



# 2024-2025 COLLEGIATE PROGRAM OF WORK

Iowa FBLA's Collegiate State Officer Team is excited to promote its program of work, aimed at further developing the collegiate division. Supporting Dare to Dream, Dare to Lead, the team is working to provide more resources for collegiate members.

## RECRUITMENT & RETENTION

- Community College Outreach: Work with Iowa community colleges to engage more students and utilize institution resources.
- Re-establish Chapters: Build relationships with institution leadership and utilize Collegiate Mini Grant opportunities to involve chapters with previous membership.
- High School Membership: Connect with graduating seniors to encourage membership in the collegiate division.

## MEMBER RESOURCES

- Resources for Chapters & Officers: Provide more resources for chapters to prepare for upcoming events, involve chapter members, fundraise, and promote national programs.
- Chapter Success Center: Establish a landing page for collegiate members to access resources from state officers and national programming.

## CONNECTIVITY & ENGAGEMENT

- Chapter Connection: Introduce a channel for chapter leadership to connect with state officers and staff directly throughout the membership year.
- Visit Collegiate Chapters: Improve State Officer presence in chapters throughout the state by visiting all collegiate chapters during the membership year.
- Increase Social Media Presence: Work on new initiatives to promote the collegiate division, chapter spotlights, and new programming on social media.