

2023 FBLA National Leadership Conference

National Officer Candidate Guide &
Processes for Student Elections

FEBRUARY 01, 2023



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Welcome Letter



Leaders are the ones who have the courage to go first, to put themselves at personal risk to open a path for others to follow. —Simon Sinek

Serving as a National Officer takes more than just leadership ability—it requires dedication and courage. The members of FBLA are counting on your dedication to further our mission of community-minded business leadership. Our members are also depending on you to have the courage to be the student voice of the organization.

Please read this guide thoroughly as it has been prepared to help you navigate the challenges of a national campaign. On the pages that follow, you will find National Officer position descriptions, information about candidate interviews, the campaign process, and key dates. Please also be sure to check our website at fbla.org for the most up-to-date information.

Congratulations! By seeking a role as a National Officer, you have taken the next step in your leadership journey. I am confident you will find it a rewarding journey worth taking!

Best wishes,

A handwritten signature in black ink, appearing to read "A. Graham".

Alexander T. Graham, President & CEO

National Officer Positions & Expectations

All National Officers Must

- Attend National Officer Training.
- Pay membership dues no later than September 1.
- Update the National Officer Team Summary Report by no later than the 5th of each month for the previous month.
- Forward all requests for services/travel to the National Center (Mrs. Smothers) for scheduling.
- Prepare and present workshops for various conferences, as indicated by the National Center.
- Meet all timelines set by the National Center.
- Adhere to the [Dress Code](#) and always wear the organization's official attire when representing FBLA.
- Attend and participate in all monthly National Officer meetings scheduled by the National Center.
- Attend one assigned National Fall Leadership Conference (NFLC) (High School) and one assigned Career Connections Conference (Collegiate).
- Can attend one FBLA State Leadership Conference plus your own State Leadership Conference.
- Attend FBLA Week activities at the National Center as scheduled.
- Attend the National Leadership Conference (NLC).
- Participate in competitive events at the NLC, if qualified.
- Refrain from serving on state, district, or chapter nominating committees; endorsing potential candidates; being involved in any sort of campaign activities on the local, state, or national levels.
- Achieve the Contributor, Leader, and Advocate levels of the Business Achievement Awards (BAA) before your term ends (High School) and the Bronze Excellence Award (Collegiate).

National Officer Positions & Expectations

- Work with your chapter to achieve the Gold level of the Champion Chapter program (High School) or the Outstanding Chapter program (Collegiate).
- Post on national social media sites on an ongoing basis; all posts must be approved by the Communications Department and provided at least two business days in advance.
- Avoid environments, activities, and actions that in any way could raise questions as to character or conduct.
- Work with the other members of your National Officer Team, meeting your commitments to them, and being honest and straightforward in your communication with them.
- Be 15–20 minutes early for every meeting where the membership is present.
- Represent the views of the membership, not those of the individual officer.
- Be available to represent the organization as requested and approved by the National Center.
- Keep the National Officer Team liaisons up to date on correspondence and send a copy of all official emails, memos, and letters to Mrs. Smothers promptly before it is sent out. All correspondence to state officers or local advisers must be copied to the state adviser.
- Advise the National Center before any major communication, programs, or activities take place.
- Fulfill your designated duties as assigned in the Program of Work.
- Be prepared, on any occasion, to make impromptu remarks or “say a few words.”
- Notify the National Center immediately of circumstances which prevent carrying out an assignment.
- Provide guidance, leadership, and inspiration to all members.
- Use the FBLA-provided email account for all internal and external communications.

National Officers May Not

- Endorse or support candidates for local, state, or national office.
- Personally endorse any product, item, or service on behalf of business education or FBLA.

National Officer Positions & Expectations

- Accept personal honorariums or payments for services performed as an FBLA National Officer.
- Obligate FBLA for funds or services of any nature.
- Solicit invitations to meetings or conferences independently. All travel must be approved by Mrs. Smothers prior to making any travel arrangements.
- Send out any official correspondence representing the National Center or FBLA without prior approval from Mrs. Smothers. This includes letters, reports, briefings, newsletters, e-mail distributions, etc. Copies of any official correspondence must be first sent for approval before they are distributed to the membership.

High School

National President

National Secretary

National Treasurer

National Parliamentarian

Eastern Region Vice President

Mountain Plains Region Vice President

North Central Region Vice President

Southern Region Vice President

Western Region Vice President

Office-Specific Expectations & Duties

National President

- Preside over and conduct all National Officer meetings according to parliamentary procedure, using the latest edition of *Robert's Rules of Order, Newly Revised*, and the national Bylaws.
- Send the approved agenda and notice of all meetings to all National Officers at least five (5) working days prior to each meeting.
- Lead the National Officer Team in planning the Program of Work and reviewing and evaluating it on all National Officer Team monthly meetings. Follow up to see that responsibilities are being carried out.
- Serve as a model representative for FBLA public relations and assist in the promotion and development of FBLA. The president may be called upon to make presentations before adult and student organizations, which may require an absence from school.

National Officer Positions & Expectations

- Appoint committees and serve as an ex-officio member of all appointed committees.
- Perform other duties to promote and develop local, regional, state, and national FBLA.
- Ensure the National Officer Mid-Year Report and Annual Report are completed and submitted electronically to the National Center in a timely manner.
- Prepare a President's Column for each issue of *Tomorrow's Business Leader*.
- Prepare a monthly email blast in collaboration with the Communications Department.
- Attend additional conferences as requested by the National Center.
- Serve on the Board of Directors and attend Board meetings.
- Prepare an online conference greetings video for states to use at their Fall State Leadership Conferences and a second one for their Spring State Leadership Conferences.
- Prepare, implement, and track a membership recruitment and retention strategy plan.
- Participate in the FBLA Week National Presidents' Forum hosted by the National Center.
- Manage the National President's Executive Council (limit of 5 members).

National Secretary

- Prepare the final copy of the Program of Work as directed by the rest of the National Officer Team.
- Prepare the team summary monthly reports by proofing and editing the Team Summary Google Docs by the 10th of each month (for the previous month) so that they can be placed in the FBLA State Officer Leadership Community.
- Publish and email minutes of the National Officer meetings, within two working days after the meeting, to all National Officers, their advisers, their state advisers, Mrs. Smothers, and Mr. Graham.
- Coordinate National Officer articles for national publications; send periodic reminders and proofread/approve articles before they are sent to the National Center.
- Manage the Social Media Ambassadors.

National Officer Positions & Expectations

- Manage the National Secretary's Executive Council (limit of five members).
 - Create a resource database of sample brochures, project ideas, etc.
 - Encourage local and state chapters to send news stories and photos for national publications.
- Promote national celebrations and conferences (i.e., American Enterprise Day, FBLA Week, NFLCs, NLC).
- Promote national programs.
- Serve as a member of the Membership Committee.

National Treasurer

- Prepare monthly reports for the team summary report.
- Keep accurate records of all National Officer travel.
- Approve National Officer electronic expense reports via email and make sure everything is completed and coded properly before National Officers mail the original copy, including receipts, to the National Center.
- Promote national fundraising partners.
- Promote the Dressed to Impress Scholarship.
- Promote the Distinguished Business Leader Scholarship.
- Promote the NLC Scholarship and other FBLA-related fundraising efforts.
- Manage the National Treasurer's Executive Council (limit of five members).
 - Create financial literacy resources for local and state chapters.
 - Create a fundraising guide resource for local chapters using FBLA fundraising partners.
- Prepare all reports required for all state officer meetings, according to the scripts and agendas.
- May be invited to participate in Finance Committee meetings.

National Parliamentarian

- Prepare monthly reports by the 5th of each month.
- Advise the national president on parliamentary procedure during National Officer meetings and at conferences.

National Officer Positions & Expectations

- Act as a resource on parliamentary procedure for all local chapter voting delegates at the NLC.
- Serve as a member of the Elections Committee.
- Make sure the election of National Officers at the NLC follows correct parliamentary procedure and the national bylaws.
- Have a copy of the latest edition of *Robert's Rules of Order, Newly Revised*, and the national bylaws.
- Manage the Parliamentarian's Council (limit of 5 members)
 - Prepare a study guide/manual for organizing parliamentary procedure teams.
 - Prepare FBLA Local Chapter Officer Roles Flyer or Guide.
 - Promote the National Parliamentarians Exam and the National Association of Parliamentarians.
 - Prepare a guide for local and state voting delegates (i.e., importance of a quorum, their role, overview of what to expect).

Region Vice Presidents

- Assist the national president as needed and be prepared to act in the president's place, if necessary.
- Prepare all reports required for all national conferences, according to the scripts and agendas.
- Assist the national president in promoting and developing FBLA in the geographic region they are elected to serve.
- Correspond with chapters in their geographic region on a regular basis (at least monthly).
- Perform other duties to promote and develop local, regional, state, and national FBLA.
- Complete all assignments as agreed upon in the National Officer Program of Work.
- Preside over regional meetings for the NLC.
- Host Regional Meet-up Booths in the Expo Hall at the NLC.
- Work with the Communications Department to prepare monthly regional email blasts.
- Manage Regional Councils (limit of five members).

National Officer Positions & Expectations

- Sponsor at least two Regional President's Roundtables.

Collegiate

National President

Executive Vice President

National Parliamentarian

Vice President of Communication

Vice President of Financial Development

Vice President of Membership

Office-Specific Expectations & Duties

National President

- Preside over and conduct all National Officer meetings according to parliamentary procedure, using the latest edition of *Robert's Rules of Order, Newly Revised*, and the national Bylaws.
- Send the approved agenda and notice of all meetings to all National Officers at least five (5) business days prior to each meeting.
- Lead the National Officer Team in planning the Program of Work and reviewing and evaluating it on all National Officer Team meetings. Follow up to see that responsibilities are being carried out.
- Serve as a model representative for FBLA public relations and assist in the promotion and development of FBLA. The president may be called upon to make presentations before adult and student organizations, which may require an absence from school.
- Appoint committees and serve as an ex-officio member of all appointed committees.
- Perform other duties to promote and develop local, regional, state, and national FBLA.
- Ensure the National Officer Mid-Year Report and Annual Report are completed and submitted electronically to the National Center in a timely manner.
- Prepare a President's Column for each issue of *Tomorrow's Business Leader*.
- Prepare a monthly email blast in collaboration with the Communications Department.
- Attend additional conferences as requested.
- Serve on the Board of Directors and attend Board meetings.

National Officer Positions & Expectations

- Prepare an online conference greetings video for states to use at their Fall State Leadership Conferences and a second one for their Spring State Leadership Conferences.
- Prepare, implement, and track a membership recruitment and retention strategy plan.
- Participate in the FBLA Week National Presidents' Forum hosted by the National Center.

Executive Vice President

- Preside in the absence of the president.
- Oversee all officer committees.
- Work with vice president of communication to promote national celebrations and conferences (i.e., American Enterprise Day, FBLA Week, Career Connections, NFLC, NLC).

National Parliamentarian

- Advise national president on parliamentary procedure during National Officer meetings and at conferences.
- Act as a resource on parliamentary procedure for all local chapter voting delegates at the NLC.
- Make sure the election of National Officers at the NLC follows correct parliamentary procedure and the Bylaws.
- Have a copy of the latest edition of *Robert's Rules of Order, Newly Revised*, and the Bylaws.
- Serve as a member of the Elections Committee.

Vice President of Communication

- Manage the Social Media Ambassadors.
- Prepare the final copy of the Program of Work as directed by the rest of the National Officer Team.
- Prepare the National Officer Team Summary Monthly Reports by proofing and editing the Team Summary Google Document by the 10th of each month (for the previous month) so they can be placed in the FBLA State Officer Leadership Community.
- Publish and email minutes of the National Officer meetings, within two business days after the meeting, to all National Officers, their advisers, their state advisers, Mrs. Smothers, and Mr. Graham.

National Officer Positions & Expectations

- Coordinate National Officer articles for national publications; send periodic reminders and proofread/approve articles before they are sent to the National Center.

Vice President of Financial Development

- Keep accurate records of all National Officer travel.
- Approve National Officer electronic expense reports via email and make sure documents are completed properly before National Officers mail the original copy, including receipts, to the National Center.
- Work with National Center staff, including the development manager, in identifying potential new partners, exhibitors, and sponsors.
- May be invited to participate in Finance Committee meetings.
- Promote the Dressed to Impress Scholarship.
- Promote the Distinguished Business Leader Scholarship.
- Promote the NLC Scholarship and other FBLA-related fundraising efforts.

Vice President of Membership

- Promote recruitment and retention.
- Work with FBLA Collegiate Direct to plan virtual activities, meetings, and events.
- Serve as a member of the Membership Committee.

Campaign Rules



A candidate for National Officer is a candidate on behalf of their state. If a state leader withdraws their endorsement, that candidate will automatically be removed as a candidate for national office.

States may announce a potential candidate at their state awards even though the programs are live-streamed and may be viewed by people outside their state. They may announce the name of the member and that the state has endorsed them to run for national office.

National Officer Candidates May Not

- Post regarding their intent to run for national office or their candidacy on any website, state or national message board, Instagram, Facebook, Twitter, other social media sources, or via email.* Social media will be monitored by the Elections Committee for both direct and indirect campaigning.
- Discuss the officer slate or campaign members from outside their state prior to the NLC.
- Receive an endorsement or campaign support, including serving as a campaign manager, from current National Officers, members of the Board of Directors, or National Center staff.
- Have raffles or provide raffle items at their campaign booths. Small giveaways such as pens, candy, pins, etc., are allowed.

**Although candidates may not campaign via digital means, each candidate's headshot and bio will be displayed on the Elections page of the NLC website.*

Campaign Materials

All final campaign materials must be approved by the Elections Committee prior to candidate interviews, including:

- Final copy of campaign speech.
- Final copy of campaign brochure/data sheet.
- A description or sample of any items intended for distribution at the on-site campaign booth.

Candidate Financial Statement

A candidate for national office may not spend or have received donated materials (at "fair-market" value) and/or funds totaling more than \$1,000. The Candidate Financial Statement must include documentation for donations and receipts for all campaign materials.

Audio/visual equipment rented or loaned to the candidate should be reported at either the documented rental rate or fair-market estimation.

Campaign Rules



Candidates may use their own equipment, but any items donated from the school or other people, including television screens, must be reported at fair-market value.

Income plus Donations must equal Expenses. For example, if a candidate has \$700 in income and \$300 in donations, their total expenses must also equal \$1,000. Any unused funds must be returned to the donor(s).

Campaign Speeches

Candidates for elected FBLA High School national offices (president, secretary, and treasurer) will deliver their speeches live during the NLC Opening General Session. Candidates for region vice president will deliver their speeches live during a Regional Meeting or Regional Session (time TBD).

For FBLA Collegiate, all candidates for elected office will deliver their speeches during the NLC Opening General Session. The candidate for national parliamentarian is not required to speak.

All campaign speeches are limited to a total of two (2) minutes.

- Time is monitored and strictly enforced.
- No audio/visual equipment or other visual aids may be used during campaign speeches.
- Business professional attire must be worn. See the [FBLA Dress Code](#) for more information.
- Only the candidate may participate in the campaign speech (i.e., no introductions, skits, or interviews).

Candidate Interviews

All applicants for national office will complete a virtual interview with the Officer Screening Committee prior to the NLC.

- Each candidate interview will last approximately 15 minutes.
- The candidate, their local adviser(s), and their state adviser(s) should arrive in the virtual lobby at least 15 minutes prior to their interview time.
- The Officer Screening Committee will consist of members of the Board of Directors and current National Officers.
- Current National Officers seeking election will not participate as part of the Officer Screening Committee.
- The Elections Committee must have copies of all campaign materials prior to the interview.

- At least one member of the Elections Committee will be assigned to every interview group in the event questions arise from Officer Screening Committee members.
- Business professional attire is required for interviews. See the [FBLA Dress Code](#) for more information.
- Only candidates who are certified by the Officer Screening Committee are eligible to run for elected office or to sit for the national parliamentary exam.
- Candidates must follow the Code of Conduct found in the National Officer Candidate Application ([High School](#), [Collegiate](#)).

National Officer Candidate Q&A Sessions

FBLA Collegiate

All candidates for elected office will take part in a Q&A session (not to total more than 15 minutes in length for each office) on June 24.

FBLA High School

The Q&A session for the offices of president, secretary, and treasurer (not to total more than 15 minutes in length for each office) will take place during the State Presidents and State Voting Delegates Q&A Session on June 29.

The Q&A session for the offices of the regional vice presidents (not to total more than 15 minutes in length) will occur during the Regional Meeting or Session (to be announced).

Official Campaigning

Official campaigning for elected positions is restricted to campaign booth hours in the Future Leaders Expo Hall. All FBLA High School voting delegates will be provided with region ribbons to ensure that candidates for Region Vice President are able to recognize delegates from their respective region.

Collegiate Campaign Booth Hours at NLC

June 22 | Booths Open 11:00 AM ET to 5:00 PM ET

June 23 | Booths Open 10:00 AM ET to 4:00 PM ET

High School Campaign Booth Hours at NLC

June 27 | Booths Open 10:00 AM ET to 4:00 PM ET

June 28 | Booths Open 9:00 AM ET to 4:00 PM ET

Voting

National Officer elections will take place over a 24-hour period from 12:00 p.m. ET on the third day of the NLC to 12:00 p.m. ET on the last day of the conference. All voting will be conducted online.

- Candidates are elected using ranked voting.*
- A majority vote is required for election.

Candidates for national office are not disqualified from assuming the roles of state or local voting delegates.

No two National Officers may be elected from the same state chapter. This requirement does not apply to unopposed candidates for FBLA Collegiate national offices.

The Office of National Parliamentarian is an appointed position. According to the national Bylaws ([High School](#), [Collegiate](#)), the candidate earning the highest score on the Parliamentary Procedures written exam at the NLC will be appointed to the position of national parliamentarian. Although not elected, this candidate must have filed a National Officer Application and participated in the interview process.

Each state may submit one (1) candidate for the Office of National Parliamentarian.

Voting Delegate Guidelines

Voting delegates are responsible for electing the National Officers who will serve FBLA for the 2023-24 program year.

High School Elected Offices

State Voting Delegates Local Voting Delegates

President	Eastern Region Vice President
Secretary	Mountain Plains Region Vice President
Treasurer	North Central Region Vice President
	Southern Region Vice President
	Western Region Vice President

Delegates Are Determined as Follows

State Voting Delegates

Each state chapter in good standing shall be entitled to send two (2) voting delegates and one (1) alternate from its active membership to the NLC. These state voting delegates cast ballots for the election of the national president, national secretary, national treasurer, and any Bylaws amendments. State leaders will determine their two (2) state voting delegates using a form that is due by 11:59 PM ET on May 14.

Local Voting Delegates

Each local chapter in good standing shall be entitled to send up to four (4) voting delegates from its active membership, in addition to one (1) alternate for each delegate, to the NLC in accordance with the following:

Up to 50 members: two (2) voting delegates

50–100 members: three (3) voting delegates

More than 100 members: four (4) voting delegates

These delegates vote for the region vice president in accordance with their geographic region. Voting delegates are selected by local advisers as part of the NLC registration process. A report will determine the total number of votes to be cast based on registration received by 11:59 PM ET on June 1.

Candidates for elected offices will be elected by ranked voting.* For elected offices, candidates must receive a majority vote.

Collegiate Elected Offices

National President

Executive Vice President

Vice President of Communication

Vice President of Financial Development

Vice President of Membership

Delegates Are Determined as Follows

Each local chapter in good standing shall be entitled to send up to four (4) voting delegates from its active membership, in addition to one (1) alternate for each voting delegate, to the NLC in accordance with the following:

Up to 50 members: two (2) voting delegates

50–100 members: three (3) voting delegates

More than 100 members: four (4) voting delegates

These delegates vote for all FBLA Collegiate elected offices and any Bylaws amendments. Voting delegates are determined as part of the NLC registration process. A report will determine the number of votes based on registration received by 11:59 PM ET on June 1.

Candidates for elected offices will be elected by ranked voting*. For elected offices, candidates must receive a majority vote.

Elections



Election Results

Collegiate

National Officers-Elect will be announced during the FBLA Collegiate Awards of Excellence Ceremony.

High School

National Officers-Elect will be announced during the FBLA Middle School and High School Awards of Excellence Ceremony Part II.

**Ranked voting is any election voting system in which voters use a ranked ballot to select more than one candidate (or other alternative being voted on) and rank those choices in a sequence based on preference. If a majority is not reached on the first ballot, the ballots of the lowest-placing candidate are redistributed to the next-highest choice. This process of dropping the lowest candidate and redistributing their votes to the next highest-placing candidate continues until one candidate reaches the majority.*

Important Dates



March 1

Membership dues receipt deadline for eligibility to serve as a High School local chapter voting delegate.

April 15

Membership dues receipt deadline for eligibility to serve as a Collegiate local chapter voting delegate.

May 14

High School state chapter voting delegate form deadline.

May 15

[High School](#) and [Collegiate](#) National Officer candidate applications and campaign material submissions are due by 5:00 PM ET. Follow the link for your division for instructions to complete and upload the following materials:

- Headshot
- Candidate Flyer
- Campaign Speech Draft (approx. two (2) minutes in length, written)
- Campaign Budget (Completed as part of the National Officer Application)
- List of Campaign Materials

Submitted materials will be used to populate candidate bios on the NLC Elections Page.

May 24

High School National Officer candidate interviews: 1:00 to 4:00 PM ET

May 25

Collegiate National Officer candidate interviews: 1:00 to 4:00 PM ET

June 1

Local voting delegate registration forms due by 11:59 PM ET

June 7

High School National Officer candidates' webinar at 7:00 PM ET

Collegiate National Officer candidates' webinar at 8:15 PM ET

Important Dates



Collegiate National Leadership Conference | June 22-25

June 22

Future Leaders Expo Hall Open: 11:00 AM to 5:00 PM ET

Campaign Booths Open: 11:00 AM to 5:00 PM ET

Opening General Session: 7:00 to 9:00 PM ET

- Introduction of National Officers and Welcome by National President
- Re-Introduction of National Parliamentarian Candidates
- Candidate Speeches

June 23

Future Leaders Expo Hall Open: 10:00 AM to 4:00 PM ET

Campaign Booths Open: 10:00 AM to 4:00 PM ET

National Officer Candidate Q&A: Time TBD

June 24

Election Window Opens at 12:00 PM ET (24-Hour Voting Window)

June 25

Election Window Closes at 12:00 PM ET

Awards of Excellence: 4:00 to 6:00 PM ET

Welcome by Collegiate National President

Recognition of Businesspersons of the Year

Excellence Gold Awards

Competitive Events Recognition

Prerecorded FBLA Collegiate National Officer Farewells

Collegiate National President Farewell

Announcement and Installation of New Collegiate National Officer Team

Adjournment by Incoming National President

Important Dates



High School National Leadership Conference | June 27-30

June 27

Future Leaders Expo Hall Open: 10:00 AM to 4:00 PM ET

Campaign Booths Open: 10:00 AM to 4:00 PM ET

Opening General Session 7:00 to 9:00 PM ET

Introduction of National Officers

Keynote Address

Re-introduction of Candidates for National Parliamentarian and Region Vice President

Candidate Speeches: President, Secretary, Treasurer

June 28

Future Leaders Expo Hall Open: 9:00 AM to 4:00 PM ET

Campaign Booths Open: 9:00 AM to 4:00 PM ET

President, Secretary, & Treasurer Candidate Q&A at 8:00 AM ET

Regional Meetings/Sessions (Time TBD)

Region Vice President Candidate Speeches

Region Vice President Candidate Q&A

June 29

Future Leaders Expo Hall Open: 9:00 AM to 1:30 PM ET

Election Window Opens 12:00 PM ET (24-Hour Voting Window)

Awards of Excellence Part I 7:00 to 9:00 PM ET

June 30

Election Window Closes at 12:00 PM ET

Awards of Excellence Part II 7:00 to 9:00 PM ET

Welcome Remarks by FBLA High School National President

Middle School and High School Performance Events

National Officer Prerecorded Farewells

National President Live Farewell

Announcement and Installation of New National Officer Team

Important Dates



Officer-Elect Activities

July 6

High School New Officer Orientation: 7:00 PM ET

Collegiate New Officer Orientation: 8:15 PM ET

July 9-13

National Officer Training at the National Center in Reston, VA