

BUSINESS
professionals
OF AMERICA

Today's students.
Tomorrow's business professionals.

PROGRAM OF WORK
2017-2018

Indiana State Officer Leadership Team

Mr. Teren Smith, President

Indiana State Officer Leadership Team 2017-2018

Karalyn Kramer,
VP of Administration

Leigh Anne Reuter,
Region 4/5 President

Amber Leinenbach,
VP of Chapter Activities

Braydon Scank,
Region 7 President

Haeleigh Hayden,
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Francisco Geurra,
Region 8 President

Clara Valentine,
VP of Public Relations

Alison Reece,
Region 9 President

Mason Rottinghaus,
VP of Communication

Olivia Wilson,
Region 10 President

Nathan Partin,
Region 1 President

Kali Barnhill,
Region 11 President

Hannah Rice,
Region 2 President

Calleigh Powell,
Region 12 President

Adam Bott,
Region 3/6 President

Debbie Darnell,
Indiana BPA State Advisor

Jason Hendrickson,
Indiana SOLT Coordinator

Summer Officer Orientation for 2017-2018
June 4-8, 2017
Indianapolis, Indiana

Indiana SOLT POW 2017-2018

We, the members of the 2017-2018 State Officer Leadership Team of the Business Professionals of America, Indiana Association, pledge to utilize communication methods in order to create an informed and involved membership. We will use marketing to engage BPA members to clarify the message of our organization. We strive to exhibit our dedication to service within our community; while upholding the principles of Indiana Business Professionals of America.

Category 1: Communication

Goal 1.1: More communication between state and local officers

	Action Taken	Responsibility	Completion Date
1.1.1	Compile a list of potential new chapters	Region Presidents	Ongoing
1.1.2	Visit middle and secondary schools and develop relationships	SOLT	September (ongoing)
1.1.3	Utilize social media to make information more accessible and easily understood	VP of Public Relations	Ongoing
1.1.4	Create a more engaging social media presence to improve BPA's platform	Region Presidents VP of Communications	Ongoing

Goal 1.2: Integrate middle chapters with secondary chapters

	Action Taken	Responsibility	Completion Date
1.2.1	Provide secondary chapters with materials to incorporate middle level chapters	SOLT	September
1.2.2	Encourage collaboration in secondary chapters with middle level chapters	VP of Chapter Activities	Ongoing – SLC (service)

Category 2: Knowledge

Goal 2.1: To better inform BPA affiliates of our mission and organization

	Action	Responsibility	Completion Date
2.1.1	Officers personally contact local presidents and explain our goals for the upcoming year	Regional Presidents	August (ongoing)
2.1.2	Discuss the diversity of contests and opportunities that BPA presents to the membership	SOLT	September
2.1.3	Create infographics about BPA and post to social media as well as send copies to local chapters	SOLT	August (ongoing)

Category 3: Service

Goal 3.1: To expand the service that BPA brings to the community.

	Action	Responsibility	Completion Date
3.1.1	Distribute promotional items for BPA cares and torch in a student friendly manner through media.	VP of Communications, VP of Member Activities, and VP of Chapter Activities	Prior to conferences
3.1.2	Contact chapter advisors about speaking with members concerning BPA cares and torch in their areas and improvements that can take place.	Region Presidents	Prior to the Regional Leadership Conference
3.1.3	Implementing a new innovative service project for members to better understand BPA cares.	VP of Chapter Activities with help of Region Presidents	March 2018
3.1.4	Contact businesses about sponsoring a special olympics service project.	VP of Communications and VP of Chapter Activities	Prior to Fall Leadership Conference

Category 4: Marketing and Branding

Goal 4.1: Use marketing to engage and rebrand Indiana BPA by creating diverse marketing tools

	Action	Responsibility	Completion Date
4.1.1	Create statistics over BPA for cost and fees□	Region 3/6 President	Prior to August 1 st
4.1.2	Cater sponsorships to specific competitions such as Chase, Keller and Keller, IU Health, PWC judges. Later to be discussed □	VP of Public Relations	Ongoing
4.1.3	Build on social media with chapter social media takeovers, giveaways, and photo competitions	Marketing and Branding Committee	Ongoing
4.1.4	Create merchandise to better market BPA at Region and State (Barefoot)	Marketing and Branding Committee	November 1 st

Category 5: Membership Recruitment

Goal 5.1: Recruiting a middle level in each region

	Action Taken	Responsibility	Completion Date
5.1.1	Look for chapters in the region which have a secondary chapter, but not a middle level chapter	Region Presidents	July
5.1.2	Reach out to the administration of the middle school and approach them with the idea of making a middle level chapter	Region Presidents	August
5.1.3	Speak with the students to inform them about the BPA program, or have the high school students from the school speak to the middle schoolers	Region Presidents	August/September

Goal 5.2 : Recruiting new chapters in each region

	Action Taken	Responsibility	Completion Date
5.2.1	Look for school within a region which do not currently have a chapter	SOLT/Region Presidents	July
5.2.2	Send letters to the potential chapters about the BPA program	SOLT	August
5.2.3	Speak with new chapters about BPA so they are well informed in order to recruit members	Region Presidents	August/September

Goal 5.3: Sending Marketing Materials to Existing Chapters

	Action Taken	Responsibility	Completion Date
5.3.1	Make marketing materials to send to existing chapters	SOLT	July/August
5.3.2	Distribute those marketing materials to chapters in order to recruit new members	SOLT	August/September