

Chapter Handbook

www.bpa.org

700 Morse Road, Suite 201

Columbus, OH 43214



TABLE OF CONTENTS

WELCOME TO BPA.....	3
THE BASICS TO BPA.....	4
BPA CONNECTS	8
BPA PROGRAMS	9
BPA ORGANIZATIONAL STRUCTURE.....	13
UNDERSTANDING YOUR ADVISOR ROLE	16
GENERAL DUTIES	17
ADVISOR RESOURCES	18
MEMBERSHIP RECRUITMENT AND ENGAGEMENT	19
MEMBERSHIP RECRUITMENT OVERVIEW	20
SAMPLE RECRUITMENT ACTIVITIES	20
10-10-10 MEMBERSHIP CHALLENGE	22
COMPETITIONS	23
COMPETITIONS OVERVIEW	24
COCURRICULAR.....	26
PREPARATION AND RESOURCES	27
FUNDRAISING AND COMMUNITY ENGAGEMENT	29
FUNDRAISING OVERVIEW	30
SAMPLE FUNDRAISING ACTIVITIES	31
SAMPLE COMMUNITY ENGAGEMENT ACTIVITIES	32
UNDERSTANDING STUDENT OFFICER ROLES	33
OFFICER DUTIES.....	34
OFFICER ROLES.....	35
BPA EVENTS.....	37
SUPPLEMENTAL DOCUMENTS.....	38
SAMPLE LOCAL CHAPTER CALENDAR	39
SAMPLE MEETING AGENDA.....	40
SAMPLE CHAPTER BYLAWS	41
SAMPLE TEMPLATE PROGRAM OF WORK	44
FREQUENTLY ASKED QUESTIONS	48

Welcome to BPA

Chapter 1



THE BASICS TO BPA

INTRODUCTION

Business Professionals of America (BPA) is the nation's leading Career and Technical Student Organization (CTSO) for students pursuing careers in business management, information technology, finance, accounting, office administration, and other business-related career fields.

As a cocurricular organization, BPA aims to increase student participation in professional, civic, service, and social endeavors. Members participate in these activities to enhance key skills in the areas of self-improvement, leadership development, professionalism, community service, career development, public relations, cooperation, safety, and health.

BPA currently has over 50,000 members across more than 1,800 local chapters throughout the United States and Puerto Rico, as well as international presence in Canada, China, Haiti, and South Korea. BPA supports business and information technology educators by offering cocurricular exercises that are aligned with nationally recognized industry standards.

MEANING OF THE ORGANIZATION'S NAME

Business: The field for which we prepare our students; emphasizes that we educate our members to work efficiently, not only in an office setting, but also in a wide variety of business situations.

Professionals: Our students indicate they join Business Professionals of America to take advantage of a wide variety of professional development opportunities.

of America: Symbolizes pride in our country and its free enterprise business system.

BPA BRAND

Proper Usage of the Acronym (BPA)

The acronym "BPA" is acceptable in casual conversation and personal correspondence to identify the organization. The acronym "BPA" may be used in text once the complete name has been used.

National BPA Tagline

The purpose of the organization's tagline is to serve as a linking device between our organization and our name. The official tagline is ***Giving Purpose to Potential***. To ensure there is a clear communication of Business Professionals of America, the tagline may be used with the logo for printed pieces. However, this is not a requirement for use of the logo.

Our Mission

To develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth, and service.

Our Vision

To be an innovator in Career and Technical Education by providing our members with opportunities for growth through education, competition, community service, and personal development.

Official BPA Colors

- **Navy Blue:** Signifies the success achieved through leadership and professionalism
- **Red:** Symbolizes the friendship obtained through the teamwork of our organization
- **Tan:** Represents the bountiful fields of opportunity in America

Official BPA Uniform

- The official BPA blazer is navy blue with the logo located on the left side.
- The name tag is to be worn on the right side of the jacket.
- The highest Torch Award pin earned is to be worn on the right lapel.
- The National Merit pin is placed on the right lapel.
- The officer pin is placed on the right lapel above the name tag.

BPA Brand/Logo

The organization's logo and tagline for national, state, and chapter branding have gone through the official process of becoming registered as legally protected trademarks through the U.S. Patent and Trademark Office.



Brand Guide

An official BPA brand guide has been developed, and all state associations, chapters, and members must comply with these standards. This brand guide can be found online at <https://bpa.org/about-us/media-center/brand-guidelines/>. This guide provides the foundation for consistent application of the BPA brand across all media.

The National Center recognizes many state associations, chapters, and members use the BPA logo. It is our intention to ensure that the use is consistent and cohesive. The brand guidelines include more than just a color palette and versions of our logo; it contains specific guidance, standards, and uses for the brand and logo elements.

With brand guidelines in place, BPA can ensure our brand's elements are always used effectively and professionally. We can build a strong and recognizable brand when everyone uses the components consistently and correctly. The intent of the brand guide is not to limit creativity, but to put policies in place to keep our brand identity consistent and recognizable.

The brand guide will be reviewed annually to ensure continuous evolution and compliance of the brand identity of the organization. It is strongly recommended that an updated brand guide is downloaded from the bpa.org website annually to ensure the most up-to-date guide is being referenced.

MEMBERSHIP DIVISIONS

BPA is organized with multiple membership divisions to help members learn, apply, and network with fellow professionals from middle school and beyond! Members may join as middle level members (be in middle school), participate in the secondary division while in high school, or even while enrolled in college as a postsecondary division member! All BPA chapters require a minimum of three student members. After graduation, members can continue involvement in the alumni division so they can continue networking and supporting members across all of BPA.

MIDDLE LEVEL DIVISION

Our Middle Level Division is comprised of two sections:

- **Regular Membership:** For middle school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical and career, or related education programs.
- **Virtual Membership:** Non-affiliated students who do not have access to a chartered chapter, albeit active or inactive, and belong to a middle level program or any other recognized education program at the middle level, that currently holds interest and is enrolled, or previously enrolled, in a business, information technology, and/or office occupation related education field.

SECONDARY DIVISION

Our Secondary Division is comprised of three sections:

- **Regular Membership:** For high school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical and career or related education programs.
- **Associate Membership:** For high school students enrolled or formerly enrolled in initial, refresher, or upgrading business, career technical, and career or related education programs for special populations.
- **Virtual Membership:** Non-affiliated students who do not have access to a chartered chapter, albeit active or inactive, and belong to a secondary program or any other recognized education program at the secondary level, that currently holds interest and is enrolled, or previously enrolled, in a business, information technology, and/or office occupation related education field.

POSTSECONDARY DIVISION

Our Postsecondary Division is comprised of two sections:

- **Regular Membership:** Students enrolled in a certificate or associate, undergraduate, or graduate degree in a business-related program of study or course from an institution accredited by the appropriate state agency.
- **Virtual Membership:** Students enrolled in a certificate or associate, undergraduate, or graduate degree in a business-related program of study or course from a non-affiliated institution accredited by the appropriate state agency.

ALUMNI DIVISION

The Alumni Division is open to any former active member from the middle level, secondary, or postsecondary division. The BPA Alumni Division was established to provide a means for former students and advisors to maintain their involvement with BPA through continued service and support as well as provide networking opportunities with other like-minded professionals.

PROFESSIONAL MEMBERSHIP

A professional member may be any person associated with BPA. Such members may include teachers, teacher-coordinators, teacher-educators and supervisors, employers and/or training station sponsors of business education, friends of Business Professionals of America, corporate sponsors, and others appointed by the governing educational body willing to contribute to Business Professionals of America's growth and development. Professional members are stand-alone members, not serving as part of a chartered division.

TYPES OF CHAPTERS

BPA is organized into three types of chapters to accommodate in-person and virtual learning environments.

CHAPTERS (IN CHARTERED STATE ASSOCIATIONS)

State association chapters are located at a school or education institution in a state that holds a BPA charter. Members have access to all BPA programs, state association events, and national events.

CHAPTERS (INDEPENDENT)

Independent chapters are located at a school or education institution in a state, territory, or country that does not hold a BPA charter. Members have access to all BPA programs and national events.

CHAPTERS (VIRTUAL)

Virtual chapters have no physical location, and members may be in a state that does or does not hold a BPA charter. Members have access to all BPA programs and national events, and in some cases have access to state association events. The National Virtual Chapter offers any student who does not have access to a local chapter or virtual chapter within a state-chartered association, or resides in a non-chartered state, the opportunity to apply for membership. For those students who reside in a state-chartered association, approval must be granted by the respective state advisor. To see eligibility requirements and apply, visit <https://register.bpa.org>.

BPA CONNECTS

Through social media, online, and through a newsletter, Business Professionals America seeks to communicate and support members with all the information they need to get the most of their experience!

SOCIAL MEDIA PLATFORMS

Follow BPA's official social media accounts so that you always stay in the loop! Officers should always pay close attention to anything being shared on social media so that they can reshare and disseminate the information with their members.

Facebook: Business Professionals of America, <https://www.facebook.com/bpaconnect>

Instagram: @BPACONnect, <https://www.instagram.com/bpaconnect/>

LinkedIn: Business Professionals of America, <https://www.linkedin.com/company/bpaconnect>

Threads: @BPACONnect, <https://www.threads.net/bpaconnect>

Twitter: @BPACONnect, <https://twitter.com/bpaconnect>

YouTube: Business Professionals of America, <https://www.youtube.com/BPAconnect>

There are also accounts run by the Executive Council. Hear from the officers throughout the year about events, initiatives, and other opportunities.

Instagram: @officers_BPA, https://www.instagram.com/officers_bpa/

Threads: @officers_BPA, https://www.threads.net/officers_bpa/

Twitter: @officers_BPA, https://www.twitter.com/officers_bpa/

TikTok: @BPACONnect, <https://www.tiktok.com/@bpaconnect>

BPA WEBSITE

www.bpa.org is the primary domain for the organization.

BPA MEMBER GATEWAY

By logging in to the BPA Member Gateway through the BPA website (members.bpa.org), you gain member-only access to information regarding all BPA programs, competition resources, scholarship opportunities, and more! Be sure to share login credentials with your student members.

THE SOURCE

Twice each month, a newsletter called The Source is compiled and distributed via email to members, advisors, and friends of BPA, sharing information about all things BPA. Officers should always subscribe to The Source so they can learn about opportunities they can promote to their members.

SUBSCRIBE TO THE SOURCE:
bpa.org/thesource

BPA PROGRAMS

BPA WEEK

Business Professionals of America Week takes place the **second full week in February** and coincides with Career and Technical Education Month. BPA Week is a great opportunity to promote your chapter, advocate for BPA, and take pride in your local chapter. Many chapters hold dinners, invite legislators to their school, conduct local media interviews, and highlight chapter activities and/or members.

TORCH AWARDS PROGRAM

The Business Professionals of America Torch Awards Program is designed to promote professionalism and leadership in both career development and personal growth.

Members can complete activities in seven Torch categories:

1. Leadership
2. Service
3. Cooperation
4. Knowledge
5. Friendship
6. Love, Hope, and Faith
7. Citizenship

Each activity is worth 5, 10, 15, or 20 points. When students achieve the required number of points for a category, their advisor or local reviewer can submit the online Torch resumé for review and recognition. Members can earn four levels of recognition.

1. **Executive Torch Award:** Given at the chapter level, the Executive Torch Award requires 10 points in each Torch category. An executive is defined as “a person having administrative or managerial authority in an organization.”
2. **Diplomat Torch Award:** Depending on your state, this award might be awarded at the local, regional, or state level. The Diplomat Torch Award requires 30 points in each Torch category. A diplomat is defined as “one skilled with tact in dealing with people.”
3. **Statesman Torch Award:** Given at the state level, the Statesman Torch Award requires 50 points in each Torch category. A statesman is defined as “one who is a leader in the promotion of the public good and in national affairs.”
4. **Ambassador Torch Award:** Given at the national level, the Ambassador Torch Award requires 70 points in each Torch Category. An ambassador is defined as “a diplomatic official of the highest rank appointed and accredited as a representative of the organization.”

To learn even more about the Torch Awards Program, visit <https://bpa.org/torch-awards/>.



BPA MERIT SCHOLAR AWARD

This prestigious award is designed to test the BPA knowledge of our members in the areas of BPA history, tradition, specific programs such as Torch Awards and BPA Cares, organizational structure, and more. Any member in good standing, including advisors, attending the National Leadership Conference (NLC) can earn the BPA Merit Scholar Award by achieving a minimum score of 90% on an objective test (true/false and multiple-choice questions). Those members earning this award will be recognized during the awards session at NLC and receive the official BPA Merit Scholar pin. Start preparing today! A study guide for the Merit Scholar Award can be found in the resource section on the Member Gateway.

BPA CARES PROGRAM

BPA Cares encourages chapters and members to engage in worthwhile projects that support the betterment of their community and provides opportunities to receive recognition from the national organization. *Many of the awards require the entire chapter membership to participate to receive recognition.* A chapter aligned with the goals and mission of BPA also has a core value of service. BPA recommends chapters become involved in one or more of the BPA Cares programs.

- **Service-Learning Awards**
 - Community Service Award
 - Environmental Action/Awareness Award
 - Safety Awareness Award
 - Service-Learning Individual Award
 - Special Olympics Award
- **Special Recognition Awards**
 - BPA Marketing and Communications
 - BPA Merit Scholar Award
 - Chapter Activities Award of Excellence
- Recruiter of the Year Award
- Membership Explosion Award
- The Professional Cup
- **Professional Awards**
 - Advisor of the Year Award
 - Emerging Advisor of the Year Award
 - Emerging Professional of the Year Award
 - Student of the Year Award
 - Hall of Fame Award
 - Outstanding Service Award

All qualified BPA Cares participants receive a certificate of participation at the National Leadership Conference, and the top chapters for each award receive a plaque. To learn more about our BPA Cares program, visit <https://bpa.org/students/bpa-cares/>.

STUDENT CERTIFICATION SERIES

We offer an enhanced certification series for all our students to make sure they get the most out of their experience with Business Professionals of America. We understand participating in a CTSO like BPA can raise questions. Where do you start? Who do you go to? How can you take advantage of all the opportunities available? That's why we put together a unique student certification series to provide our student members with information and resources to be successful. To learn more, visit <https://bpa.org/students/student-certifications/>.

ADVISOR CERTIFICATION SERIES

BPA advisors can gain knowledge and expertise by participating in and completing professional development and certification programs offered by the national organization and outside partners. Our advisor professional development and certification programs are designed to orient local chapter advisors to BPA and prepare them for success in the classroom through online training, peer-to-peer engagement, and national program resources. Advisors will also receive continued support throughout the year by participating in our BPA webinar series. To learn more, visit <https://bpa.org/educators/advisor-certifications/>.

PARTNER CONTESTS

Business Professionals of America is proud to partner with organizations, state associations, and businesses to enhance the competitive offerings available to members leading up to and including the National Leadership Conference. We encourage all members to strive for excellence through our partner programs. To learn more about partner contests, visit <https://bpa.org/students/partner-contests/>.

REGIONAL AND STATE OFFICER POSITIONS

Regional and state officers are heavily involved in planning state association events like the State Leadership Conference. They represent BPA on behalf of their school or state association in their school and community. Contact your state advisor for more information about running for regional or state officer.

NATIONAL OFFICER POSITIONS (EXECUTIVE COUNCIL)

Members of the Executive Council experience a year of leadership at the national level and opportunity unparalleled in other student organizations. They communicate throughout the year to BPA membership, attend state conferences as guests, exhibit for BPA at a variety of national conferences, help plan the National Leadership Conference, and emcee and present at the National Leadership Conference. Finally, the secondary and postsecondary presidents hold voting seats on BPA's Board of Trustees, an opportunity unique to BPA. To learn more, visit <https://bpa.org/students/run-for-national-office/>.

QUALITY CHAPTER DISTINCTION

Quality Chapter Distinction (QCD) is a special award given to fully involved and active BPA chapters. Advisors of QCD chapters receive a certificate and a ribbon to attach to their name badge at the National Leadership Conference. For the Quality Chapter Distinction application and additional information, visit <https://bpa.org/students/scholarships-and-awards/quality-chapter-distinction/>.

SCHOLARSHIPS AND AWARDS

Each year at the National Leadership Conference, BPA awards a variety of scholarships to secondary and postsecondary members. The application is published near the beginning of each calendar year, and the application deadline is the second Friday of March each year. Scholarships are available for Business Professionals of America members only. To learn more and apply for available scholarships, visit <https://bpa.org/students/scholarships-and-awards/>.

SPECIAL OLYMPICS

Special Olympics is the official national service organization for members participating in Business Professionals of America. Special Olympics is a global nonprofit organization targeting the nearly 200 million people around the world who have disabilities. With a presence in nearly 200 countries worldwide and seven world-regional offices, the Special Olympics are constantly expanding.

We encourage your chapter to get involved in the Special Olympics. Document your Special Olympics service or fundraising and your efforts can be recognized with BPA's Special Olympics BPA Cares Award. To learn more, visit <https://bpa.org/students/bpa-cares/special-olympics-award/>.

WEBINAR SERIES

BPA offers a wide range of webinars throughout the membership year designed to educate, train, and inform our members. We highly encourage you to participate in these webinars to learn more about our organization and enhance your overall BPA experience. To access upcoming webinars or to view archived webinars, visit <https://bpa.org/events/webinars/>.

BPA ORGANIZATIONAL STRUCTURE

Your chapter is part of a network of chartered associations that focuses on developing business professionals. Whether at the chapter, state, or national level, there are many dedicated professionals and students working together to provide greater opportunities for members.



NATIONAL BPA BOARD OF TRUSTEES

The Business Professionals of America Board of Trustees is a talented group of educators, organization and community leaders, and industry professionals dedicated to the mission and vision of our organization. The Board of Trustees is composed of 13 voting members and two non-voting ex-officio members. This group meets regularly throughout the membership year and manages all affairs of Business Professionals of America. To learn more about our current Board of Trustees, visit: <https://bpa.org/about-us/our-people/board-of-trustees/>.

STATE ASSOCIATION ADVISORY COUNCIL (SAAC)

The State Association Advisory Council (SAAC) serves as a liaison between state associations, Board of Trustees, and national staff of Business Professionals of America. This group promotes the mission, vision, and goals of the national organization and provides input to the BPA Board of Trustees and national staff regarding national programs and activities affecting state associations.

SAAC collaborates with BPA's Classroom Education Advisory Council (CEAC) as well as other support groups and special committees to improve programs. In addition, members of the council support and facilitate the implementation of programs, policies and activities as established by the Board of Trustees of Business Professionals of America. To learn more about our current State Association Advisory Council, please visit: <https://bpa.org/about-us/our-people/state-association-advisory-council/>.

CLASSROOM EDUCATORS ADVISORY COUNCIL (CEAC)

The Classroom Educators Advisory Council (CEAC) serves as a liaison between Business Professionals of America chapter advisors and its Board of Trustees. Its purpose is to promote the objectives of the Business Professionals of America programs, establish and monitor effective Workplace Skills Assessment Program competitive events, serve as a clearinghouse for suggested improvements and changes pertaining to competitive events and ensure that their state association is informed of currently adopted Workplace Skills Assessment Program guidelines.

CEAC is responsible for updating and revising the competitive events guidelines, style and reference manual, and the human resources manual of the WSAP. Additionally, CEAC is responsible for performing reviews and audits of individual competitive events, developing and updating the guidelines for authors, auditors, administrators, proctors, and judges, researching emerging business practices, and recommending additions and deletions to the Workplace Skills Assessment Program, including alignment with national standards, industry certifications, and workplace validation. To learn more about our current Classroom Educators Advisory Council, please visit <https://bpa.org/about-us/our-people/classroom-educators-advisory-council/>.

NATIONAL BUSINESS ADVISORY COUNCIL (NBAC)

The National Business Advisory Council (NBAC) was established to provide a liaison between business and industry and BPA's Board of Trustees. The purpose of the council is to offer insight and guidance on the future of business and industry to assist with the development of programs that offer real-world experience for BPA students.

The membership of NBAC consists of representatives from various segments of the business community. It is important to the organization's Board of Trustees that the strength, knowledge, and expertise of this group are utilized to help with the advancement of BPA's student members, and that the make-up of the council offers a variety of experiences and opinions from different sectors of business and industry to better serve the organization and its members.

All members of the council are approved by the Board of Trustees based upon recommendations from the council's chair and other members serving on the National Business Advisory Council. To learn more about our current National Business Advisory Council, visit: <https://bpa.org/about-us/our-people/national-business-advisory-council/>.

EXECUTIVE COUNCIL

Members of the Executive Council, BPA's student leadership team, represent the student members from across the country. The officers serve a one-year term and are elected annually during the National Leadership Conference.

The officers represent BPA at various conferences and meetings throughout the nation during their term of office. In addition, they may make recommendations to the Board of Trustees as well as to the members of their respective divisions. They also oversee all meetings at the National Leadership Conference.

The secondary division Executive Council is composed of up to six officers, and the postsecondary division Executive Council is composed of up to four officers. To learn more, please visit <https://bpa.org/about-us/our-people/national-officers/>.

NATIONAL STAFF

The national staff comprises a diverse group of professionals with a wide range of expertise in nonprofit and association management, member services management, program development and evaluation, partnership development, financial management, communications strategies, event management, organizational expansion strategy, technology advancement, leadership development, education, and more. Together, the national staff aims to provide responsive programs and services of the highest quality to the internal and external partners of Business Professionals of America. To learn more about national staff, including individual roles and responsibilities, please visit <https://bpa.org/staff/>.

Understanding Your Advisor Role

Chapter 2



GENERAL DUTIES

"A GOOD LEADER INSPIRES PEOPLE TO HAVE CONFIDENCE IN THE LEADER; A GREAT LEADER INSPIRES PEOPLE TO HAVE CONFIDENCE IN THEMSELVES."
- ELEANOR ROOSEVELT

A Business Professionals of America (BPA) chapter advisor plays a crucial role in guiding and supporting students in their pursuit of personal and professional development within the organization. The general duties of a BPA chapter advisor include:

- **Guidance and Mentorship:** Provide guidance, mentorship, and support to BPA student members, helping them navigate their involvement in the organization and develop essential skills.
- **Chapter Management:** Oversee the day-to-day operations of the BPA chapter, including organizing meetings, events, and activities that align with the organization's goals and objectives.
- **Student Development:** Help students set goals, both individual and group-based, and provide them with resources to achieve those goals, whether they are related to competitions, leadership positions, or personal growth.
- **Educational Support:** Assist students in understanding the educational aspects of BPA, including competition rules, event preparation, and industry-related knowledge.
- **Event Coordination:** Coordinate participation in regional, state, and national BPA events, competitions, conferences, and workshops, ensuring that students are well-prepared and equipped for success.
- **Professionalism:** Foster a culture of professionalism, integrity, and ethical behavior among student members by setting an example and providing guidance on appropriate conduct.
- **Skill Development:** Help students develop a wide range of skills, including leadership, teamwork, communication, critical thinking, and problem-solving, which are essential for success both within BPA and in their future careers.
- **Networking:** Encourage students to build professional networks by connecting with peers, educators, and industry professionals through BPA events and activities.
- **Resource Management:** Manage chapter resources, including budgets, fundraising efforts, and procurement of materials needed for events and competitions.
- **Parent and School Communication:** Maintain open communication with parents, school administration, and other stakeholders to keep them informed about chapter activities and student achievements.
- **Personal Growth:** Encourage students to step out of their comfort zones and take on leadership roles within the chapter, fostering their personal growth and confidence.
- **Motivation:** Provide motivation, inspiration, and encouragement to students, especially during challenging times such as competition preparation or setbacks.
- **Conflict Resolution:** Mediate conflicts and address any issues that may arise within the chapter, promoting a harmonious and cooperative environment.
- **Record Keeping:** Maintain accurate records of chapter activities, membership, and achievements, which may be required for reporting to the school administration or BPA headquarters.
- **Professional Development:** Stay up to date with BPA policies, updates, and industry trends by participating in advisor training and professional development opportunities.
- **Advocacy:** Advocate for the importance of BPA within the school and community, highlighting the value it brings to student development and the enhancement of career-related skills.

ADVISOR RESOURCES

The BPA Member Gateway (members.bpa.org) holds essential resources for management of all aspects of your local BPA chapter. Example of resources in the BPA Member Gateway include the:

- Workplace Skills Assessment Program (WSAP) competition guidelines, manuals, and style guides to prepare students for regional, state, and national competitions
- Flyers and handouts for advocating for BPA in your local community, district, or state
- BPA logo files (.eps and .png formats) designed according to the BPA brand guidelines
- BPA overview presentations
- Flyers and handouts highlighting the WSAP competitions
- BPA Membership Program Guide
- Membership yearly theme artwork and poster
- BPA overview video
- Annual calendar of national BPA events
- Canva templates for easy customization
- Sample social media post templates
- Handbooks for the BPA Cares and Torch Awards programs and ceremonies
- Help Center - a series of video tutorials on using the membership registration system

Membership Recruitment and Engagement

Chapter 3



MEMBERSHIP RECRUITMENT OVERVIEW

"THE STRENGTH OF THE TEAM IS EACH INDIVIDUAL MEMBER. THE STRENGTH OF EACH MEMBER IS THE STRENGTH OF THE TEAM"

- PHIL JACKSON

All BPA members play a pivotal role within the BPA community, serving as essential catalysts for both recruitment and member engagement. As representatives of the organization's values and mission, BPA stakeholders hold the power to attract new members by embodying the spirit of professional growth, skill development, and networking that BPA offers. Through their active participation and visible enthusiasm, these ambassadors create a compelling narrative that resonates with potential recruits, showcasing the myriad benefits of BPA membership. Moreover, BPA stakeholders foster member engagement by fostering a sense of belonging and camaraderie, offering peer mentorship, and promoting various events and opportunities. Their genuine dedication and authentic advocacy amplify BPA's impact, ultimately shaping a dynamic and vibrant community of emerging business professionals.

SAMPLE RECRUITMENT ACTIVITIES

Example activities for member recruitment include:

- **Campus Presentations:** BPA brand ambassadors visit local schools and colleges to deliver informative presentations about the benefits of joining BPA, sparking interest among students.
- **Online Webinars:** Hosting webinars showcasing success stories and the advantages of BPA membership attracts a global audience and encourages participation.
- **Social Media Campaigns:** Engaging posts featuring testimonials, event highlights, and member achievements create a buzz, enticing potential members to become a part of BPA.
- **Networking Events:** Organizing networking sessions where prospective members can interact with current members fosters connections and demonstrates the value of joining BPA.
- **Career Fairs:** Setting up BPA booths at career fairs provides opportunities for face-to-face conversations, allowing ambassadors to share firsthand experiences with interested individuals.
- **Collaborative Projects:** Initiating collaborative projects with local schools or organizations exposes potential members to BPA's collaborative and skill-building environment.
- **Alumni Involvement:** Alumni brand ambassadors returning to share how BPA impacted their careers and personal growth inspire new members to join and invest in their futures.
- **Community Workshops:** Offering free workshops on professional development topics showcases BPA's commitment to skill enhancement, attracting those who seek continuous learning.

- **Incentive Programs:** Introducing referral programs or incentives for current members to bring in new recruits can motivate members to actively promote BPA membership.
- **Educational Partnerships:** Forming partnerships with educational institutions allows brand ambassadors to engage with students directly, creating a direct pipeline for new members to join BPA.

BPA MEMBER ENGAGEMENT

Example activities for member engagement include:

- **Mentorship Programs:** Pairing experienced members with newcomers for mentorship opportunities enhances engagement by providing guidance and support.
- **Monthly Challenges:** Introducing monthly skill-building challenges keeps members engaged, encouraging them to develop and showcase their abilities.
- **Leadership Opportunities:** Providing avenues for members to take on leadership roles within BPA enhances their sense of ownership and investment in the organization.
- **Guest Speaker Series:** Organizing talks by industry experts or successful professionals exposes members to valuable insights and fosters a culture of continuous learning.
- **Networking Mixers:** Regular networking events create platforms for members to connect, share experiences, and forge valuable relationships within the BPA community.
- **Online Discussion Forums:** Setting up online forums allows members to engage in discussions, share ideas, and seek advice from peers, fostering a sense of community.
- **Recognition Programs:** Recognizing member achievements through awards, certificates, or features on BPA platforms boosts engagement and motivates members to excel.
- **Collaborative Projects:** Involving members in collaborative projects or competitions promotes teamwork and showcases the diverse talents within the BPA community.
- **Professional Development Workshops:** Hosting workshops on relevant topics like resume-building, interview skills, and industry trends empowers members to advance professionally.
- **Community Service Initiatives:** Organizing community service activities aligns with BPA's values while providing members with opportunities to give back and bond through meaningful experiences.

10-10-10 MEMBERSHIP CHALLENGE

Chapters are invited to complete the 10-10-10 Membership Challenge and earn rewards for completing one, two, or three of the challenges by the December 1 deadline.

- **Challenge 1:** Recruit at least 10 more chapter members than the chapter's 2023-24 total.
- **Challenge 2:** Recruit at least 10 alumni members (former student members who graduated from BPA chapters). Alumni dues are \$20 per year.
- **Challenge 3:** Recruit at least 10 professional members (individuals who want to support the work of BPA). Professional dues are \$25 per year.

Learn about the challenge: <https://members.bpa.org/membership-challenge/>

Effective 2024-25	Level (Categories Required)		
Incentive	Premier Level (Any 1 of the 10's)	Elite Level (Any 2 of the 10's)	Champion Level (All 3 of the 10's)
Digital Certificate for the Chapter	X	X	X
\$25 Gift Certificate to the BPA Shop	X		
\$50 Gift Certificate to the BPA Shop		X	X
One Free NLC Registration (advisor or student)		X	X
Team BPA Chapter Kit with Special Promotional Items (e.g., t-shirt, classroom pennant, mug, etc.)		X	X
Special Recognition at NLC			X

Competitions

Chapter 4



COMPETITIONS OVERVIEW

"COMPETITION IS THE BEST FORM OF MOTIVATION." – CORDAE

WORKPLACE SKILLS ASSESSMENT PROGRAM

The Workplace Skills Assessment Program (WSAP), BPA's competitive events program, provides all student members with the opportunity to demonstrate workplace skills learned through business education courses. Students prepare for and compete in contests in more than 100 competitions, across six different assessment areas.

- Business Administration
- Digital Communication and Design
- Finance
- Health Administration
- Management Information Systems
- Management, Marketing, and Communication

Through our WSAP program, students will have the opportunity to:

- demonstrate state and national educational standards.
- demonstrate mastery of occupational competencies.
- broaden knowledge, skills, and attitudes.
- expand leadership and human relation skills.
- showcase their competitive spirit.
- earn industry recognized certifications.
- receive awards and recognition.

Each BPA division (middle level, secondary, and postsecondary) has its own set of events, and members only compete against other members in their respective division. A complete list of events with descriptions is available at <https://bpa.org/students/compete/competitive-event-listing/>.

The WSAP Guidelines are a comprehensive set of instructions, descriptions, and details to help prepare students for the competitions. The guidelines are an essential tool for participating in a WSAP event. The WSAP download center can be accessed by BPA advisors and student members using their login credentials at <https://members.bpa.org/download-center/>.

Competition formats are offered to individuals and teams and include objective tests, on-site scenarios, computerized applications, and judged presentations. Each event helps prepare students to be part of a workforce of global professionals. Students may only participate in a specific number of competitive events at regional, state, and national levels, excluding open events, which are open in an unlimited number of participants and to any National Leadership Conference qualifier.

WSAP competitions may be offered at the regional, state, and national level, which is entirely dependent on what your specific state offers. Qualifiers may advance from a Regional Leadership Conference to a State Leadership Conference, and finally to the National Leadership Conference. Please see your state advisor regarding advancement policies in your specific state. Independent chapters will advance directly to the National Leadership Conference based on approval from the National Center.

At the National Leadership Conference, recognition for competitive event results in all divisions will be as follows:

- Non-judged Events: top ten winners
- Judged Events: all finalists recognized
- Open Events: top ten winners plus any ties

To learn more about our WSAP program, visit <https://bpa.org/students/compete/>.

VIRTUAL COMPETITIVE EVENTS

Virtual competitive events are available at the national level only and are open to all BPA student members. There are no regional or state competitions required to qualify.

All entries will be judged prior to the National Leadership Conference, and the top ten finalists from each of the qualifying virtual competitions in each division will be invited to the National Leadership Conference to participate in the National Showcase. Except for the National Showcase displays, all components of the virtual competitive events are completed online.

Members can participate in virtual competitive events either as individuals or as teams. There are a total of fifteen virtual competitive events and are open to all divisions:

- | | |
|---|--|
| ▪ (Vo1) Virtual Multimedia & Promotion Individual | ▪ (Vo9) Financial Portfolio Team |
| ▪ (Vo2) Virtual Multimedia & Promotion Team | ▪ (V10) Virtual Branding Team |
| ▪ (Vo3) Software Engineering Team | ▪ (V11) 2D Animation Team |
| ▪ (Vo4) Web Application Team | ▪ (V12) Social Media Marketing Campaign Team |
| ▪ (Vo5) Mobile Applications | ▪ (V13) Esports Team |
| ▪ (Vo6) Promotional Photography | ▪ (V14) Ethical Leadership and Decision-Making Team |
| ▪ (Vo7) Cybersecurity / Digital Forensics | ▪ (V15) Virtual Interview and Digital Portfolio Design - Pilot |
| ▪ (Vo8) Start-up Enterprise Team | |

Important information regarding Virtual Events:

- Be sure to pay close attention to deadlines (Registration Deadline: December 1)
- The middle level, secondary, and postsecondary divisions will be ranked separately.
- Student members may participate in an unlimited number of virtual events, and there are no limitations on the number of competitors that a local chapter may register for virtual events.
- **Additional costs:**
 - \$10 per individual virtual event registration
 - \$20 per team virtual event registration (2-4 members)
 - \$50 per (V13) Esports team virtual event registration (3-4 members)

To learn more about our virtual events, visit:

<https://bpa.org/students/compete/virtual-competitions-and-nlc-national-showcase/>.

COCURRICULAR

INTEGRATING BPA INTO THE CLASSROOM

BPA serves as a cocurricular activity by providing students with opportunities to develop and enhance a wide range of skills beyond the traditional classroom setting. Through competitive events, leadership roles, networking, problem solving, and more, BPA contributes to a comprehensive educational experience that prepares students for success in their academic and future professional endeavors.

Here's how BPA functions as a cocurricular activity:

- **Skill Development:** BPA offers a variety of competitive events and activities that align with business and career-related skills. These events include areas like finance, marketing, management, information technology, and more. Participating in these events allows students to apply theoretical knowledge gained in the classroom to real-world scenarios, thereby deepening their understanding and practical abilities.
- **Leadership Opportunities:** BPA provides students with leadership roles within the organization. Students can hold positions such as chapter officers, regional representatives, or even state and national officers. These leadership opportunities enable students to develop essential skills like communication, teamwork, decision-making, and organizational management.
- **Networking and Communication:** BPA encourages students to interact with peers, professionals, and experts within the business community. This interaction occurs through events such as conferences, workshops, and seminars.
- **Problem Solving and Critical Thinking:** Many BPA activities involve analyzing complex business problems and devising creative solutions. By participating in these activities, students enhance their critical thinking and problem-solving skills, which are crucial in both academic and real-world contexts.
- **Career Preparation:** BPA often collaborates with industry partners and professionals to ensure that its activities align with current industry trends and standards. Engaging in BPA activities equips students with insights into their chosen career fields, making them more prepared for future internships, jobs, or higher education.
- **Hands-on Experience:** BPA events often include practical components, such as presentations, projects, and simulations. These activities require students to apply their knowledge and skills in a realistic setting, providing them with hands-on experience that goes beyond classroom learning.
- **Personal Growth and Confidence Building:** Participating in BPA can boost students' self-confidence and overall personal growth. Engaging in competitions, public speaking, and networking helps students develop a strong sense of self-assurance, an essential attribute in any professional setting.
- **Integration with Classroom Learning:** BPA activities complement classroom learning by allowing students to practically apply the concepts they've learned. This integration creates a holistic learning experience that reinforces academic concepts while fostering practical skills.

PREPARATION AND RESOURCES

BEST PRACTICES FOR GETTING READY FOR COMPETITIONS

BPA competitions are events that allow students to showcase their skills in various business-related areas. These competitions cover a wide range of topics, including finance, marketing, management, information technology, and more. Participants are given the opportunity to demonstrate their knowledge, problem-solving abilities, teamwork, and professionalism in a competitive setting.

Preparing for BPA competitions involves several key steps to ensure success:

- **Select an Event:** Student should choose the BPA competition event that aligns with their interests and strengths. There are diverse categories to choose from, so they should pick one that they are passionate about.
- **Understand the Guidelines:** Thoroughly review the competition guidelines, rules, and judging criteria provided by BPA. Understanding the requirements is crucial for effective preparation.
- **Research and Study:** Gather relevant study materials, textbooks, online resources, and reference materials related to the chosen competition category. Develop a solid foundation of knowledge in the subject matter.
- **Practice Regularly:** Engage in consistent practice sessions to enhance knowledge and skills. This could involve solving case studies, simulations, role plays, or presentations based on the competition's focus area.
- **Mock Competitions:** Participate in mock competitions or practice rounds to simulate the actual competition environment. This will help the student build confidence and refine his or her performance.
- **Time Management:** Practice managing time effectively during the competition. Work on completing tasks within the allotted time frame to avoid rushing or incomplete submissions.
- **Teamwork (if applicable):** If the competition involves a team, communicate and collaborate with all team members. Assign roles and responsibilities to maximize efficiency.
- **Receive Feedback:** Seek feedback from other teachers, mentors, or peers who have experience in the competition or relevant field. Constructive criticism can help the student identify areas for improvement.
- **Refine Presentation Skills:** If the competition requires a presentation, work on public speaking and communication skills. Practice delivering clear, concise, and persuasive presentations.
- **Stay Updated:** Keep up with industry trends, developments, and news related to the competition category. Demonstrating up-to-date knowledge can set him or her apart.

Here are general examples of how to study and prepare for BPA competitions:

- **Create a Study Schedule:** Design a detailed study schedule that allocates time for each subject or skill required for the BPA competition. This will help the student manage his or her time effectively and cover all necessary material.
- **Set Clear Goals:** Define specific goals for what the student wants to achieve in the BPA competition. Whether it's mastering a particular topic or improving presentation skills, clear goals will keep them focused and motivated.

- **Utilize Practice Tests:** Seek out practice tests or sample questions related to the competition's content. Regularly attempting these will help familiarize the student with the type of questions he or she may encounter and will improve their performance over time.
- **Collaborative Study Groups:** Join or form study groups with peers who are also preparing for the BPA competition. Discussing concepts, sharing insights, and teaching each other can enhance overall understanding and retention of the material.
- **Utilize Online Resources:** Explore online resources such as websites, forums, and educational videos that provide additional information and tips relevant to the BPA competition. These resources can offer diverse perspectives and insights.
- **Review Past Competitions:** Analyze past competition materials, questions, and solutions. This can give insights into the competition format, question patterns, and the level of difficulty to better tailor your preparation.
- **Practice Time Management:** BPA competitions often have time constraints. Practice working on questions or tasks within the specified time limits to improve time management skills during the actual competition.
- **Seek Mentorship:** If possible, connect with individuals who have experience with BPA competitions. They can provide valuable advice, share their strategies, and offer guidance based on their own experiences.
- **Create Visual Aids:** For subjects that involve charts, graphs, or diagrams, create visual aids to simplify complex information. Visual representations can help students understand and explain concepts more effectively.
- **Stay Updated and Adapt:** Stay updated with any changes in the competition format, rules, or content. Be prepared to adapt any study plans if there are any modifications to ensure alignment with the latest requirements.

PURCHASING COMPETITION PACKAGES

Multiple years of competition packages are available for purchase on the **BPA Mall** (shop.bpa.org). Competition packages are available for the middle level or secondary/postsecondary divisions and include all tests and answer keys for the state and national level tests.

PURCHASING ACCESS TO THE BPA PRACTICE TEST ENGINE

Advisors can purchase **BPA Practice Test Engine** (practice.bpa.org) access for registered student members in the **BPA Membership Registration System** (register.bpa.org). Click on the **BPA Practice Test Engine** tab in the main menu to begin the process. NOTE: The cost is \$5 per registered student member.

Fundraising and Community Engagement

Chapter 5



FUNDRAISING OVERVIEW

"THE GREATNESS OF A COMMUNITY IS MOST ACCURATELY MEASURED BY THE COMPASSIONATE ACTIONS OF ITS MEMBERS." - CORETTA SCOTT KING

FUNDRAISING AND COMMUNITY ENGAGEMENT

Fundraising and community involvement are integral components of BPA's success. These efforts provide the financial means to support educational opportunities, foster a sense of community, promote skill development, and uphold BPA's mission of nurturing future business leaders.

Here are some key points highlighting the importance of fundraising and community involvement in BPA:

- **Financial Sustainability:** Fundraising activities provide BPA chapters with the necessary funds to cover various expenses such as competition registration fees, travel costs, materials, and resources. Without adequate funding, BPA chapters might struggle to participate in conferences, events, and competitions that are essential for skill development and networking.
- **Enhanced Learning Opportunities:** Through fundraising, BPA chapters can afford to attend regional, state, and national conferences, workshops, and competitions. These events expose students to a diverse range of learning experiences, guest speakers, and industry professionals, enriching their understanding of business concepts and practices.
- **Access to Resources:** Funds raised can be invested in acquiring up-to-date resources, books, software, and technology that enhance students' knowledge and skills in various business disciplines. This access to resources empowers students to stay current with industry trends and develop a competitive edge.
- **Skill Development:** Fundraising often involves planning, teamwork, communication, marketing, and financial management skills. Students involved in fundraising activities gain practical experience in areas relevant to their future careers, thereby enhancing their overall skillset.
- **Community Engagement:** Fundraising events foster a sense of community among BPA members, teachers, parents, and local businesses. Collaborating on fundraising initiatives creates a shared sense of purpose and camaraderie, which can lead to stronger relationships and more enthusiastic participation in BPA activities.
- **Networking Opportunities:** Fundraising events often involve collaboration with local businesses and organizations. Building relationships with these entities can open doors to internships, mentorship programs, and partnerships that provide students with real-world insights and opportunities for growth.
- **Promotion of BPA's Mission:** Effective fundraising efforts not only generate funds but also raise awareness about BPA's mission and activities within the local community. This increased visibility can attract more members, volunteers, and sponsors who are interested in supporting the organization's goals.
- **Inclusivity:** Community involvement ensures that BPA activities are accessible to a broader spectrum of students. Fundraising can help offset financial barriers that some students might face, enabling them to participate in BPA events regardless of their economic background.

- **Leadership Development:** Planning and executing fundraising activities offer students practical leadership opportunities. They can take on roles such as event coordinators, marketing managers, and financial directors, thereby honing their leadership and decision-making skills.
- **Long-Term Growth:** Consistent fundraising and community involvement contribute to the sustainability and growth of BPA chapters. Funds raised can be reinvested to expand chapter activities, develop new initiatives, and provide ongoing support for students' personal and professional development.

SAMPLE FUNDRAISING ACTIVITIES

- **Silent Auction:** Organize a silent auction event where local businesses and individuals donate items or services, and attendees bid on them. This can include gift baskets, artwork, gift certificates, and more.
- **Car Wash:** Host a car wash event where BPA members offer car cleaning services to the community for a suggested donation. This is a classic fundraising idea that can be effective and engaging.
- **Bake Sale:** Host a bake sale at a local event, school, or community center. BPA members and volunteers can bake a variety of treats to sell, and the proceeds can go towards supporting BPA activities.
- **Trivia Night:** Organize a trivia night at a local venue or school. Participants pay an entry fee to participate in teams and compete in a fun trivia competition, with prizes for the winners.
- **Dine-Out Night:** Partner with a local restaurant for a "dine-out" night where a percentage of the proceeds from customers mentioning your BPA chapter's name goes towards your fundraising efforts.
- **Plan a golf outing:** Host a golf outing complete with prizes for winners and donations for ticket raffles.
- **Themed Fundraising Event:** Organize a themed fundraising event, such as a masquerade ball, costume party, or a sports tournament. Sell tickets and incorporate games and entertainment to engage participants.
- **Charity Run/Walk:** Plan a charity run/walk event, where participants can register and participate in a race to raise funds. Partner with local businesses for sponsorship and promotion.
- **Movie Night:** Host an outdoor or indoor movie night, screening a popular movie for the community to enjoy. Charge an entry fee and consider offering concessions for additional fundraising.
- **Art Exhibition:** Showcase the artistic talents of BPA members and local artists through an art exhibition. Sell artwork, and part of the proceeds can go towards funding BPA initiatives.

SAMPLE COMMUNITY ENGAGEMENT ACTIVITIES

- **Community Clean-up:** Organize a clean-up event at a local park, beach, or neighborhood. BPA members can work together to pick up litter and improve the environment.
- **Senior Center Visits:** Plan visits to local senior centers or nursing homes. BPA members can spend time with the residents, play games, share stories, and provide companionship.
- **Tutoring and Mentoring:** Offer tutoring or mentoring services to younger students in subjects related to business, technology, or academics. This helps both BPA members and the students they assist.
- **Food Drive:** Conduct a food drive to collect non-perishable items for a local food bank. Set up collection points in schools and businesses to encourage community participation.
- **Career Workshops:** Host workshops for high school students, focusing on career exploration, resume writing, interview skills, and networking tips. BPA members can share their knowledge and experiences.
- **Environmental Initiatives:** Organize tree planting, recycling drives, or energy-saving awareness campaigns to promote sustainability and environmental responsibility in the community.
- **Charity Walk/Run Participation:** Rally BPA members to participate in charity walks/runs that support local causes or organizations. This promotes physical activity while giving back to the community.
- **Holiday Gift Drive:** Collaborate with local organizations to provide gifts and necessities for underprivileged families during holidays. BPA members can help with collection, sorting, and distribution.
- **Community Garden:** Create or support a community garden where BPA members and community members can grow fruits, vegetables, and flowers together, fostering a sense of unity and pride.
- **Tech Workshops for Seniors:** Host workshops to teach senior citizens how to use technology, such as smartphones, tablets, and social media. This can help bridge the digital generation gap.

Understanding Student Officer Roles

Chapter 6



OFFICER DUTIES

“A LEADER IS ONE WHO KNOWS THE WAY, GOES THE WAY, AND SHOWS THE WAY.”
– JOHN C. MAXWELL

Officers are student leaders serving in a specific position within either the secondary or postsecondary BPA division. These elected student members should operate as a high functioning team, dedicated to the welfare of their respective division and success of all members. They represent their chapter and state association at various conferences and meetings during their term and work closely with their advisor and other stakeholders to improve the experience for members.

Each elected officer serves their respective division in any capacity as directed by their advisor, as outlined within published BPA governing documents. Each officer should also commit to being a positive BPA brand ambassador and always promote the general welfare of Business Professionals of America.

The goal of the BPA officer program is to advocate, educate, motivate, and inspire all BPA student members, advisors, educators, staff, and other key stakeholders to achieve the mission of Business Professionals of America.

Each officer often spends between 5-10 hours per week planning and executing their program of work and responding to member inquiries and other mission-critical tasks. It is important to realize that, although academics remain the number one priority, officers should not fall behind in responsibilities to BPA members.

Below is a listing of some of the responsibilities each officer should be willing to adhere to:

- Collaborate, develop, and implement a program of work
- Maintain regular and timely communications with the fellow officers, advisor, state and national staff, school administrators, and all other key stakeholders (Expected response time is within 24 hours)
- Attend and participate in all team meetings
- Treat fellow officers with respect and value their opinions
- Provide guidance, leadership, and inspiration to all members
- Represent the views of the membership; not only those of the individual officers
- Notify the advisor immediately of circumstances which prevent carrying out any assignment
- Maintain BPA brand standards in person and online (social media, email, etc.)
- Wear an official BPA blazer and professional attire to all functions when representing BPA
- Abide by the Code of Ethics as established by the National Board of Trustees

BPA BRAND AMBASSADORS

In addition to representing student members, officers represent the BPA brand at large. Officers are expected to communicate and represent the BPA brand, mission and vision, and key organizational goals to all stakeholders. As a representative of the organization, executive officers must abide by certain rules and expectations, including projecting a professional image, using proper etiquette, and always interacting in a positive manner.

OFFICER ROLES

Officers form the leadership team that provides leadership and representation for members at the local or state level. Each officer should receive assignments and give input to program of work initiatives and other tasks aimed towards supporting members. BPA encourages officer teams to organize officer teams with positions to help provide role clarity and give a real experience of what students could experience in the workplace.

PRESIDENT:

- Preside over all meetings
- Create and distribute meeting agendas
- Make all necessary committee appointments and individual assignments
- Manage and report progress on the team's program of work

In presiding over meetings, the **president** should adhere to the following:

- Arrive before the scheduled meeting time to ensure that everything is prepared and ready for the team
- Always have an agenda prepared and distributed in advance of each meeting
- Call the meeting to order
- Follow the agenda and bring up items in their logical order, lead all discussions, and prevent team members from breaking into separate side conversations
- Keep the team on topic and do your best to keep things running on time
- Speak clearly and audibly
- Maintain order within the meeting
- Summarize what has been stated to get a decision on a topic

VICE PRESIDENT:

- Serve in any capacity as directed by the division president or advisor
- Serve as ex-officio member on all sub-committees
- Accept and fulfill the responsibilities of the president as occasions may demand
- Manage the approval of Torch Award resumes
- Develop and implement team building projects

SECRETARY:

- Serve in any capacity as directed by the division president or advisor
- Record the roll and minutes of all divisional business meetings
- Edit and distribute completed minutes to the officer team and advisor for review within one (1) week of the conclusion of each meeting
- Call a meeting to order in absence of the president and vice president

TREASURER:

- Serve in any capacity as directed by the division president or advisor
- Manage fundraising efforts
- Provide regular financial updates related to divisional fundraising goals to the officer team and advisor

HISTORIAN:

- Serve in any capacity as directed by the division president or advisor
- Maintain records and files that will be used to document and highlight executive council year-in-review
- Maintain and support the online presence of the other officers
- Supply material or articles to be published by BPA media outlets

PARLIAMENTARIAN:

- Serve in any capacity as directed by the division president or advisor
- Serve as special advisor to the president and other officers on all matters pertaining to parliamentary procedure
- Have reference materials pertaining to parliamentary procedure available for each meeting
- Have a solid understanding of divisional bylaws and other governing documents
- Watch for significant irregularities in parliamentary procedure and call them to the attention of the president or committee chairperson

Student officers are not permitted:

- To serve as a judge for any BPA event at the regional or state level during their term of office
- To be involved with or support - in any capacity - a local, regional, state or BPA candidate's campaign
- To personally endorse any person, product, or service on behalf of BPA other than those persons, products or services which are approved by BPA
- To accept any personal benefits or payments for services performed as a BPA student officer
- To obligate BPA for funds or services of any nature

BPA EVENTS

AS AN OFFICER, EVENTS NO LONGER BECOME ABOUT YOUR EXPERIENCE BUT INSTEAD THE EXPERIENCE OF YOUR MEMBERS

An important part of the BPA experience is attending events. Whether organized at the national, state, or local level, officers should work with their advisor to understand the required events that they are to attend as part of their role.

OFFICER ORIENTATION TRAINING

As newly selected officer teams begin their term, it is important they meet to receive leadership training to help them better understand their role, set goals for their association, and bond as a team.

STUDENT LEADERSHIP SUMMIT

Chapter and state officers from all around BPA come together to learn what it takes to launch their personal leadership, team performance, and fellow student members into the bright future in store through BPA.

STATE FALL LEADERSHIP CONFERENCE

During the fall, associations are encouraged to hold an event for members to learn more about and get excited for the opportunities in BPA and develop leadership skills.

If time or resources does not allow for an in-person experience, explore the opportunity to host a virtual opportunity for members to engage with association officers and other members as they learn about BPA and develop their leadership skills.

WINTER OFFICER RETREAT

During the winter months, the focus of officer teams should shift to preparing members to participate in competitive events. Plan an opportunity for the officer team to come together again to further program of work goals and prepare for the state leadership conference.

REGIONAL LEADERSHIP CONFERENCE

Join members from across your assigned region to compete, gain leadership training, and be recognized for their achievements. Officer teams should lead members by participating in all aspects of the conference to help all maximize their experience.

STATE LEADERSHIP CONFERENCE

Join members from across your state association to compete, gain leadership training, and be recognized for their achievements. Officer teams should lead members by participating in all aspects of the conference to help all maximize their experience.

NATIONAL LEADERSHIP CONFERENCE

Join thousands of members each year at the BPA National Leadership Conference. This event brings together top competitors and members for national recognition in competition, certification, and career development.

Supplemental Documents

Chapter 7



SAMPLE LOCAL CHAPTER CALENDAR

SEPTEMBER

- Chapter kick-off meeting / party
- Host membership drive
- Recruit members
- Elect local chapter officers (if not completed in the spring)
- Formulate Program of Work
- Register members with National BPA
- Pay membership invoice

OCTOBER

- Hold chapter meeting
- Introduce Torch Awards Program
- Introduce WSAP Competitive Events
- Attend State Conference
- Start Student Certification Series

NOVEMBER

- Hold chapter meeting
- Introduce BPA Cares Program
- Plan fundraising activities
- Select WSAP Competitive Events
- Register for National Virtual Events
- Complete 10-10-10 Membership Challenge

DECEMBER

- Hold chapter meeting
- Host toy drive for local community
- Host toy drive for local community
- Prepare for Regional Conference

JANUARY

- Hold chapter meeting
- Attend Regional Leadership Conference
- Continue fundraising efforts
- Continue Torch Awards Program

FEBRUARY

- Hold chapter meeting
- BPA Week (2nd full week)
- Submit final members and pay membership dues by **2/15**
- Prepare for State Leadership Conference
- Submit State Torch Award r sum s
- Focus on BPA Cares Program

MARCH

- Hold chapter meeting
- Attend State Leadership Conference
- Register for NLC
- Apply for Quality Chapter Distinction
- Submit Ambassador Torch Award r sum s
- Submit BPA Cares applications
- Apply for scholarships

APRIL

- NLC Registration Deadline
- Hold chapter meeting
- Accept applications and elect local officers for next membership year
- Prepare to compete at NLC
- Host BPA Awards Banquet

MAY

- Attend NLC
- Hold final chapter meeting / party
- Recognize chapter and member achievements

SAMPLE MEETING AGENDA

[INSERT CHAPTER NAME] MEETING AGENDA

[Insert Date and Time]

Call to Order..... President

Roll Call..... Secretary

Approval of previous meeting minutes..... Secretary

Welcome..... Local Advisor

Chapter Financial Report..... Treasurer

Other Chapter Officer Report..... Various

Committee Reports..... Chairperson

- Social Media
- Fundraising
- Scholarships

Any Unfinished Business..... President

- Chapter Dues Increase

New Business..... President

- Assign volunteers to work concessions at home athletic events

Schedule Next Meeting..... Local Advisor

Adjournment..... President

SAMPLE CHAPTER BYLAWS

BUSINESS PROFESSIONALS OF AMERICA

[Insert Chapter Name]
[insert Membership Division]

BYLAWS

PREAMBLE

With the identification of business, information technology, and office occupations as an area of career and technical education, it has become necessary to provide student group experience for **[insert division here]** students interested in business education programs.

Leadership development through student groups can be effective in strengthening career and technical education for business, information technology, and office occupations.

It is deemed essential that:

- There be an established Career and Technical Student Organization to serve the needs of **[insert division here]** students interested in business, information technology, office occupations, and career related educational programs.
- **[Insert school name here]** provides a means for membership in Business Professionals of America, to serve students' career and technical educational interests.

ARTICLE I. ORGANIZATIONAL NAME

The name of this organization shall be "**[insert chapter name and division here]**"

ARTICLE II. PURPOSE

The purpose of the **[insert chapter name and division here]** shall be:

- To provide opportunities for chapter members in leadership and development.
- To unite in a common professional bond without regard to race, color, religion, national origin or ancestry, age, sex, marital status, creed, sexual orientation, or disability of students interested in business careers as their objective.
- To develop leadership abilities through participation in career and technology education, civic, recreational, and social activities.
- To assist students in establishing realistic career objectives.
- To create enthusiasm for learning.
- To promote high standards in ethics, workmanship, and scholarship.
- To develop the ability of students to plan together, organize, and carry out worthy activities and projects utilizing the democratic process.
- To foster an understanding of the functions of labor, entrepreneurial, and management organizations in the American free enterprise system.

- To develop competent, assertive business leaders.
- To develop and strengthen members' confidence in themselves and their work.
- To foster practical application of business and information technology education skills through competition.

ARTICLE III: ORGANIZATION

- The **[insert chapter name and division here]** shall be managed by an approved chapter advisor certified in Career and Technical Education, with support provided by **[insert school name here]** administration.
- The **[insert chapter name and division here]** shall follow all policies and procedures as outlined by all Business Professionals of America governing documents.

ARTICLE IV: MEMBERSHIP

- The **[insert chapter name and division here]** shall follow the membership year as outlined by Business Professionals of America, which runs from September 1 through August 31.
- Membership in the **[insert chapter name here]** shall consist of **[insert division here]** members enrolled in a business- or technology-related program of study, with a career objective of gaining employment in a business-related career field.
- The **[insert chapter name here]** shall be open to all students regardless of race, color, religion, national origin or ancestry, age, sex, marital status, creed, sexual orientation, or disability.
- The approved chapter advisor of **[insert chapter name here]** shall set the annual chapter membership dues for student members.
- By paying dues and becoming a student member of the **[insert chapter name here]**, each student member agrees to abide by the guidelines set forth by Business Professionals of America, as well as any established state and local bylaws, rules and regulations, dress codes, and competitive event guidelines.

ARTICLE V: LEADERSHIP

- The approved chapter advisor and elected local chapter officers of the **[insert chapter name here]** shall manage the day-to-day operations and overall management of the chapter.
- The elected chapter officers of the **[insert chapter name here]** shall consist of the following positions, which will serve a one (1) year term:
 - President
 - Vice President
 - Secretary
 - Treasurer
 - Reporter
 - Historian
 - Parliamentarian

- The approved chapter advisor reserves the right to remove a local chapter officer from their elected position if the officer fails to:
 - carry out assigned duties.
 - exhibits conduct inappropriate of a local chapter officer.
 - exhibits conduct detrimental to the local chapter officer team.

ARTICLE VI: QUALIFICATIONS TO RUN FOR CHAPTER OFFICE

- To be eligible to run for a chapter office, chapter members must meet all qualifications as established by the chapter advisor or as outlined in the bylaws established by the **[insert chapter name here]**.

ARTICLE VII: DUTIES OF CHAPTER OFFICERS

- **President:** It shall be the duty of the president to preside at all business meetings; with the approval of the chapter advisor, establish and appoint members and chairs of appropriate committees for a period not to exceed his/her term of office and assist these committees in their charge; serve as ex-officio, non-voting member of all committees; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **[insert chapter name here]**.
- **Vice President:** It shall be the duty of the vice president to serve in any capacity as directed by the president or chapter advisor; accept the responsibilities of the president as occasions may demand; assist in compiling and publishing the chapter annual report; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **[insert chapter name here]**.
- **Secretary:** It shall be the duty of the secretary to keep an accurate record of all chapter meetings; promptly submit one (1) printed copy of the minutes and any substantiating reports to the chapter advisor and president of the **[insert chapter name here]**; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **[insert chapter name here]**.
- **Treasurer:** It shall be the duty of the treasurer to keep accurate records of all financial transactions conducted by the chapter; provide a financial report at each chapter meeting; work closely with the president and chapter advisor on fundraising initiatives; and promote the general welfare of Business Professionals of America and the **[insert chapter name here]**.
- **Reporter:** It shall be the duty of the reporter to prepare and submit the **[insert chapter name here]** news to all news media; compile chapter activity news for the local newsletter; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **[insert chapter name here]**.
- **Historian:** It shall be the duty of the historian to document and submit all historical events such as conferences, meetings, etc.; compile local activities for the chapter scrapbook; be available for promoting the general welfare of chapter meetings; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **[insert chapter name here]**.
- **Parliamentarian:** It shall be the duty of the parliamentarian to advise the president and other chapter officers on the orderly conduct of business in accordance with the organization's bylaws and the current edition of Robert's Rules of Order, Newly Revised; be responsible for the general conduct at all local chapter meetings; rule on rules of order, should the occasion arise, during business meetings; perform other duties as assigned; and promote the general welfare of Business Professionals of America and the **[insert chapter name here]**.

SAMPLE TEMPLATE PROGRAM OF WORK

Your chapter's program of work is your master plan designed to lead your chapter and is key for effective chapter management. Your program of work is a comprehensive plan of action, which includes your collection of goals and overarching ambitions. Like a road map, the program of work informs members of where they are going, how they will get there, and when they have arrived. It is a timely, specific itemization of the chapter's priorities or objectives to meet current local challenges.

BUSINESS PROFESSIONALS OF AMERICA

[Insert Chapter Name]

PROGRAM OF WORK (Effective [insert date])

Chapter Website: _____

Chapter Advisor: _____

CHAPTER OFFICERS:

President: _____

Vice President: _____

Secretary: _____

Treasurer: _____

Reporter: _____

Historian: _____

Parliamentarian: _____

CHAPTER SOCIAL MEDIA INFORMATION:

Twitter: _____

Instagram: _____

Facebook: _____

SnapChat: _____

LinkedIn: _____

TikTok: _____

Threads: _____

YouTube: _____

List the activities or goals your chapter plans to accomplish in each of the following areas, which will help ensure effective chapter management.

LEADERSHIP DEVELOPMENT:

COMMUNITY SERVICE:

ADVOCACY:

SOCIAL / NETWORKING:

FUNDRAISING:

Now that you have identified the action items you would like to pursue during the school year, place deadlines and/or outline a timeframe on the calendar for when you hope to accomplish these activities.

<u>September</u>	<u>October</u>	<u>November</u>
<u>December</u>	<u>January</u>	<u>February</u>
<u>March</u>	<u>April</u>	<u>May</u>

As chapter officers and advisor(s), we present this Program of Work as our plan for the current school year. We will communicate this plan with fellow members of our local chapter and report our accomplishments at the end of the year to chapter members and our local school board.

Signature of Chapter Advisor

Signature of Chapter President

Signature of Chapter Vice President

Signature of Chapter Secretary

Signature of Chapter Treasurer

Signature of Chapter Reporter

Signature of Chapter Historian

Signature of Chapter Parliamentarian

Frequently Asked Questions



FREQUENTLY ASKED QUESTIONS (FAQ)

Q: How do I access the BPA Membership Registration System (MRS)?

A: Visit register.bpa.org and login using your login credentials.

Q: I forgot my password; what can I do?

A: Visit register.bpa.org, click on “**Forgot Password**” and provide your information.

Q: How can I access my membership invoice(s)?

A: Once logged into the Membership Registration System, click on the tab labeled “**Invoice History**” and all submitted invoices will be listed. Click on the invoice that you would like to view.

Q: When is my membership invoice due?

A: All invoices should be paid within thirty days. If your membership invoice is not paid by February 15, your chapter will be locked until payment is received and processed.

Q: Where can I mail payment for outstanding invoices?

A: Business Professionals of America, PO Box 729, Westerville, OH 43086

Q: How do I add an additional advisor to my chapter?

A: Log in to the Membership Registration System, select the tab labeled “**Chapter Advisor(s)**”, click on “**Add Existing Advisor**” (if the individual is coming from another chapter) or “**Add New Advisor**” (if the individual has never served as an advisor before), and complete all required information (cells highlighted in red).

Q: How do I update my contact information?

A: Log in to the Membership Registration System, select the tab labeled “**Chapter Advisor(s)**”, click the pencil icon located under the “**Edit**” column, and update your information.

Q: How do I correct the spelling of one of my student members?

A: Log in to the Membership Registration System, select the tab labeled “**Students**.” If it is within five days of submitting your invoice, click the pencil icon under the “**Edit**” column and update the information. If outside of the five-day window, click the three-dots icon under the “**More Options**” column and update the information. Your request will have to be approved by your state advisor or National Center.

Q: How do I transfer a student member from one chapter to another?

A: To transfer a member from one chapter to another, please membership@bpa.org. Be sure to include the reason you would like to transfer the student.

Q: How can I download or print a copy of my membership roster?

A: Log in to the Membership Registration System, select the tab labeled **“Students.”** Click on **“Membership Download”** and you will have the option to choose PDF or CSV format.

Q: Where can I find student membership ID numbers?

A: Log in to the Membership Registration System, select the tab labeled **“Students.”** The student Membership ID is located under the column labeled **“Membership ID.”**

Q: When will we receive our membership ID cards?

A: You can print your membership ID cards once your membership invoice has been paid. Login to the Membership Registration System, select the tab labeled **“Students.”** Next, click on **“Print Membership Cards.”** You can then select to print individual membership cards or print all.

Q: How can I substitute or delete a student member?

A: Any changes to an invoice that has been submitted must be completed within five business days of the invoice being submitted. No substitutions or deletions are allowed after five business days.

Q: Is there a manual that will help me navigate the BPA Membership Registration System?

A: Yes. Log in to the Membership Registration System, click on the **“Resources”** tab. Next, click on **“Local Chapter Resources”** and then download the **“Membership Registration System Manual.”**

[illegible][illegible]