

Officer Candidate Guide

OFFICERS FOR SCHOOL YEAR

24-25

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Service
Education
Progress



Contents

2024-25 Missouri FBLA Officer Candidate Important Dates.....	4
Who is an Officer?.....	4
Position Responsibilities	4
Officer Expectations	6
Officer Behavior	6
Code of Conduct.....	7
FBLA Code of Ethics.....	7
Removal of Office.....	7
State Officer Financial Benefits.....	8
State Officer Uniform.....	8
Conference Reimbursement.....	8
Travel Assistance.....	8
Expense Reimbursement	8
District Officer Financial Benefits.....	8
District Officer Uniform.....	8
Conference Reimbursement.....	8
High School State Officer Campaign Procedures	9
Candidate Eligibility.....	9
National Officer Candidate Information	9
Application Process.....	9
Candidate Qualifier	10
Campaign Speech.....	10
Campaigning	10
General Rules	11
Campaign Booth.....	11
Promotional Items	11
Campaign Flyer.....	11
Social Media/Online Presence	11
Candidate Briefings.....	11
Elections.....	12
Dates & Deadlines for High School State Officer Candidates	12
Incoming State Officer Meeting.....	12
High School District Officer Campaign Procedures.....	13
Candidate Eligibility.....	13
Application	13
Campaigning & Speeches.....	13

Social Media/Online Presence	13
Elections	14
High School District Officer Dates & Deadlines	14
Collegiate State Officer Campaign Procedures	15
Candidate Eligibility.....	15
Application	15
Campaigning	15
Social Media/Online Presence	15
Elections	16
Dates & Deadlines.....	16
Middle School State Officer Campaign Procedures	17
Candidate Eligibility.....	17
Application	17
Campaigning	17
Elections.....	17
Dates & Deadlines.....	17
District and State Officer Policies.....	18
Travel.....	18
Social Media	18
Adviser of State Officer Responsibilities	18
Travel.....	18
Financials.....	19
Communications	19
Conference Registration	19
Adviser of District Officer Responsibilities.....	19
Travel.....	19
Financials.....	19
Communications	19
Conference Registration	19
Communications	19
Phone	19
Email.....	19
Social Media	19
2024-25 Schedule at a Glance.....	20
Applications.....	20
Questions	20

2024-25 Missouri FBLA Officer Candidate Important Dates

Division	Application Deadline	Notice of Acceptance	Qualifier	Campaigning
State High School	2/16/24	2/21/24* 2/28/24	2/24/24	4/16/24
State Middle School	3/6/24	3/7/23		3/27/24
State Collegiate	3/6/24	3/7/23		4/6/24
District High School	1/19/24			See DA

*Acceptance approves the candidate for the Candidate Qualifier and is not a guarantee of full approval to run for State Office.

Applications will be available beginning **November 13, 2023**.

Who is an Officer?

Being a Missouri FBLA Officer is a privilege afforded for only those members deserving of the experience. Being an Officer is not about being seen in the public eye or about gaining extra recognition but instead about serving the 17,000+ members of our organization. Being an Officer requires a great deal of work, effort, and sacrifices. In return, officers will be greatly reward by discovering an experience unmatched by any other. Officers also have the privilege of receiving many opportunities, training, and experiences that will last a lifetime.

Missouri FBLA Officers serve as ambassadors for our organization and for the State of Missouri. They also serve as representatives of their families, schools, and communities.

Position Responsibilities

Missouri FBLA high school and collegiate divisions have the same officers and responsibilities while middle school has a slightly different set. Selecting an office is the first step in your campaign. The office you choose should be one that fits your skillset, contains responsibilities that will challenge you and encourage leadership development, and is representative of your experiences within the organization. Position responsibilities may be flexible depending on the state officers completing their program of work.

Available Positions by Division		
State & District High School	State Middle School	State Collegiate
President	President	President
VP of Membership	VP of Membership	VP of Membership
VP of FBLA Relations	VP of Public Relations	VP of FBLA Relations
VP of Communication		VP of Communication
Secretary		Secretary
Parliamentarian		Parliamentarian

	State High School	State Collegiate	District High School	State Middle School
President	<ul style="list-style-type: none"> Serves a two-year term on the Missouri FBLA Foundation Board and during second term will serve on a committee Ensure all division activities are in line with the Program of Work Works with Election Coordinator for State Officer Elections 	<ul style="list-style-type: none"> Serves a two-year term on the Missouri FBLA Foundation Board Record the minutes for all called meetings Ensure all division activities are in line with the Program of Work Works with Election Coordinator for State Officer Elections 	<ul style="list-style-type: none"> District representative to the FBLA Executive Council Record the minutes for all called meetings Ensure all division activities are in line with the Program of Work Works with Election Coordinator for District Officer Elections 	<ul style="list-style-type: none"> Record the minutes for all called meetings Ensure all division activities are in line with the Program of Work Works with Election Coordinator for State Officer Elections
VP of Membership	<ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Monitors active chapters at the statewide level Communicates with new chapters benefits of FBLA Responsible for assigning officers to local and district events 	<ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Monitors active chapters at the statewide level Communicates with new chapters benefits of FBLA Responsible for assigning officers to local events 	<ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Serves as lead for District Officer workshop at DLC (to be provided by State Office) If applicable, works with District Adviser to plan District Officer uniforms 	<p>VP of Membership</p> <ul style="list-style-type: none"> Acts as the chairperson for meetings in absence of the president Monitors active chapters at the statewide level Communicates with new chapters benefits of FBLA Responsible for assigning officers to local events Works to recruit colleges and universities to exhibit at SLC Reviews activities to be held at SLC Build connections in joint activities with other divisions
VP of FBLA Relations	<ul style="list-style-type: none"> Works to recruit colleges and universities to exhibit at SLC during Leadership Expo Responsible for working with State Adviser on socials for NFLC and SLC Build connections in joint activities with other divisions 	<ul style="list-style-type: none"> Encourages active collegiate chapters to exhibit at FBLA Leadership Expo Responsible for working with State Adviser on socials for NFLC and SLC B Build connections in joint activities with divisions 	<ul style="list-style-type: none"> Works to recruit colleges and universities to exhibit at DLC Responsible for working with District Adviser to plan workshops, activities, and meals at Fall Planning Meeting and DLC Build connections through joint activities with other divisions 	
VP of Communication	<ul style="list-style-type: none"> Manages State social media calendar for all social media accounts Collects stories and photos from local chapters to post on social media Reviews all social media posts and is a champion of our brand guidelines Work with SLC Buzz Squad to capture SLC memories 	<ul style="list-style-type: none"> Manages State social media accounts Posts news articles submitted by local chapters to the State website Reviews all blog posts for the State Website Capture SLC memories through video and pictures 	<ul style="list-style-type: none"> Manages District social media accounts Responsible for submitting local and district activities to State VP of Communications Write, review, and edit scripts for Fall Planning Meeting and DLC Capture DLC memories through video and pictures 	<p>VP of Public Relations</p> <ul style="list-style-type: none"> Manages State social media accounts Posts news articles submitted by local chapters to the State website Capture SLC memories through video and pictures Record the minutes for all called meetings Works with VP of Communications to appropriate store and log officer, adviser, and member contact information Logs all activities and completion dates against POW
Secretary	<ul style="list-style-type: none"> Record the minutes for all called meetings Works with VP of Communication to log officer, adviser, and member contact information Logs all activities and completion dates against POW 	<ul style="list-style-type: none"> Record the minutes for all called meetings Works with VP of Communication to log officer, adviser, and member contact information Logs all activities and completion dates POW 	<ul style="list-style-type: none"> Record the minutes for all called meetings Works with VP of Communication to officer, adviser, and member contact information Logs all activities and completion dates against POW 	
Parliamentarian	<ul style="list-style-type: none"> Ensures all official meetings are conducted following the Robert's Rules of Order Interprets bylaws as their affect membership Supports community service efforts for the state and coordinates with the VP of Communication to run a social media campaign 	<ul style="list-style-type: none"> Ensures all official meetings are conducted following the Robert's Rules of Order Reviews forms for all meeting and events Interprets bylaws as their affect membership 	<ul style="list-style-type: none"> Ensures all official meetings are conducted following the most recent edition of Robert's Rules of Order Interprets bylaws as their affect membership 	

Officer Expectations

All individuals who serve as District or State Officers are expected to meet certain requirements:

- District and State Officers must be members of active local chapters which participate in Missouri FBLA conferences and projects.
 - Officers whose chapters do not actively participate in Missouri FBLA conferences and projects will not be allowed to remain an officer.
- District and State Officers are expected to personally recruit 5-10 new members.
- District and State Officers are REQUIRED to attend ALL mandatory conferences and meetings.
 - Officers who cannot commit to ALL of the REQUIRED meetings should not apply. Officers who do not attend all of the required meetings will be removed from office.
- District and State Officers are required to complete assignments in a timely fashion.
 - District and State Officers who are late with assignments will not be assigned speaking parts at upcoming conferences and will lose some, if not all, of the financial benefits that come with serving as a State Officer.
 - District and State Officers are expected to submit their assignments to the highest level of quality possible. This requires the officers to make sure all assignments are proofread carefully by another party, are started early enough to exhibit the best effort, and are submitted at the most professional manner and style possible
- District and State Officers are expected to exhibit the highest level of character possible at all times. This includes actions in school, outside of school as well as their presence online.
- District and State Officers are expected to maintain an excellent school attendance policy while avoiding excessive tardiness.
- District and State Officers are expected to manage their school work and FBLA responsibilities so that academic grades do not suffer as a result of serving as a District and State Officer.
 - Officers whose grades suffer will be placed on probation and could be removed from office. Probation time period determined by State Adviser and/or State Officer Coach.
- District and State Officers are expected to complete other duties and assignments as assigned.

Officer Behavior

District and State Officers serve as ambassadors for Missouri FBLA and their conduct and demeanor are critical to the reputation, visibility, and success of the state chapter. Officers are expected to abide by the following Code of Conduct, as well as the official Code of Ethics and Dress Code, which apply to all members of the association. District and State Officers and candidates should be fully familiar with these codes and should strive not only to meet their standards, but also to serve as role models in their implementation.

Code of Conduct

- District and State Officers shall behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon FBLA.
- District and State Officers shall fully participate in all appropriate activities, conferences, workshops, business meetings, etc. for which they have responsibility.
- District and State Officers shall abide by the dress code as approved by National FBLA.
- District and State Officers shall abide by the rules of each conference and recognize they serve as a role model for other members.
- District and State Officers shall be willing to take and follow instructions as directed by those responsible for them.
- District and State Officers shall avoid places and actions, which in any way could raise questions as to moral character or conduct.
 - This includes activities and incidents away from Missouri FBLA.
- District and State Officers shall treat all members equally.
- District and State Officers participating in FBLA assignments shall not damage or deface property. Damage to any property or furnishings in hotel rooms, private accommodations, and/or buildings will be paid for by State Officers at their own expense.
- District and State Officers shall not endorse any candidates for local or state FBLA office.
- District and State Officers shall refrain from endorsing any product, vendor, or sponsor or entering into financial obligations on behalf of Missouri FBLA or business education, without the consent of the State Chair/State Adviser.
- District and State Officers shall refrain from entering into romantic relationships with other State Officers or allowing personal relationships to interfere with State Officer duties while on duty at a conference.
- District and State Officers shall not hold official meetings or appoint individuals or committees without the permission of Missouri FBLA.
- District and State Officers shall complete assignments in a timely fashion and at the highest level of quality possible.

FBLA Code of Ethics

The Code of Ethics is a standard of conduct that should be ascribed to by all FBLA members and advisers. As role models, District and State Officers and candidates for District and State Office must conduct themselves according to the Code of Ethics at all times.

- I will be honest and sincere.
- I will approach each task with confidence in my ability to perform my work at a high standard.
- I will willingly accept responsibilities and duties.
- I will seek to profit by my mistakes and to take suggestions and criticisms directed toward the improvement of myself and my work.
- I will abide by the rules and regulations of my school.
- I will exercise initiative and responsibility, and will cooperate with my employer and fellow workers.
- I will dress and act in a manner that will bring respect to me and to my school.
- I will seek to improve my community by contributing my efforts and my resources to worthwhile projects.

Removal of Office

If an officer is found to have acted against the Code of Conduct and Code of Ethics, the State Adviser and State Chair have the authority to enter into corrective action plans which may include removal from office.

State Officer Financial Benefits

State Officer Uniform

Each Missouri FBLA State Officer will be provided with a State Officer Uniform. Most all items for the uniform are provided, but certain items will be the responsibility of the officer.

Provided	Officer Responsibility
Blazer	Belt
Dress Pants/Skirt	Additional shirts/pants
FBLA Tie	
Nametag	
Executive Team Polo	
Executive Team Shirt	
FBLA Patch	
Various Additional Branded Merchandise	

Should an officer lose or damage any aspects of their uniform, it is their responsibility to replace the item at their own expense. All items provided to the officer, with the exception of the tie, will be given to the officer at the conclusion of their term. Items may be returned to Missouri FBLA if the officer wishes.

Conference Reimbursement

Any Missouri FBLA or National FBLA conference registration will be reimbursed to the officer following the conference. Adviser registration is not reimbursed.

Travel Assistance

For National FBLA sponsored conferences, Missouri FBLA will provide a stipend to the officer to assist with transportation expenses. The stipend will vary dependent on the location of NLC and NFLC.

Expense Reimbursement

Anytime the officer travels on behalf of Missouri FBLA in Missouri, they are eligible for expense reimbursement. Fuel, food, and hotel stays are covered. Reimbursement forms and necessary receipts are due back to Missouri FBLA no later than 60 days after the conference/meeting ends.

District Officer Financial Benefits

District Officer Uniform

The District President will be provided with an official Missouri FBLA officer t-shirt. Any other items of dress, including professional attire, must come from the officer or be provided by the District.

Conference Reimbursement

The District Adviser (DA) for the District may choose to reimburse the officer for any Missouri or National Conference registration, to be approved by the State Office. All financial reimbursements from the District must be completed using approved State Office forms and deadlines.

High School State Officer Campaign Procedures

Candidate Eligibility

A chapter may nominate only one candidate for an elected state office. Multiple candidates from the same chapter will not be permitted. Chapters may have a parliamentarian candidate or National Officer Candidate and another candidate for an elected position.

It is the policy of Missouri FBLA that current Missouri FBLA State Officers may not endorse any candidate other than themselves running for any office, nor may they use any statement that could be inferred as an endorsement by a current Missouri FBLA State Officer.

To be eligible to run for state office, applicants must meet the following requirements.

Candidates for All State Offices, including Parliamentarian:

- Must be a current freshman, sophomore or junior who is currently listed in FBLA (high school) **paid** membership.
- Must have a grade point average of at least 3.0 or equivalent (will be verified by transcript).
- Must have completed two levels of the Business Achievement Awards – Advocate Award is required (or Leader Level if completed prior to the new system) & other award is the members' choice
- Must have met a minimum score on all areas of the State Officer Candidate Qualifying Process with an overall qualifying score of 80 or higher.
- Must furnish a copy of campaign speech, campaign logo/theme, diagram of campaign area/booth, description and/or picture of handout item, campaign flyer, and budget by stated deadline (Parliamentarian candidates are exempt).
- Must have held an elected FBLA state, district, or local office.

Candidates Who Wish to Be Considered for State President or National Officer Candidate:

- Must have a grade point average of at least 3.25 or equivalent (will be verified by transcript).
- Must have achieved a minimum overall qualifying score of 85 during the Candidate Qualifying Process.

National Officer Candidate Information

The newly-elected Missouri FBLA officers cannot seek any elected/appointed national office. Individuals interested in running for national office must also follow the same procedures as State Officer candidates and meet the qualifications for running for President. The candidate will be voted on just as all State Officer positions, and the winning candidate will receive the endorsement of Missouri. It is dependent on the State Adviser to sign off for their National Candidate submissions.

National Officer Candidate Expectations

- When elected they will provide updates from the national office to the state officer team during meetings determined by the State Officer Coach.
- Will be expected to exhibit the highest level of character possible at all times. This includes actions in school, outside of school as well as their presence online.
- Must follow all Missouri FBLA Code of Conduct and Code of Ethics.
- If appointed to run for national office all campaign materials and speech must be reviewed and approved by the State Adviser and/or State Officer Coach.
- Install newly-elected state officers during Awards of Excellence Ceremony at SLC.

Application Process

All candidates must submit an application to Missouri FBLA that includes all necessary materials. Applications must be received by the stated deadline. After review of the application, a score will be assigned. Candidates must meet a minimum score in order to be eligible to attend the Candidate Qualifier.

At the time of application, an officer must select the position they wish to apply for. Candidates may not apply for multiple positions, except in the instance a chapter has nominated the same student for an elected office and Parliamentarian.

High School State Officer Application Summary

Step 1	Fill out the application online. Applications are November 13, 2023 – February 16, 2024, at 5 PM
Step 2	Await to hear the acceptance for the State Officer Qualifier by February 21, 2024
Step 3	If accepted to the Candidate Qualifier, attend and participate on February 24, 2024
Step 4	Await to hear official approval to run for State Office by February 28, 2024
Step 5	Submit final campaign materials by March 8, 2024 at 5 PM
Step 6	Campaign at high school FBLA SLC April 14-16, 2024 in Springfield, MO

Candidate Qualifier

All applicants must complete the Candidate Qualifier before becoming official State Officer candidates. The Qualifier is held in February. All candidates must earn a minimum score of 80% to be named an official candidate. Candidates seeking State President or National Office must earn at least 85%.

Applicants will receive further details and instructions upon invitation to the Candidate Qualifier.

Campaign Speech

All candidate campaign speeches are limited to two (2) minutes for all candidates. The time limit will be monitored and strictly enforced.

Candidates are required to submit their speech to the State Adviser by **March 8, 2024**. While delivering their speech on stage, candidates may not deviate significantly from the previously-submitted speech. Deviation from the speech will result in disqualification.

The State Adviser reserves the right to disallow any portion of the candidate's platform which is not deemed appropriate. Candidates will be informed of any disallowed portions after review of the speech. During the campaign speeches, candidates must not promise, pledge, or promote activities, ideas, or other agendas without the approval of the State Adviser. Promoting any activities, ideas, or agenda that have not been approved may result in the candidate being disqualified. Candidates cannot pledge or promise a reduction in dues, registration fees, etc., as these are beyond the control of a State Officer.

Candidates are reminded that FBLA is a professional organization, and they are encouraged to develop their campaign speeches in accordance. Campaign speeches, and other presentations should be professional, business-like, and delivered in such a way that brings respect to the candidate, his/her school, advisers, and the state. Only the candidate is allowed to speak. No audio-visual equipment, skits, costumes, songs, etc. may be used during campaign speeches. Official dress is required. Campaign videos are no longer required. All officer candidates will be provided an opportunity to rehearse a couple lines of their speech prior to the opening session.

Campaigning

Campaigning will occur on the Monday of SLC at the Leadership Expo. Each candidate will be given a standard table and allocated a space, typically 8' by 8' in dimension. A maximum of \$500 may be spent on the campaign, including the printing of materials, promotional items, and campaign booth decorations. Donated and sponsored campaign materials must also be included in the total campaign budget. Only the candidate and four (4) additional assistants, plus one adviser/adult, may campaign at the booth during this session. No other individual may campaign in behalf of the candidate at any location outside of this set time.

The following rules and expectations must be met.

General Rules

- Campaigning is not allowed outside the Leadership Expo.
- References to alcohol, tobacco, sex (including innuendos), special populations, and violence are prohibited.
- No pictures or names of current State Officers may appear at the campaign booth or be used in your campaign message.
- Professional dress code is required for all officer candidates and their additional assistants.
- Must attend campaign booth setup time and if conflicts arise contact the State Officer Election Coordinator.

Campaign Booth

- Items may not be affixed to any of the facility walls or floors.
- Damage of any kind to the facility from the campaign booth will be billed to the candidate's chapter.
- Candidates and their workers may not play music with lyrics at their booths.
- Candidates may bring a small laptop or tablet to show their campaign video at their booth. Please note, though, that power will not be provided. The cost of the computer does not need to be factored into the cost of the booth. TVs or extended screens are not permitted.
- Live animals may not be a part of the campaign booth.
- Walking around the campaign area or standing in the aisle of the campaign hall to engage members or campaign is prohibited.
- Gymnastic type stunts/cheers with stunts are prohibited for reasons of safety and liability.

Promotional Items

- Only one promotional item may be purchased to be handed out.
- Any food or beverage must be factory pre-packaged and not homemade.
- A bag of candy or other items is not considered one item. Each item will be counted separately.
- Any tag affixed to the promotional item must be 2"x4" or smaller.
- Money or gift cards may not be used as a promotional item or contest prize.
- Business cards, 2"x4" or smaller will be allowed, but may only be printed with the candidate's name, slogan, office sought and picture.

Campaign Flyer

Candidates may submit a campaign flyer listing candidate qualifications, slogan, picture and platform. The flyer must be in PDF format and must be formatted so that when printed, it would not take up more than one side of one page on a standard 8 ½"x 11" piece of paper. The flyer will be made available online to all attendees. One flyer may be included in campaign booth design but cannot be distributed to members.

Social Media/Online Presence

In no case may an officer use social media or an online presence to campaign for State Office. No references to the candidate may be posted by members of the chapter, an adviser, or a family member. This includes posts related to the preparation of materials or encouraging attendees of the conference to visit the candidate.

If an officer candidate is found to have used social media, the State Adviser and State Chair have the ability to remove the candidate and/or ask for the posts to be removed.

Candidate Briefings

Each candidate, their adviser, and their campaign manager will be required to attend a meeting at the State Leadership Conference prior to the start of the conference (typically the morning on Sunday of SLC). This meeting must include the submission of a final copy of the speech, with notes of any changes made since the speech was turned in, and a sample of any materials being handed out at the campaign booth. Should any material be deemed against guidelines at this meeting, it will not be allowed to be distributed.

Elections

An Election Coordinator will oversee and conduct the entire election process at the State Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
- For statewide elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if there are more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the State Adviser seven (7) days after the election.
- All voting is conducted through a digital system. Devices and internet are required to vote.

Dates & Deadlines for High School State Officer Candidates

February 16, 2024:

- Application must be submitted using the online application form

February 21, 2024:

- Candidates will be informed if they have scored the minimum required to attend the Qualifier

February 24, 2024:

- State Officer Candidate Qualifier for applicants who meet minimum requirements; this event is required and must be completed in order to receive final approval

February 28, 2024:

- Applicants will be informed if they are approved candidates to run for state office

March 8, 2024:

- Final version of all campaign materials including speech, slogan, theme, flyer, promotional handouts, etc. must be received by the state office

April 14: State Leadership Conference – Day 1 (tentative)

- Candidate Briefings required with time TBA
- Opening General Session required (candidates introduced, speeches)

April 15: State Leadership Conference – Day 2 (tentative)

- Campaigning
- Voting Session

April 16: State Leadership Conference – Day 3 (tentative)

- Officer Announcement & Installation at Awards of Excellence
- Incoming State Officer Meeting

Incoming State Officer Meeting

There will be a meeting for newly-elected State Officers following the Awards of Excellence Ceremony. This meeting is **required** for newly-elected officers to be briefed on their upcoming schedule and provide them with the skills necessary to be leaders until the Executive Leadership Retreat in June.

High School District Officer Campaign Procedures

Candidate Eligibility

A chapter may nominate **only two candidates** for an elected district office. Chapters may have a parliamentary candidate as well as the two candidates for elected office.

It is the policy of Missouri FBLA that current Missouri FBLA State Officers may not endorse any candidate other than themselves running for any office, nor may you use any statement that could be inferred as an endorsement by a current Missouri FBLA State Officer.

To be eligible to run for district office, applicants must meet the following requirements:

Candidates for All District Offices, including Parliamentarian:

- Must be a current freshman, sophomore or junior who is currently listed in FBLA (high school) with **paid** membership.
- Must have be in good academic standing with their school
- Must have obtained the first level of the Business Achievement Awards – Future Level or Contributor Level

Candidates for District President

The candidate who runs for District President will serve a one-year term on the FBLA Executive Council. In addition, the District President is required to attend the Executive Leadership Retreat in early summer. This meeting is fully paid for by the State Office for the District President and their chaperone.

Application

All candidates must submit an application to Missouri FBLA, which includes a professional photograph, a signed letter of support from the local chapter adviser and a copy of the Business Achievement Awards certificate(s). Applications can be found on the Missouri FBLA website under Officer Candidate Resources. Applications will begin to be accepted **November 13, 2023**.

Campaigning & Speeches

Each District Adviser (DA) may determine the course of action for campaigning and speeches at the District Level. Please consult with your DA to determine what materials may need to be prepared.

Social Media/Online Presence

In no case may an officer use social media or an online presence to campaign for District Office. No references to the candidate may be posted by members of the chapter, an adviser, or a family member. This includes posts related to the preparation of materials or encouraging attendees of the conference to visit the candidate.

If an officer candidate is found to have used social media or an online presence, the District Adviser in discussion with the State Adviser or State Chair have the ability to remove the candidate and/or ask for the posts to be removed.

Elections

An Election Coordinator (most likely the DA) will oversee and conduct the entire election process at the District Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For district elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if there are more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the District Adviser seven (7) days after the election.
- In the event that a position is uncontested (or an entire slate of officers is uncontested), a vote to accept the officer(s) by acclamation is permitted.

High School District Officer Dates & Deadlines

January 19, 2024 at 5 PM:

- Application must be completed and submitted using the online application form

January 19 – February 17, 2024:

- Candidates will campaign, per DA guidelines, at their respective District Leadership Conference

Collegiate State Officer Campaign Procedures

Candidate Eligibility

To be eligible to run for state office, applicants must meet the following requirements.

Candidates for All State Offices, including Parliamentarian:

- Must be a current college freshman, sophomore or junior who is currently listed in a collegiate FBLA paid membership.
- Must have be in good academic standing with their school
- Must have achieved the Bronze Award in the Excellence Award through the National Program

A chapter may nominate two (2) candidates for an elected state office. A chapter may nominate two (2) candidates for an elected state office, as well as a Parliamentarian candidate, for a total of three (3) candidates for office.

No candidate for office may seek or receive the endorsement of a current State or National Officer.

Individuals interested in running for national office must also follow the same procedures as State Officer candidates. The candidate will be voted on just as all State Officer positions, and the winning candidate will receive the endorsement of Missouri and the signature of the State Adviser for their National Candidate submissions.

Per Foundation Board Bylaws, a candidate may not run for both State and National Office.

Application

All candidates must submit an application to Missouri FBLA, including:

- A short biography, including FBLA experience
- A high-quality professional headshot
- A signed letter of support from a local chapter adviser
- Transcript to support academic standing (can be unofficial transcript)

Applications must be received by the stated deadline. All applications are submitted digitally via a WuFoo form.

Campaigning

The campaigning process for a collegiate FBLA state officer is limited to only campaign speeches. No campaigning on social media or on site will be allowed in any other formats. Each candidate may speak for two (2) minutes at the Opening Session.

Social Media/Online Presence

In no case may an officer use social media or an online presence to campaign for State Office. No references to the candidate may be posted by members of the chapter, an adviser, or a family member. This includes posts related to the preparation of materials or encouraging attendees of the conference to visit the candidate.

If an officer candidate is found to have used social media, the State Adviser and State Chair have the ability to remove the candidate and/or ask for the posts to be removed.

Elections

The State Adviser and current State President (should they not be running again for office) will oversee and conduct the entire election process at the State Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For statewide elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the state adviser seven (7) days after the election.

Dates & Deadlines

March 6, 2024 at 5 PM:

- Application must be completed and submitted using the online application form

March 13, 2024:

- Candidates will be informed if they are approved for State Office

April 6, 2024: State Leadership Conference

- Candidate Speeches
- Voting
- Officer Announcement & Installation at Awards of Excellence

Middle School State Officer Campaign Procedures

Candidate Eligibility

To be eligible to run for state office, applicants must meet the following requirements.

Candidates for All State Offices, including Parliamentarian:

- Must be a current fifth, sixth or seventh grade student who is currently listed in Middle School FBLA paid membership
- Must have be in good academic standing with their school (verified through letter of support from principal)
- Must achieve the first level of the LEAD Awards

No candidate for office may seek or receive the endorsement of a current State or National Officer. A chapter may nominate two (2) candidates for an elected state office. A chapter may nominate two (2) candidates for an elected state office, as well as a Parliamentarian candidate, for a total of three (3) candidates for office.

Application

All candidates must submit an application to Missouri FBLA, including:

- A short biography, including FBLA experience
- A high-quality headshot of the member in professional attire
- A signed letter of support from a parent/guardian
- A signed letter of support from a local chapter adviser

Applications must be received by the stated deadline. All applications are submitted digitally via a WuFoo form.

Campaigning

The campaigning process for middle school includes a campaign speech and a campaign booth. Each candidate may speak for two (2) minutes at the Opening Session. During the middle school SLC, candidates may campaign using one (1) standard size tri-fold poster board that includes their platform and information about the candidate. Candidates are encouraged to arrive prior to registration opening to ensure set up time.

Elections

The State Adviser and current State President (should they not be running again for office) will oversee and conduct the entire election process at the State Leadership Conference.

- A majority vote is required for election. If no candidate receives a majority vote on the first ballot, there will be a runoff.
 - For statewide elections, a runoff will be held between the two candidates who received the highest number of votes on the first ballot if more than two candidates and a majority was not reached on the preliminary vote.
- Teller reports will be issued only upon written request to the state adviser seven (7) days after the election.

Dates & Deadlines

March 6, 2024 at 5 PM:

- Application must be completed and submitted using the online application form

March 13, 2024:

- Candidates will be informed if they are approved for State Office

March 27, 2024: State Leadership Conference

- Candidate Speeches
- Voting
- Officer Announcement & Installation at Awards of Excellence

District and State Officer Policies

Travel

Missouri FBLA high school and middle school State Officers are required to travel with an adviser, school approved chaperone, or legal guardian at all times for Missouri FBLA or National FBLA functions. While on site, the Officer Coach will serve as a chaperone, but the officer must be accompanied to the location by the aforementioned adult. At no point is the Missouri Department of Elementary and Secondary Education the sole chaperone of students.

Missouri FBLA Collegiate officers may travel on their own.

Missouri FBLA District Officers must travel to all functions with a school approved chaperone.

An additional \$1,000,000 insurance policy is taken out each year to ensure the safety of officers when they travel.

Social Media

Serving as a District or State Officer means that all activity, both in person and digital, becomes a representation of our organization. Both the State Adviser and Officer Coach must be added to social media for the student. Should any activity be deemed inappropriate, the officer and adviser will receive a communication on the post and the punishment (at the discretion of the State Adviser & State Chair). Behavior could include:

- **Negative political posts** – While we encourage officers to be involved in the political process, we as an organization and government operated entity do not want to engage in political commentary that could put the organization in a negative light. Supporting candidates, commenting on events, and liking party pages is acceptable, but sharing negative stories or rumors is not acceptable.
- **Explicit posts** – Posts shared that contain foul language, references to drugs or alcohol, or sexually explicit material will not be tolerated. Even liking or commenting on a post can bring it into the news feed of a befriended member.

Adviser of State Officer Responsibilities

Travel

Serving as the adviser to a high school or middle school State Officer includes traveling with the officer to events, such as school visits and conferences. Should the adviser not be available, it will be the responsibility of the adviser to find a replacement that is school approved.

An adviser (or school approved chaperone) must travel with the State Officer to all functions, including at nearby local chapters. The adviser will be required to be out for the following functions in addition to those locally:

- High School and Middle School
 - Executive Leadership Retreat (4 days; includes overnight)
 - Show Me Leadership Conference or Fall Leadership Conference (1 – 2 days; may include overnight)
- High School Only
 - National Leadership Conference (5 days; includes overnight)
 - National Fall Leadership Conference (2 days; includes overnight)
 - Legislative Day (1 day)
 - State Planning Meeting (2 days; includes overnight)
 - State Leadership Conference (4 days; includes overnight)
- Middle School Only
 - State Leadership Conference (2 days; includes overnight)

Financials

The adviser of a State Officer will require the completion of funding reimbursements, including fuel and conference registrations (as permitted by division and officer stipulations mentioned above). All reimbursements are submitted digitally and should be completed by the fifteen (15) days following the end of the month.

Advisers of State Officers receive minimal financial support, which includes housing at certain meetings, meals, and mileage. Advisers are responsible for their own meals and housing at National conferences.

Communications

The adviser will be cc'd on communications pertinent to the State Officers' success. The adviser should have regular, daily communication with the State Officer.

Conference Registration

The adviser is required to complete conference registration for themselves and the officers. Missouri FBLA will not register officers or advisers for any conference.

Adviser of District Officer Responsibilities

Travel

Serving as the adviser to a Missouri FBLA District Officer includes traveling with the officer to events, such as school visits and conferences. Should the adviser not be available, it will be the responsibility of the adviser to find a replacement that is school approved.

Financials

The adviser of a District Officer will require the completion of funding reimbursements, including fuel and conference registrations. Outside of the District President's attendance at the Executive Leadership Retreat, all funding requests must be made through and approved by the District Adviser. All reimbursements are submitted digitally and should be completed by the fifteen (15) days following the end of the month.

Communications

The adviser will be cc'd on communications pertinent to the District Officers' success. The adviser should have regular, daily communication with the District Officer.

Conference Registration

The adviser is required to complete conference registration for themselves and the District Officer.

Communications

Phone

Communications via phone are important for officers, including phone calls and text messages. Officers must have access to a phone for communications both in school during business hours and in the evenings. Many schools have policies regarding cell phone usage, so working with administration to allow the officer to at least check their phone at lunch or during one course is important. Missouri FBLA will do their best to avoid disrupting the school atmosphere, but certain communications can only occur during business hours.

Email

Missouri FBLA provides each officer (State Officers and District Presidents) with an email address through Google Apps for Education. Officers will need access to this email at all times, as it is the primary form of communication. Installing the email access on one's phone is important to ensure the checking of email periodically throughout the day.

Social Media

Officers will have access to Missouri FBLA State and/or District social media, including Facebook, Twitter, Instagram, and Snapchat. Each officer will be required to provide input and work on the social media channels.

2024-25 Schedule at a Glance

District and State Officers for Missouri FBLA are required to attend many events throughout the year, and these events often include overnight travel. When planning to run for office, applicants and advisers must **commit** to the following timeline. These dates are a glance of when events will be held. **Further details and dates will be provided upon installation of office.** Benefits of being a District and State Officer are contingent of these activities.

Conference	Required For	Date	Location
MOSAIC	State: HS, MS, C District: HS	June 2 – 5, 2024 (State) June 3 – 4, 2024 (District)	Branson, MO
NLC Bootcamp	State: HS, MS, C	Early June 2024	Jefferson City, MO
National Leadership Conference (NLC)	State: C	June 24-27, 2024	Orlando, FL
National Leadership Conference (NLC)	State: HS	June 29 – July 2, 2024	Orlando, FL
Show-Me Leadership Conference/Fall Leadership Conference	State: HS, MS, C	October 2024	TBD
National Fall Leadership Conference (NFLC)	State: HS	November 2024	TBD
State Planning Meeting	State: C	Winter 2025	Jefferson City, MO
District Leadership Conference (DLC)	State: HS District: HS	February 2025	Various Locations
CTSO Legislative Day	State: HS	February 2025	Jefferson City, MO
State Planning Meeting	State: HS	February 2025	Jefferson City, MO
State Officer Candidate Qualifier	State: HS	February 2025	Jefferson City, MO
State Leadership Conference	State: MS, HS	March 2025	TBD
State Leadership Conference	State: HS	April 13-15, 2025	Springfield, MO
State Leadership Conference	State: C	April 2025	TBD

Applications

All officer applications are accessible via the Missouri FBLA website located [here](#). Applications will be available beginning **November 13, 2023**.

Questions

For questions regarding the application, duties, or responsibilities of a Missouri FBLA State Officer, please contact State Adviser Dylan Kennedy at dylan@missourifbla.org or State Officer Coach Cara Gooch at officercoach@missourifbla.org