



OFFICER LAUNCH GUIDE



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MADE IN COLLABORATION WITH





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 an intra-curricular 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 nearly 45,000 members across more than 1,800 local chapters throughout 25 states and Puerto Rico as well as an international presence in China. BPA supports business and information technology educators by offering intra-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! 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 (2) 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 (3) 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.

Post-secondary Division

Our Post-secondary Division is comprised of two (2) 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.

National Virtual Chapter

The National Virtual Chapter offers any student that 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 to the National Virtual Chapter. For those students that 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>.

Alumni Division Membership

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.



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

Instagram: @BPACConnect

Threads: @BPACConnect

Twitter: @BPACConnect

YouTube: Business Professionals of America

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

Threads: @officers_BPA

Twitter: @officers_BPA

BPA MEMBER GATEWAY

By logging in to the BPA Member Gateway through the BPA website, 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



BPA RESOURCES

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 their 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 (7) 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 (4) 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 Public Relations
- 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/>.

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 (6) Assessment Areas.

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

Through our WSAP program, students will have the opportunity to

- demonstrate state and national educational standards.
- demonstrate 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:

- General Events: top ten (10) winners
- Judged Events: all finalists recognized
- Open Events: top ten (10) winners plus any ties

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

VIRTUAL COMPETITIVE EVENTS

Virtual Competitions are available at the National level only and are open to all BPA student members. Additionally, these events are separate from our WSAP program and 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 (10) finalists from each of the qualifying virtual competitions will be invited to the National Leadership Conference to participate in our National Showcase. Except for finalists participating in the National Showcase, all components of the National Virtual Competitions are completed online.

Members can participate in virtual events either as individuals or as teams. There are a total of ten (10) virtual events and are open to all divisions (ML|S|PS):

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



Important information regarding Virtual Events:

- Be sure to pay close attention to deadlines
- The Middle Level, Secondary, and Post-secondary divisions will compete independently, aligning with our WSAP program where each division competes independently based on the division each student is affiliated with.
- 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 (2-4members)

To learn more about our virtual events, visit

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

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 and Advisor Connections 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/>.

LOCAL OFFICER ELECTIONS

Part of what makes BPA special is the role student members play in the organization. Student members can run for office at the Local, Regional, State, and National level (Secondary and Post-secondary only).

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.



RUN FOR EXECUTIVE COUNCIL

Members of the Executive Council experience a year of leadership 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/webinar-series/>.





BPA ORGANIZATIONAL STRUCTURE

Your association 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.



Independent Chapter Charters

A foreign chapter or an individual school chapter from a non-affiliated state or territory may request issuance of a charter by submitting a letter to the National Center. The letter shall include a copy of the by-laws of the school chapter and a charter fee as determined by the Board of Trustees of Business Professionals of America, Inc.

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 (6) officers and the Post-secondary Division Executive Council is composed of up to four (4) officers. To learn more, please visit <https://bpa.org/about-us/our-people/national-officers/>.



NATIONAL STAFF

Working primarily remotely throughout the U.S., 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/about-us/our-people/our-staff/>.



UNDERSTANDING YOUR 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.
- Support members at events as outlined by advisor.
- 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 leadership development specialist.
- 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 leadership development specialist.
- 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 leadership development specialist.
- 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 leadership development specialist.
- 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 executive officers.
- Supply material or articles to be published by BPA media outlets.

Parliamentarian:

- Serve in any capacity as directed by the division president or leadership development specialist.
- Serve as special advisor to the president and other executive council members 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.

Executive council members 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 executive 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

This annual BPA event is led by the BPA executive council! Chapter and association 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.

ASSOCIATION 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

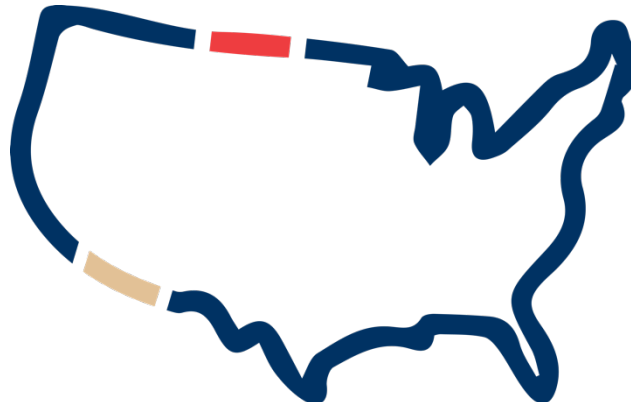
During the winter months, the focus of officer teams should shift to preparing members to participate in competitive events! Plan an opportunity for the officer team to come together again to further program of work goals and prepare for your association leadership conference.

ASSOCIATION LEADERSHIP CONFERENCE

Join members from across your 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.





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.



GIANT

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!

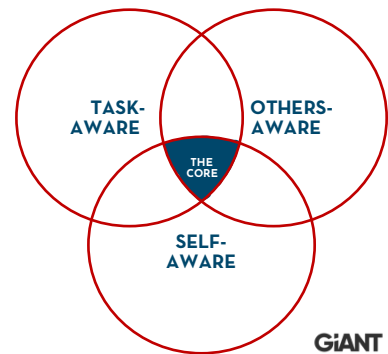
Great student leaders embrace feedback and reflect on their performance. Review your own list of descriptors – how would you rate yourself on a scale of 1-10 for how much that descriptor is true about you. Reflect below on which descriptor you do feel describes you, then identify a descriptor that isn't 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

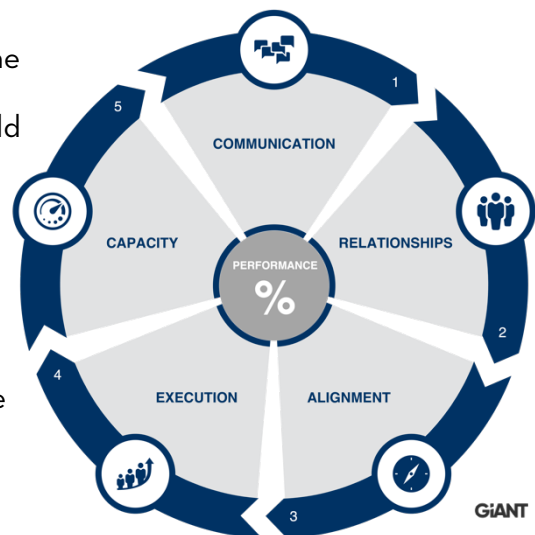
- What are the overall goals and expectations for our team?
- What descriptors will we strive to make true for our team's culture?
- How will our team stay committed to our goals throughout the year?

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. _____
3. _____

RELATIONSHIP STANDARDS

1. _____
2. _____
3. _____

ALIGNMENT STANDARDS

1. _____
2. _____
3. _____

EXECUTION STANDARDS

1. _____
2. _____
3. _____

CAPACITY STANDARDS

1. _____
2. _____
3. _____

ADDITIONAL STANDARDS

1. _____
2. _____
3. _____



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.



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			



COMMUNITY OUTREACH ACTIVITIES	BASELINE	POWER UP	ACTUAL
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			
STRATEGIC COMMUNICATIONS	BASELINE	POWER UP	ACTUAL
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			
COMPETITION	BASELINE	POWER UP	ACTUAL
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			
ADDITIONAL GOALS	BASELINE	POWER UP	ACTUAL



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	
GOAL STATEMENT: 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.			
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) Each member of the officer team completes Student Certification Series Level 1	April 1	President Vice President Historian Secretary Treasurer	All Officers
6) 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.



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 leadership, teamwork, and critical thinking that will help me prepare to be a successful and adaptable business leader."

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:



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.

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.



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.

[illegible]

[illegible]



ADDITIONAL NOTES:

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