CA FBLA Presents...

LEADERSHIP LEGACY

A guide on the State Officer experience!

Brought to you by the 2024-2025 State Officer Team!

Officer Roles & Responsibilities

State Officer Adviser Expectations

Serving as a CA FBLA State Officer comes with high expectations and responsibilities. State Officers serve as ambassadors to advisers, alumni, and the business community, representing CA FBLA at the local, regional and state levels. Officers are expected to demonstrate professionalism, positive leadership, organizational pride, and the ability to contribute to the growth and success of our members.

President

The California State President officer oversees the state team and Program of Work, presides at conference general sessions, and reports to the California Board of Directors and Management Team, along with the usual state officer responsibilities.

Secretary

The California State Secretary officer records meeting minutes during executive meetings for officers to reference, and assists with the seasonal newsletter “The Californian”, along with the usual state officer responsibilities.

Public Relations

The California State Public Relations officer designs graphics for the state team, creates the seasonal newsletter “The Californian”, and manages all student-run social media platforms, along with the usual state officer responsibilities.

State Vice Presidents

The California State Vice Presidents (Section Presidents) serve as liaisons between the state and their respective sections. They simultaneously serve as their section presidents, and report updates, assist with Program of Work initiatives at both levels, and support their sections in achieving state and section goals, along with the usual state officer responsibilities.

- One of the Section Vice Presidents will also operate as the first vice president (based on their section, which changes yearly), and will assist the State President as needed and be prepared to assume their duties if required. The specific section can be found in the CA FBLA Officer Guide.

General Responsibilities

Officers are expected to attend all meetings on the State and Section levels, as well as participate in and lead events such as the State & Section Officer Leadership Training Summit, Section Officer & Adviser Training Days, the Leadership Development Institute, and the Section & State Leadership Conferences. They will also be expected to complete monthly officer reports and Program of Work Initiatives.

- The Program of Work (POW) is typically divided into three committees, with designated areas of responsibility and initiatives.

Tips & Tricks for Success

Challenges & Overcoming Them

Managing Workloads - As an officer, your workload will increase in difficulty depending on the time of the year and upcoming events. Be prepared to spend a lot of time focused on FBLA!

- **Tips:** Initiatives are planned out across different trimesters, so make sure to carefully plan deadlines and courses of action!
  - Use tools such as planners, schedules, and notetaking to remember your responsibilities.

Technology Expectations - Officers often use Microsoft Tools such as Word, SharePoint, and Microsoft Groups, as well as other platforms. These applications may use tools/shortcuts that you are not used to!

- **Tips:** Take time early in your term to familiarize yourself with these tools to avoid last-minute confusion!

Public Speaking - Be prepared to do a lot of public speaking to large groups of people at opening/closing sessions and workshops. You should also be well equipped to answer questions about FBLA when interacting with members or during meetings!

- **Tips:** Be confident in your knowledge and study what you have to say! For speeches/workshops, don't over memorize the content—study key points and speak naturally.

Travel - Officers travel to different locations throughout California for various events & conferences.

- **Tips:** Make sure to work with your adviser to coordinate travel plans & paperwork in advance!
  - Let teachers know about your absence in advance so you can stay on top of school work!

Goal Setting - It's great to be excited about your goals, but it's also important to stay realistic!

- **Tip:** Think about whether your goals will address members' needs, encourage engagement, and be achievable within your term.
  - Discuss initiatives thoroughly with committee members, and set clear deadlines.

Seeking Guidance – It's normal to have questions, especially at the beginning of your term or when navigating new responsibilities.

- **Tip:** Reaching out to the State Officers' Adviser, fellow officers, and even past officers is a great way to get one-on-one advice and useful tools/resources!

Tips & Tricks for Success

General Advice

Communication & Preparation

- Respond to emails promptly and check notifications regularly to stay informed.
  - **For Meetings:** Read the agenda ahead of time and come prepared with notes and ideas!

Networking

- You'll have the chance to connect with section, state, and national officers, FBLA staff, and industry professionals. These relationships can provide mentorship, collaboration opportunities, and valuable insights into leadership and career growth. *Take the time to build genuine connections!*

Team Dynamics

- The best teams are the ones where everyone feels comfortable contributing. Make an effort to be open-minded and welcoming to your teammates—they're not just your fellow officers, but also your friends!
- As you collaborate on initiatives and lead events together, you'll naturally grow closer.
  - Digital tools make it easier than ever to stay connected, and small team traditions—such as Holiday Gift Exchanges, or meals after events—can make the experience even more enjoyable.
  - It's important to find a *balance* between personal friendships and leadership responsibilities. Strong friendships can make teamwork smoother, but professionalism should always come first when making decisions.

Leadership Skills & Mindset

- Being a great officer isn't just about experience—it's about how you approach the role.
  - **Confidence** – When you carry yourself with confidence, others will trust your leadership and feel more comfortable seeking your guidance.
  - **Taking Initiative** – Don't just wait for assignments; step up, offer ideas, and find ways to contribute beyond what's expected.
  - **Flexibility** – Don't be limited by your role! You have the freedom to help in different areas and even create your own initiatives.
  - **Adaptability** – Plans will change, challenges will come up, and quick thinking will help you navigate them without stress. Don't be afraid to ask for help when needed!
  - **Passion** – Your enthusiasm for FBLA will not only make your work more fulfilling but will also inspire those around you.

Tips & Tricks for Success

Role-Specific Advice

President - Emily Wang

- **Connect with your Officers!** – Working on the state team is a rewarding experience with a unique style of operation. Most officer meetings are virtual, however, you will see the team in person several times throughout the year. It is crucial to connect by establishing a central communication platform. This is a great place to send reminders, brainstorm, and bond.
  - As President, it's up to you to start conversations with the team and communicate important information outside of meetings.
- **Write Down Deadlines** – With a virtual setting, it can be difficult to keep track of deadlines. Find a method to write them down, whether it's on your phone, a calendar, or notepad.
  - This can also include deadlines for tasks and activities the team is working on since you're responsible for overseeing the completion of the Program of Work.

Secretary - Clara Nguyen

- **Meeting Minutes** – Make sure to review the meeting agenda in advance, and set up your minutes structure beforehand to save time as you write.
  - When taking notes, make sure your process is one that works for you! Your process should be one that allows you to record information efficiently and accurately, while still being easy to reference later when cleaning up the minutes.
  - If you are ever unsure about any details, don't be afraid to reach out for clarification! It's super important that your numbers and facts are accurate.
- **Take Initiative!** – Your role is not limited to meeting minutes. If there are any projects you want to start or contribute to, make a plan for it and pitch it to the team.

Public Relations - Alexandria Diep

- **Secure your Resources** – People often forget to take photos and/or videos at conferences or events that are useable for state graphics! Make sure you know what content you have available to you and be proactive with getting more.
- **Have Consistency** – Besides adhering to the FBLA Brand Guidelines, it's generally good practice to have a very consistent design style throughout your work. It just makes everything look more cohesive, professional, and organized. Feel free to have fun with design and take some creative risks though! You can do both for sure!.
- **Be creative (in more ways than one!)** – Creativity can extend beyond just new ideas! I did all my graphics with a Free Canva account, which helped me with finding unique ways to get the look I wanted without paying for things or searching for different photos.
  - Play around with free background removers, simple color editing, overlapping free elements, or even making your own graphics!

Tips & Tricks for Success

Role-Specific Advice

Central Section VP - Chloe Seals

- **Set Clear and Defined Goals** – Do this at the beginning of your term and approach it with answering: “What legacy do you want to leave behind?”
- **Contact** – Establish strong communication with local chapters and their leaders. Find the communication channel that works best for your chapters to regularly communicate events and announcements.
- **Support** – Be the bridge between the state team and your section by listening to concerns and bringing them to the state level in order to provide solutions.

Inland Section - Ashlynne Adeva

As a big section, it can be hard feel a connection when we’re all miles away from each other. Some things that I had to learn as president were:

- **Get to know your chapters!** Not every chapter has a section officer representative, so it’s important that they are still equally represented and informed. Visit chapter officer teams and members as much as possible – in person or virtually! Building those connections with advisers and chapter presidents early in the year is crucial to building those relationships.
- **We only get to meet as a section once or twice a year – so make those times count.** Celebrate ISLC, make it a big and grand experience for your members, as it’s some members’ first every event in FBLA. Make sure you have time to talk to new people, and make sure that the members know that they can talk to you.

Northern Section - Paige Clements

- **With a section that is so dispersed**, maintaining consistent communication and follow-through can be challenging, but it is essential for success.
- **It's easy to fixate on the small details** when planning conferences. Just remember that things may not go perfectly, and what really matters is that your section members have a good experience and that you take pride in your efforts.