



Future Business Leaders of America-Phi Beta Lambda, Inc.

## 2021-22 FBLA and PBL National Officer Candidate Guidelines and Processes for Student Elections

FBLA National Officer Positions	PBL National Officer Positions
<ol style="list-style-type: none"> <li>1. President</li> <li>2. Secretary</li> <li>3. Treasurer</li> <li>4. Eastern Region Vice President</li> <li>5. Mountain Plains Region Vice President</li> <li>6. North Central Region Vice President</li> <li>7. Southern Region Vice President</li> <li>8. Western Region Vice President</li> <li>9. Parliamentarian (Appointed based on score on written exam)</li> </ol> <p style="text-align: center; margin-top: 20px;"><a href="#">FBLA National Bylaws</a></p>	<ol style="list-style-type: none"> <li>1. President</li> <li>2. Executive Vice President</li> <li>3. Vice President of Communication</li> <li>4. Vice President of Financial Development</li> <li>5. Vice President of Membership</li> <li>6. Parliamentarian (Appointed based on score on written exam)</li> </ol> <p style="text-align: center; margin-top: 20px;"><a href="#">PBL National Bylaws</a></p>

National Officer Candidates **may not:**

- Post the candidate’s intent to run for national office on Web pages, including state Web sites, on state and national message boards, Instagram, Facebook, Twitter, other social media sources, or in e–mail messages.
- Discuss the officer slate or your campaign with FBLA or PBL members from outside your state prior to the National Leadership Conference.
- Current national officers, board of directors, and national staff cannot endorse or support the campaign for any candidate, including serving as a campaign manager.

### Candidate Interviews

All applicants for national office will complete a virtual interview with the officer screening committee prior to the National Leadership Conference.

- All National Officer Candidates will be interviewed, including candidates for the office of National Parliamentarian.
- Each candidate interview will last approximately 15 minutes.
- Candidates, their local advisers, and their state advisers should arrive in the virtual lobby at least 15 minutes prior to their interview time.
- The screening committee will consist of members of the national board of directors and current national officers.
- If a current national officer is running for national office again, he or she will not participate as part of the screening committee.

- The committee will have copies of all campaign materials prior to the interviews.
- Business attire is required.
- Only candidates that are certified by the officer screening committee become official candidates and are eligible to run for elected office or continue to sit for the national parliamentary exam.

## Campaign Materials

All final campaign materials must be approved by the FBLA-PBL Elections Committee prior to the candidate interviews.

- Final copy of campaign speech.
- Final copy of campaign brochure/data sheet.

One each of any campaign items and literature.

- Candidates must include a description of any items, which will be given away at the virtual campaign booth.

## Official Campaigning

Official campaigning for all offices for elected positions are restricted to virtual campaign booth hours.

### For FBLA:

June 30 – Campaign Booths Open – 11:00 a.m. – 4:00 p.m. ET  
 July 1 – FBLA Campaign Booths Open – 9:00 am. – 12 Noon ET

### For PBL:

June 25 – PBL Campaign booths Open – 11:00 a.m. – 4:00 p.m. ET  
 June 26 – PBL Campaign Booths Open – 9:00 a.m. – 12 Noon ET

Candidates may campaign via social media during campaign hours.

The Virtual Exhibit Hall will be open during campaign hours and will include the following final versions of materials that will be submitted on **June 1** using the National Officer Candidate Campaign Materials Form:

- Candidate Headshot
- Candidate Flyer (Digital one-page outlining qualifications and goals – submit as 8 ½ “by 11” PDF)
- Link to Campaign Website (Use platform of your choice, graphics, videos, etc. Be creative!)
- Campaign Details (i.e., using Facebook for social media posts, using videos on YouTube etc.)

**Candidate Financial Statement.** A candidate may not spend or have received donated materials (at “fair market” value) and/or money totaling more than \$500 in the campaign for a national office. Substantiated documentation for donations and receipts for all campaign materials must accompany the financial statement.

**Audio–visual equipment rented or loaned** to the candidate should be reported at either the actual rental rate or “fair market” estimation.

You may use your own computer, but any items donated from the school or other people including television screens must be reported at “fair market” value.

- Income plus Donations must equal Expenses.

- For example, if you have \$200 income and \$300 in donations, the total expenses must also equal \$500. Any additional income must be returned to whoever donated it.

## Campaign Speeches

**Campaign Speeches.** Candidates for FBLA national offices (president, secretary, treasurer) will deliver their speeches during General Session I. Candidates for vice president will deliver their campaign speeches during the Regional Meetings.

For PBL, all candidates for elected office will deliver their speeches during General Session I.

All speeches will be pre-recorded.

### **All campaign speeches are limited to a total of two minutes.**

- The time is monitored and strictly enforced.
- No audio–visual equipment may be used during campaign speeches.
- Business attire must be worn.
- **Only the national officer candidate may participate in the campaign speech** (i.e., no introductions, skits, or props).

## National Officer Candidate Q&A Session

For FBLA the offices of president, secretary, and treasurer, the Q & A Session (not to total more than 15 minutes in length for each office) will take place in General Session II.

For FBLA, the offices of the regional vice presidents, a brief Q & A Session (not to total more than 15 minutes in length) will be conducted immediately following the campaign speeches during the Regional Meetings. **Business attire is required for both sessions.**

For PBL, all candidates for elected office will take part in Q&A Session in General Session II (not to total more than 15 minutes in length for each office).

## Voting

National officer elections will take place over a 24-hour period from 12 Noon on the third day of the National Leadership Conference to 12 Noon on the last day of the conference. All voting will be done online. There will be a 24- hour period for voting.

- Ranked voting will be used.
- A majority vote is required for election.

Candidates are members and are not disqualified from assuming the roles of state (FBLA) or local voting delegates.

No two national officers may be elected from the same state chapter. Unopposed PBL national officer candidates will not be eliminated because of these restrictions.

The office of national parliamentarian is an appointed position. According to the National Bylaws, the candidate scoring the highest on the Parliamentary Procedures written test at the National Leadership Conference will be appointed to the position of national parliamentarian. This candidate must have filed a National Officer Application and have gone through the National Officer Candidate Interview process.

Each state may submit **one** candidate for National Parliamentarian.

## Election Results

New National Officers will be announced during the FBLA and PBL Awards of Excellence Ceremony Part II.

### Tentative Dates/Check List (all times are Eastern Time)

- May 1**
  - Membership Dues Receipt Deadline to Be Eligible to Serve as a FBLA or PBL Local Chapter Voting Delegate
- May 14**
  - FBLA State Chapter Voting Delegate Form Deadline
- May 15**
  - [Application](#) Deadline - FBLA
  - [Application](#) Deadline – PBL
- June 1** (Click [here](#) for the form with instructions to complete and upload materials below) We will use these items to create your bio and campaign abstracts for the virtual campaign booth.
  - Headshot
  - Candidate Flyer
  - 2 Minute Speech Campaign Speech Draft (Written)
  - Campaign Website Link
  - Campaign Budget (Upload from [template](#))
  - List of Campaign Materials
- June 4**
  - Last Day to Register FBLA and PBL Local Voting Delegates Through Online Conference Registration
- June 12**
  - Webinar – FBLA National Officer Candidates – 7:00 p.m.
  - Webinar – PBL National Officer Candidates – 8:00 p.m.
- June 15**
  - PBL National Officer Candidate Interviews 1:00 p.m. to 4:00 p.m.
- June 18**
  - FBLA National Officer Candidate Interviews 1:00 p.m. to 4:00 p.m.
- June 22**
  - FBLA State and Local Voting Delegate Webinar Posted for Viewing
  - PBL Local Voting Delegate Webinar Posted for Viewing

### June 24-26 – PBL National Leadership Conference

- June 24 – PBL General Session I – Opening – 7:00 p.m.**
  - Greetings
  - Keynote
  - Introduction of National Parliamentarian Candidates
  - Campaign Speeches

- June 25 – Exhibit Hall**
  - PBL Virtual Campaign booths Open – 11:00 a.m. – 4:00 p.m.
- June 25 – PBL General Session II – 5:00 p.m.**
  - Featured Speaker
  - Chapter Award Highlights (Outstanding Chapter, March of Dimes, Membership Awards, Gold Seal)
  - Conference Update
  - Election Process
  - National Officer Candidate Q&A
- June 26 – Exhibit Hall**
  - PBL Virtual Campaign Booths Open – 9:00 a.m. – 12 Noon
- June 26 – PBL Election Window Opens – 12 Noon (24 hours)**
- June 26 – PBL General Session III – Awards of Excellence Part I – 6:00 p.m.**
  - Businessperson of the Year, Outstanding Adviser, Who’s Who, Distinguished Business Leader Scholarship
  - Online/Production Event Announcements
  - CMAP Highlights
- June 27 – Election Window Closes – 12 Noon**
- June 27 – PBL General Session IV – Awards of Excellence – Part II – 4:00 p.m.**
  - Conference in Review
  - Performance Events
  - PBL National Officer Farewell
  - Announcement of New PBL National Officer Team
  - Adjournment

## June 29-July 2 – FBLA National Leadership Conference

- June 29 – FBLA Region Meetings**
  - 11:00 a.m. – Eastern Region Meeting
  - 11:00 a.m. – Southern Region Meeting
  - 12 Noon – North Central Region Meeting
  - 1:00 p.m. – Mountain Plains Region Meeting
  - 2:00 p.m. – Western Region Meeting
    - Welcome
    - State President Reports
    - Pre-recorded Region VP Campaign Speeches
    - Q&A
    - Region Membership Awards/Recognition
    - Battle of the States in each Region
    - Adjournment
- June 29 – FBLA General Session I – Opening – 6:00 p.m.**
  - Greetings
  - Keynote
  - Introduction of Candidates for National Parliamentarian and Region VP
  - Campaign Speeches – President, Secretary, Treasurer

- June 30 – FBLA Exhibit Hall**
  - FBLA Virtual Campaign Booths Open – 11:00 a.m. – 4:00 p.m.
- June 30 – FBLA General Session II – 5:00 p.m.**
  - Featured Speaker – Time Kid of the Year
  - Chapter Award Highlights (Chapter Challenge, Outstanding Chapter, Membership Awards, March of Dimes Awards)
  - Conference Update
  - Election Process
  - Q&A for President, Secretary, and Treasurer Candidates
- July 1 – FBLA Exhibit Hall**
  - FBLA Virtual Campaign Booths Open – 9:00 am. – 12 Noon
- July 1 – FBLA Election Window Opens – 12 Noon (24 Hours)**
- July 1 – FBLA General Session III – Awards of Excellence Part I – 6:00 p.m.**
  - Online/Production Event Announcements
  - BAA America, CSA Achievement, LEAD Gold Highlights, Scholarships, Outstanding Adviser, Who’s Who, Young Leader, Businessperson of the Year
- July 2 – FBLA Election Window Closes – 12 Noon**
- July 2 – FBLA General Session IV – Awards of Excellence Part II – 4:00 p.m.**
  - Conference in Review
  - Performance Events
  - National Officer Farewell
  - Announcement of New FBLA Officer Team
  - Battle of the Regions
  - Adjournment
- July 9**
  - FBLA New Officer Orientation Webinar – 7:00 p.m.
  - PBL New Officer Orientation Webinar – 8:00 p.m.

### **2021-22 FBLA-PBL National Officer Voting Delegate Guidelines**

Voting delegates are responsible for electing the National Officers that will serve FBLA-PBL for the 2021-22 program year.

#### **FBLA National Officers for Elected Office**

1. **President** (Elected by State Voting Delegates)
2. **Secretary** (Elected by State Voting Delegates)
3. **Treasurer** (Elected by State Voting Delegates)
4. **Eastern Region Vice President** (Elected by Local Voting Delegates)
5. **Mountain Plains Region Vice President** (Elected by Local Voting Delegates)
6. **North Central Region Vice President** (Elected by Local Voting Delegates)
7. **Southern Region Vice President** (Elected by Local Voting Delegates)
8. **Western Region Vice President** (Elected by Local Voting Delegates)

**Votes are determined as follows:**

Each state chapter in good standing shall be entitled to send two voting delegates and one alternate

from its active membership to the National Leadership Conference. These State Voting Delegates vote on the election of the National President, National Secretary, National Treasurer, and any bylaw amendments. State Key Contacts will determine each of their two State Voting Delegates based on a form which is due by May 14.

Each local chapter in good standing shall be entitled to send from its active membership, two to four local voting delegates and one alternate for each voting delegate to the National Leadership Conference in accordance with the following:

- Under 50 members—two voting delegates.
- 50–100 members—three voting delegates.
- Over 100 members—four voting delegates.

These delegates vote for their Regional Vice President. These delegates are determined from those members that are registered for the conference as part of the conference registration process. A report will determine the number of votes based on registration received by June 4.

Candidates for elected offices will be elected by ranked voting. A majority vote will determine the winner for each elected office.

#### **PBL National Officers for Elected Office**

- 1. President**
- 2. Executive Vice President**
- 3. Vice President of Communication**
- 4. Vice President of Financial Development**
- 5. Vice President of Membership**

#### **Votes are determined as follows:**

Each local chapter in good standing shall be entitled to send from its active membership, two to four local voting delegates and one alternate for each voting delegate to the National Leadership Conference in accordance with the following:

- Under 50 members—two voting delegates.
- 50–100 members—three voting delegates.
- Over 100 members—four voting delegates.

These delegates vote on the election of all PBL National Officers running for elected office and any bylaw amendments. These delegates are determined from those members that are registered for the conference as part of the conference registration process. A report will determine the number of votes based on registration received by June 4.

Candidates for elected offices will be elected by ranked voting. A majority vote will determine the winner for each elected office.

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Definition: **Preferential/Ranked voting** is any election voting system in which voters use a ranked (or preferential) ballot to select more than one candidate (or other alternative being voted on) and to rank these choices in a sequence on a scale of 1st, 2nd, 3rd, etc. **If a majority is not reached on the first ballot, the ballots of the lowest-placing candidate are redistributed to the second choice. This process of dropping the lowest candidate and redistributed to the next highest remaining candidate continues until a candidate reaches the majority.**