



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

## 2022 FBLA and PBL National Officer Candidate Guidelines and Processes for Student Elections

<b>FBLA National Officer Positions</b>	<b>PBL National Officer Positions</b>
<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>

A National Officer Candidate is a candidate on behalf of his or her State. If a State Key Contact withdraws his or her endorsement that candidate will automatically be removed as a candidate for FBLA or PBL national office.

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.
- Once a member has been declared an official candidate following the interview, he or she may not use social media to campaign. All campaigning will be done through the on-site campaign booths; however, candidates may answer questions that are posted on the virtual campaign booths.
- Social media will be monitored by the Elections Committee including both direct and/or indirect campaigning.

### Candidate Interviews

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

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- 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 Elections Committee will have copies of all campaign materials prior to the interviews.
- At least one member of the Elections Committee will be assigned to the different interview groups in case interview screening committee members have questions.
- 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 parliamentarian exam.
- Once candidates are approved by the screening committee, they are to follow the code of conduct that is found in the National Officer Candidate Application.

## **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.
- Candidates must include a description of any items, which will be given away at the on-site campaign booth.
- Following the election, candidates must provide a list of winners of all give-a-ways.

## **Official Campaigning**

Official campaigning for all offices for elected positions are restricted to on-site campaign booth hours. All FBLA conference delegates will be identified with region ribbons so that candidates for FBLA Region Vice President will be able to recognize conference attendees from their Region.

### **For FBLA:**

June 30 – Campaign Booths Open – 9:00 a.m. – 4:00 p.m.

Central Time

July 1 – FBLA Campaign Booths Open – 9:00 am. – 2:00 p.m.

Central Time

### **For PBL:**

June 25 – PBL Campaign booths Open – 11:00 a.m. – 4:00 p.m.

Central Time

June 26 – PBL Campaign Booths Open – 9:00 a.m. – 12 Noon

Central time

Candidates may not campaign via social media because there will virtual campaign booths displaying the candidate's information through the conference Whova app which will include:

- 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!)

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- Campaign Details

All virtual campaign booths will go live on **Wednesday, June 22 at 8:00 a.m. Eastern time**. The booths will remain up until the second to the last day of each conference. There will be no campaigning through these virtual booths. All campaigning will take place as part of the on-site campaign hall.

**Candidate Financial Statement.** A candidate may not spend or have received donated materials (at “fair market” value) and/or money totaling more than \$1000 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 \$700 income and \$300 in donations, the total expenses must also equal \$1000. Any additional income must be returned to whoever donated it.

## Candidate Introductions

**Candidate Introductions.** All FBLA National Officer Candidates will be introduced virtually as part of the Region meetings on **Tuesday, June 21**. PBL National Officer Candidates will be introduced as part of their virtual campaign booths.

## Campaign Speeches

**Campaign Speeches.** Candidates for FBLA national offices (president, secretary, treasurer) will deliver their speeches live during Opening General Session. Candidates for vice president will deliver their pre-recorded campaign speeches during the Virtual Regional Meetings which be available for viewing on the Whova App on **Tuesday, June 21** beginning at 5:00 p.m. Eastern Time.

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

### **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 during the State Presidents and State Voting Delegates Q&A Session on June 30.

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 viewed during the Regional Meetings on June 21. This will be pre-recorded, and candidates will be expected to dress in business attire.

For PBL, all candidates for elected office will take part in Q&A Session on June 25 at 4:30 p.m. Central Time.

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

## Tentative Dates/Check List

- March 1**
  - Membership Dues Receipt Deadline to Be Eligible to Serve as a FBLA Local Chapter Voting Delegate
- April 15**
  - Membership Dues Receipt Deadline to Be Eligible to Serve as a PBL Local Chapter Voting Delegate
- May 14**
  - FBLA State Chapter Voting Delegate Form Deadline
- May 15**
  - [Application](#) Deadline – FBLA – 5:00 p.m. Eastern Time
  - [Application](#) Deadline – PBL – 5:00 p.m. Eastern Time
- May 15** (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 – Our Production Company will record your speech with you via a Zoom session)
  - Campaign Website Link
  - Campaign Budget (Download and save template. Upload from your completed [template](#))
  - List of Campaign Materials
- May 24**
  - FBLA National Officer Candidate Virtual Interviews 1:00 p.m. – 4:00 p.m. Eastern Time
- May 25**
  - PBL National Officer Candidate Virtual Interviews 1:00 p.m. – 4:00 p.m. Eastern Time
- June 4**
  - Last Day to Register FBLA and PBL Local Voting Delegates Through Online Conference Registration – 12 Midnight – Eastern Time
- June 12**
  - Webinar – FBLA National Officer Candidates – 7:00 p.m. Eastern Time
  - Webinar – PBL National Officer Candidates – 8:15 p.m. Eastern Time
- June 15**
  - FBLA Local Voting Delegate Webinar Posted for Viewing – 7:00 p.m. Eastern Time
  - PBL Local Voting Delegate Webinar Posted for Viewing – 8:00 p.m. Eastern Time
- June 21**
  - FBLA Virtual Region Meetings – Pre-recorded (Viewing available at 5:00 p.m. Eastern Time)
    1. Welcome – Region VP
    2. Introduction of all Candidates for FBLA National Officer
    3. Greetings from the FBLA National President
    4. Greetings from the PBL National President
    5. Overview of the Year – Region VP

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6. Regional VP Speeches
7. Q&A for Region VP Candidates
8. Recognition of Council Members
9. Adjournment

### June 24-27 – PBL National Leadership Conference

- June 24 – PBL Opening General Session – 7:00 p.m. Central Time**
  - Parade of States (State President, Outstanding Local Adviser, Who’s Who in PBL)
  - Introduction of National Officers and Welcome by National President
  - Membership Chapter Awards
  - Distinguished Business Leader and NTHS Scholarship Recipients
  - Keynote Speaker
  - Re-Introduction of National Parliamentarian Candidates
  - Campaign Speeches
  - Announcements
  - Adjournment
- June 25 – Expo Hall**
  - PBL Onsite Campaign Booths Open – 9:00 a.m. – 4:00 p.m. Central Time
- June 25 – PBL National Officer Candidate Q&A – 4:30 p.m. Central Time**
- June 26 – Expo Hall**
  - PBL Onsite Campaign Booths Open – 9:00 a.m. – 12 Noon Central Time
- June 26 – PBL Election Window Opens – 12 Noon (24 hours) Central Time**
- June 27 – Election Window Closes – 12 Noon Central Time**
- June 27 – PBL Awards of Excellence – 4:00 p.m. Central Time**
  - Welcome by PBL National President
  - Recognition of Businesspersons of the Year
  - Excellence Gold Awards
  - Competitive Events Recognition
  - Prerecorded PBL National Officer Farewells
  - PBL National President Farewell
  - Announcement and Installation of New PBL National Officer Team
  - Adjournment by Incoming National President

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

- June 29 – FBLA Opening General Session – 6:30 p.m. Central Time**
  - Introduction of National Officers
  - Greetings
  - Middle School and High School Membership Awards
  - Keynote
  - Re-Introduce Candidates for National Parliamentarian and Region VP
  - Campaign Speeches – President, Secretary, Treasurer
  - Adjournment
- June 30 – Candidate Q&A for President, Secretary, and Treasurer Candidates – 8:00 a.m. Central Time**

- June 30 – FBLA Expo Hall**
  - FBLA On-site Campaign Booths Open – 9:00 a.m. – 4:00 p.m. Central Time
- July 1 – FBLA Expo Hall**
  - FBLA On-site Campaign Booths Open – 9:00 am. – 2:00 p.m. Central Time
- July 1 – FBLA Election Window Opens – 12 Noon (24 Hours) Central Time**
- July 1 – Awards of Excellence Part I – 6:30 p.m. Central Time**
  - Parade of States (Who’s Who, Middle School Young Leader, State President, Outstanding Adviser)
  - Businesspersons of the Year
  - Partner Event Winners
  - BAA America, LEAD, Distinguished Business Leader, NTHS, and Johnson and Wales Scholarship Recognition
  - Middle School and High School Open Events
  - Middle School and High School Objective Events
- July 2 – FBLA Election Window Closes – 12 Noon Central Time**
- July 2 Awards of Excellence Part II – 6:30 p.m. Central Time**
  - Welcome Remarks by FBLA National President
  - FBLA National President’s Live Farewell
  - Announcement and Installation of 2022-23 National Leadership Team
  - Middle School and High School Performance Events
  - Adjournment
- July 9**
  - FBLA New Officer Orientation Webinar – 7:00 p.m. Eastern Time
  - PBL New Officer Orientation Webinar – 8:15 p.m. Eastern Time
- July 11-15 – FBLA and PBL National Officer Training – Reston, VA**

### **2022 FBLA-PBL National Officer Voting Delegate Guidelines**

Voting delegates are responsible for electing the National Officers that will serve FBLA-PBL for the 2022-23 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 by 12 midnight Eastern Time.

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, 12 midnight Eastern Time.

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**

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, 12 midnight Eastern Time.

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.**