: Grace Clothier
- Gold Officer Award: Kiah Champion
- 10 Years of Service and Outstanding Adviser: Mrs. Carolee Gray
- 4th in Scrapbook
- Chapter Website Award of Merit



2018 National Leadership Conference

- Grace Clothier and Kiah Champion were the only 2 members from New Jersey to receive the America BAA.
- Outstanding Local Chapter
- Chapter Challenges: Super Sweeps, Nonstop November, and Action Awareness



2018 Regional Conference

In our Program of Work, we set our goal to have at least 25 members qualify to compete at the State Leadership Conference. By hosting study sessions to better prepare members, we were able to surpass our goal. We had over 40 members qualify to compete at SLC, setting a record for our local chapter!



2019 State Leadership Conference

- Gold Seal Chapter Award of Merit
- Outstanding Local Chapter
- Largest Chapter in the Southern Region
- 1st in Battle of the Chapters
- 1st in Scrapbook
- Chapter Website Award of Merit
- 3rd in Local Chapter Annual Business Report: Kiah Champion & Vivian Bui
- 3rd in Introduction to Information Technology: Griffin Gaughan
- 3rd in 3D Animation: Devin Fox and Harrison Vandewater
- Member of the Month New Jersey (September): Devin Fox
- Gold Member: Devin Fox
- Gold Officer Award: Harleen Gill
- Outstanding Local Adviser: Carolee Gray
- Harrison VanDewater was appointed as the New Jersey FBLA State Webmaster, making him the first ever State Officer from our chapter!

