



PROFESSIONAL PROFILE INDIVIDUAL PROJECT

DEADLINE: March 15

SUBMIT BY 5 PM

Developing a professional profile can immensely help in your journey as an individual. A professional profile allows anyone (including employers, potential investors, or even peers) to find information about you and your achievements online. It is equally important to make personal connections through informational interviews and college or career development webinars.

ACTIVITY

DESCRIPTION

ACTIVITY #1:

Informational Interview

Participate in an informational interview by meeting a businessperson at their work site and learning about their job and responsibilities. Make sure that you thank your host for his/her time and give him/her a thank-you card. This activity may be done virtually OR in person.

Ask the following questions and add three of your own:

- What do you like about your job?
- What do you not like about it?
- Can you describe a typical day at work?
- What is the hardest part about your job?
- What are the advancement/growth opportunities?
- What skills are the most important in your job?
- What is something that most people don't know about this career?

Requirements for submission:

- A 300-word summary of what you learned from the job shadowing experience
- Submit your questions and notes from the interview

ACTIVITY

DESCRIPTION

ACTIVITY #2:

LinkedIn
Account

- A photo of you and the business professional or a screenshot of the online meeting
- A link to their LinkedIn account OR a link to their business website
- A copy of a thank you card or email that you sent after the job shadowing experience

Create a LinkedIn account or update your current profile. Add five connections to your profile, post an update about an FBLA event, and **join the CA FBLA group**.

Requirements for submission:

- Write a 100-word reflection on the importance of networking, with an emphasis on social media and LinkedIn
- A screenshot of your LinkedIn profile showing your five (5) connections
- A screenshot of your LinkedIn FBLA update
- A link to your LinkedIn profile

ACTIVITY #3:

College and
Career
Development

Attend a college or career development event. (Examples include career fairs, college info-nights, and CA FBLA-hosted alumni/business professional webinars.)

Requirements for submission:

- Write a 200-word reflection on what you gained from attending the webinar and discuss one college or career presentation that interested you. Explain why.
- A photo or screenshot from the event.

01

Start with FBLA Advisers

- **Local Adviser:** Your chapter adviser is the first point of contact! They often have professional connections or can introduce you to alumni.
- **Section Directors:** If your adviser(s) doesn't know someone in your desired field, reach out to your section directors!
- **State Officers' Adviser (Dr. Looker):** Reach out if directed to by local adviser/section directors.

Contact information for section directors and Dr. Looker can be found on cafbla.org

02

Expand Through Networks

- **School Staff:** Teachers, counselors, and administrators often have community connections.
- **FBLA Alumni:** Ask your adviser for past members who are now working professionals or exploring fields you are interested in.
- **Parents and Guardians:** Family and friends' workplaces can be great networks.

03

Professional Platforms

- **LinkedIn:** It is no accident that the first part of this project is creating a LinkedIn account! It's a wonderful tool for searching for professionals in your field of interest and asking for some of their time.
- **Local Chambers of Commerce:** These organizations consistently hold networking events with partner businesses, a great opportunity to connect!
- **Career Fairs & Community Events:** Attend and ask for short follow-up conversations.

04

Tips for Success

- **Prepare a short script:** Have a pitch/message prepared that explains FBLA, your project, and the purpose of the interview in a couple of paragraphs.
- **Be Professional:** Always use polite language, follow email etiquette, and express gratitude.
- **Start Early:** Don't wait until the State Project deadline, make sure to give yourself time to secure a connection.
- **Be Flexible:** Offer options—phone or video call if in-person isn't possible.