

From Your West Virginia Phi Beta Lambda State Officer Team:

2020-2021 Strategic Plan

CMAP	Darren Ray - President
<p>West Virginia Phi Beta Lambda wants to see all members complete the possible levels of the CMAP program. In the future, completion of CMAP levels may allow members to be eligible to receive possible discounts on state conference fees.</p>	
<ul style="list-style-type: none"> • The state officer team will release a document detailing how CMAP works. • The state-wide goal is to achieve a 25% participation rate. • To lead by example, the state officer team will be participating in the program as well. 	
Community Service	Jake Klepp-Egge - Secretary
<p>West Virginia Phi Beta Lambda executive board is committed to continuing community service in our organization. Last year, your executive team encouraged you all to engage more with smaller community organizations as well as March of Dimes, and it was a success! This year, your executive board will be working to remedy a problem that many local chapters face. This problem is not knowing what organizations and opportunities were near them.</p> <p>Phi Beta Lambda has long been a supporter of March Of Dimes, and will continue to do so. Your WVPBL leadership team encourages all local chapters to continue doing service for march Of Dimes, and continue the great work our local chapters all have done in the past.</p>	
<ul style="list-style-type: none"> • To help the situation, your leadership team will commit to sending lists of community service opportunities as we find them throughout the year to ensure PBL stays active in community service. 	

<ul style="list-style-type: none"> The executive board is available to assist with starting your chapter's March of Dimes fundraiser. 	
<p style="text-align: center;">Increasing Membership</p>	<p style="text-align: center;">Darren Ray - President</p>
<p>WV PBL wants to ensure that the membership of the organization is constantly growing. The state will be offering guidance and support for those wanting to charter a new chapter as well as those wanting to grow a current chapter.</p>	
<ul style="list-style-type: none"> The state is setting a goal for each chapter to recruit at least five new members. The officer team will be releasing tips and tricks on how to recruit as well as recruiting materials. 	
<p style="text-align: center;">Outreach</p>	<p style="text-align: center;">Abbie Busch - Treasurer</p>
<p>The State Executive Board believes that by establishing an outreach program, we can help local chapters on improving in areas such as membership, fundraising, and communication.</p>	
<ul style="list-style-type: none"> The Executive Board members will be easier to contact through email, phone number, or messages on social media. This increased communication is available to assist in any issues or questions chapters might have. 	
<p style="text-align: center;">Communication</p>	<p style="text-align: center;">Jake Klepp-Egge - Secretary</p>
<p>Your leadership team will work as hard as they can to keep up communications among the local chapters. Last year, executive members made an effort to improve communications, however, we could have done better. This year your leadership team has decided to improve communications further.</p>	
<ul style="list-style-type: none"> Your officer team has decided to host small competitions among the local chapters throughout the year. Frequent Zoom roundtable meetings for members and local officers to ask 	

<p>questions freely, and have discussions.</p> <ul style="list-style-type: none"> • Monthly emails will be sent to local advisors to make sure all local chapters are as informed as possible. • Chapter Spotlights will be utilized to highlight the most active chapters! Be sure to update your social media to be in the running. 	
<p style="text-align: center;">Social Media</p>	<p style="text-align: center;">Abbie Busch - Treasurer</p>
<p>Currently, West Virginia PBL has Facebook, Instagram, Twitter, and LinkedIn social media accounts. The PBL Executive Board is hopeful is using the SLACK media platform to connect and increase communication between the state chapters.</p>	
<ul style="list-style-type: none"> • The state is setting a goal to see an increase in usage of local chapter social media accounts by October of 2020. • The officer team will be providing local chapters with guidance on how to increase their social media usage. 	
<p style="text-align: center;">Increasing Involvement</p>	<p style="text-align: center;">Darren Ray - President</p>
<p>The state wants the participation and involvement this year to be the highest possible. West Virginia Phi Beta Lambda will be hosting periodic, friendly competitions to bolster the involvement and comradery within the state. This will range from social media competitions to community service competitions and beyond. Additionally, the state officer team will be available to provide ideas and guidance on how to get members of individual chapters involved as much as possible.</p>	
<ul style="list-style-type: none"> • Increased involvement from every chapter throughout the state. • Each chapter to have at least 20 hours of community service hours. • Each chapter to send at least 60% of current membership to SLC. 	

<ul style="list-style-type: none"> Each chapter to utilize social media to promote the great things the chapter is doing. 	
<p style="text-align: center;">Funding</p>	<p style="text-align: center;">Abbie Busch - Treasurer</p>
<p>The State Executive Board wants to help all local chapters as much as possible! In helping each chapter, a sponsorship program has been created which will help lower the cost for state conference fees.</p>	
<ul style="list-style-type: none"> The PBL Executive Board will be releasing flyers on easy, quick, and semester long ideas to help chapters independently fundraise. 	