**Recruitment**

**GOAL 1:** Increase membership back to pre-pandemic levels (at least 80 members)

**GOAL 2:** Recruit or re-activate at least 1 PBL local chapters

**Tasks to complete**

1. Form a Recruitment Committee consisting of State Officers and other interested members
   1. Research and implement ideas to improve member retention
   2. Assist PBL local chapters with recruitment efforts
      1. Update recruitment materials and distribute to local PBL chapters
      2. Develop a recruitment video for the website and social media and make available to the local PBL chapters
   3. Actively recruit FBLA members as potential future PBL members
      1. Have committee members actively recruit FBLA members
         1. Volunteer to help as a judge or facilitator at FBLA events
         2. Have a recruitment table at FBLA events, when allowed, including a sign-up sheet
         3. Volunteer to give workshops at FBLA conferences promoting PBL
         4. Make presentations to FBLA chapters with graduating seniors in the spring
      2. Update and maintain a database of FBLA alumni interested in PBL
      3. Follow-up with former FBLA members recruited in prior years
   4. Actively recruit new PBL chapters by focusing on the following schools:
      1. Chandler-Gilbert Community college
      2. Eastern Arizona College
      3. Glendale Community College
      4. Mesa Community College
      5. Other Maricopa County Community College District schools
      6. Northern Arizona University
      7. University of Arizona
2. Have each State Officer visit at least one PBL chapter to help with recruitment
3. Reach out to other campus business organizations encouraging their members to also join in PBL to participate in competitions

**Chapter Development**

**GOAL 3:** Strengthen PBL local chapters by encouraging participation in national programs and offering additional programs and resources that will benefit members and increase their involvement.

**Tasks to complete**

* Promote awareness and participation in PBL national programs through social media posts and workshops at PBL conferences
* Host statewide professional development events (e.g., virtual workshops on resume building, networking)
* Develop video workshops on topics of interest to members and distribute online
* Compile study materials for PBL competitive events and make available to members
* Create a google drive for all PBL local chapter officers and post PBL documents (e.g., calendar, directory, information on programs/events, test resources, etc.)
* Host statewide social events
  + In-person (e.g., picnic, hiking, State Fair trip, and end-of-year Gala)
  + Online social and gaming activities (e.g., Jackbox)
* Host or promote statewide community service activities
* Encourage chapters to develop their own community service projects for their members and offer State Officer assistance. Examples:
  + Feed My Starving Children
  + St Mary’s food bank
  + President’s Volunteer Service Award

**Communication**

**GOAL 4:** Bridge communication gap between chapters to increase interaction with each other and participation in events and programs

**Tasks to complete**

* Fully utilize social media and our state website to bridge communication between members and chapters
  + Frequent updates to state Facebook, Instagram, and website (blogs)
  + Utilize video communication media to host online state and chapter meetings and discussions/ group chats
  + Highlight State Officers and different members by posting videos and profiles
  + State Officers posting about their experiences and accomplishments in office and encouraging members to ask questions
* Strongly encourage all members join and like our social media accounts
* Update the state website to improve the content and benefit to members and actively maintain during the year
* State Officer visits to local chapters live or virtually