

Recruitment Lesson Plan

NBEA Standards/Lesson Objectives

Communications

- Apply basic social communications skills in personal and professional situations.
- Participate as a productive member of a group and demonstrate the abilities to work as part of a team.
- To use technology to enhance the effectiveness of communication.

Lifelong Learning

- Demonstrate appropriate interpersonal skills when working with others in small groups, in business, and in local chapter activities.

Introductory Icebreaker (Time: 5-10 minutes)

Jelly Bean Jam. In each envelope, insert nine jelly beans of different colors. Give an envelope of jelly beans to each student. Tell your members that the object of this game is to get nine jelly beans of the same color. To do this, they are to ask others for the color of the jelly bean that they want and then trade one of theirs. They may only trade one jelly bean at a time. The first person to get nine same color jelly beans is the winner. Award a prize to the winner.

Notes:

- In order to recruit and maintain FBLA-PBL members, you need to make all members feel important and part of the group.
- Adding an icebreaker where students can interact at a meeting helps make students involved and interested.
- The best source of recruitment is motivated students. Those members who have fun at a meeting will “spread the word” to other students.

Introductory Activity (Time: 15-20 minutes)

FBLA-PBL Recruitment Presentation. Present the accompanying informational PowerPoint to prospective members. This presentation highlights the benefits and programs of FBLA-PBL.

Notes:

- FBLA-PBL is the largest student business organization with more than a quarter of a million members.
- There are four divisions:
 - FBLA-ML (Junior High School – Grades 5-8)
 - FBLA (High School – Grades 9-12)
 - PBL (Postsecondary)
 - Professional (Adults)

Reinforcement Activity (Time: 30-45 minutes)

FBLA-PBL Trivia Game.

- This is a fun way to introduce students to the national organization.
- Divide the group up into two teams.
- Give a stuffed animal to each group for their team mascot.
- Each team will have a bell to ring in the answer.
- When the question appears, ring the bell. Your team will be called upon. If you are correct, the moderator will tell you to continue. If you are incorrect, it is the other team's turn. Each correct answer will be worth 5 points.
- The final round will be worth 25 points. You will write down the correct answer on paper as they do in jeopardy.

(At this point the adviser should download the FBLA-PBL Trivia Game Powerpoint. Put on some Game Show Tunes such as the theme from "Wheel of Fortune" and "Jeopardy" for mood music). A hard copy of the questions and answers can be found in this area.

Award prizes to the winning team.

Notes:

- Through this activity, we were able to gain a better insight into the national organization.

Reinforcement Activity (30 minutes – Prep time – 1 class period)

FBLA-PBL Role-Playing Activity.

- For our last activity, we will, as a group role-play the history of our organization for a FBLA-PBL meeting. This activity was originally developed by a former PBL National Officer team for the Institute for Leaders which is held in conjunction with the National Leadership Conference year. See the grading sheet following this section. Before we role play this activity, each person will be assigned a different time period or the Introduction or Conclusion of this activity. You will be working on a PowerPoint Slide representing your era (this will take one class period – you will research the era on the internet to discover the attire of the time period and apply appropriate graphics and music to your slide. If you have more students than parts – you may want to split the role-playing and have two or more different groups work on different presentations. Choose the best one to present at a local chapter meeting or local chapter event such as an induction ceremony for new members). Once everyone has completed a slide, we will combine them for our role-playing activity. Your assignment is to find a costume to represent the era that you will be speaking about. See "The History of FBLA-PBL" for a copy of the script).