

# STEP UP! STAND OUT!



**Georgia Phi Beta Lambda  
Chapter Planning Guide  
2017-2018**

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## This Document!

This Chapter Planning Guide serves as a summary of Georgia Phi Beta Lambda (PBL) events and programs for the upcoming year. Please remember that this is a guide and that dates and amounts may change during the planning of each event. More comprehensive documents for each conference become available online prior to the conference. The *Chapter Management Handbook* remains the most complete resource for students and advisers.

## Membership Dues

Although each chapter may set its own dues amount, national dues are \$10 and state dues are \$10, for a total of \$20. Advisers may register members and pay dues on the national website.

Members must be listed on the national website showing payment of dues by the following dates to participate in the following events:

- Georgia Fall Leadership Conference, October 1
- District Conferences, February 1
- State Conference, April 1
- National Conference, April 1

## State and National Themes

The 2017-2018 State Theme is:  
**Step Up! Stand Out!**

The 2017-2018 National Theme is:  
**Elevate Your Future**



## Georgia PBL Website

<http://www.georgiapbl.org>

The Georgia PBL website is maintained by Mr. Tim Green at North Georgia Technical College and Ms. Tiffanie Root at Southern Regional Technical College. Consult the site for more detailed information regarding conferences, state officers, chapter guides, and more!

## National PBL Website

<http://www.fbld-pbl.org>

The national PBL site is maintained by the national office. Check this site to renew your membership, register for national conferences, browse the adviser section, and the Marketplace.



## **Georgia Phi Beta Lambda Structure**

### **Chapters**

Post-secondary institutions may apply to the national office for a local charter - very easy to do! Chapters can be found at most of the technical colleges in our state as well as in a few of the two and four-year colleges. In addition, students at institutions without a PBL chapter may be just as involved through the Georgia PBL Virtual Chapter or may begin a chapter at their school.

### **Members**

Students at virtually any postsecondary institution in Georgia can join PBL either through their own college or the Georgia PBL Virtual Chapter. Membership dues are paid to the national office and cover both national and state requirements. Tiffanie Root is the adviser for the virtual chapter.

### **Advisers**

Chapters have at least one faculty or staff member who serves as the adviser for their student membership.

### **Georgia PBL Executive Board**

Georgia PBL is guided through an active executive board. Members of the board include the Executive Director, the State Awards Director, the State Financial Director, the Professional Division President, the State Leadership Consultant, the State Public Relations Coordinator/Virtual Chapter Adviser, the Georgia PBL Foundation President, and the Georgia PBL Foundation Financial Director.

### **PBL Professional Division**

The Professional Division is composed of non-students who are interested in being a part of PBL. This group includes chapter advisers and local businesspeople that support PBL through their time and financial support. Their affiliation is at both the state and national level. Membership dues are \$25 per year.

### **Georgia PBL Foundation, Inc.**

The Georgia PBL Foundation is a fund-raising body whose mission is to support Georgia PBL financially. The Georgia PBL Foundation does so through the Foundation scholarship, reimbursement of national registration for first place students, funding the chapter grant, and funding the Adviser of the Year and Chapter of the Year awards.

## **Recognition Programs with PBL**

### **Competitive Events**

PBL offers its members a chance to receive recognition in over 30 separate competitive events. These events might be a written test over specific knowledge or a performance or speaking event. Competitions can be individual efforts, teams of two or more, or a chapter-wide effort.

### Scholarships

There are a number of scholarship opportunities at the state and national level. There are two Foundation awards given each year at the state conference and a national scholarship given at that conference.

### Chapter of the Year

Local chapters are encouraged to nominate its chapter for the Chapter of the Year award. This award is given at the state conference and is based on a series of criteria that a chapter works on year-round.

At the National level, the Hollis and Kitty Guy Gold Seal Chapter Award of Merit is given to chapters who complete a set of accomplishments.

### Awards of Merit

There are five Awards of Merit: Blue, Bronze, Silver, Gold, and Platinum. Each is based on the same 50-point criteria, with each level being based on the number of criteria achieved by a chapter.

### Adviser of the Year

The Adviser of the Year award is given to the nominated adviser who achieves the most points based on the activities completed by his/her chapters. Advisers are nominated by their members.

### State Projects

These projects are recognized at the state conference and a number at the national conference for chapters excelling in each effort.

### March of Dimes

The March of Dimes is our nationally designated charity. Chapters' work year-round raising funds for MOD; those raising the most are recognized at the state and national conferences.

March of Dimes funds are given by chapters to their local March of Dimes office with the receipt copied and sent with the state conference materials. Awards are given for chapters who raise the most funds; Georgia is consistently the number one state in the nation for raising MOD funds!



### Interaction with FBLA

Interaction with FBLA is a critical aspect of the growth of Phi Beta Lambda. Chapters' efforts to coordinate events and work with FBLA chapters are recognized at the state conference.

### New Chapter Recruitment

Another valuable effort in the growth of Georgia PBL is the recruitment of new chapters. In addition to some post-secondary institutions never having had a PBL chapter, some chapters are inactive for periods of time. Chapters' efforts to coordinate events and work with new or re-activated PBL chapters are recognized at the state conference.

### Corporate Sponsors

Chapters and members are greatly encouraged to seek corporate sponsorship of the competitive events at the state conference. These sponsors are listed in the state program and displayed during the awards banquet.

### Foundation Donations

Chapters are encouraged to donate to the Georgia PBL Foundation. Chapters are encouraged to donate at least \$400. A silent auction is held each year at the state conference for the Foundation. Each chapter is asked to bring an item to donate to the silent auction.

### GFLC Events

Members may participate in a small number of competitive events prior to the Georgia Fall Leadership Conference. These events are not part of the district, state, or national competitions but serve to start the spark of the competitive season.

### CMAP

The Career and Membership Awards Program is a national series of activities that allows members the opportunity for personal and PBL development. There are three levels, in order: Director, Executive, and Presidential. Each includes a checklist of activity completion that must be submitted to the national office.

### Free Advice!

Have a CMAP day where students get together to compose or prepare the documents needed for CMAP, especially for the Director level. Most documents can be created in a couple of hours!

Start working on Foundation donations, the Seal awards, and corporate sponsors early. The sooner these goals are accomplished, the better for focusing on other chapter projects and on competitive events!



## PBL Conferences

### State Officer Training

The officers elected at the state conference are not elected to a particular office but rather are chosen as a slate, as is done in each of the major student organizations in Georgia. Later, at the State Officer Training, the group of officers enjoys leadership sessions and team-building activities. At the end of the weekend, the team of reviewers chooses the position for each of the officers in each of the organizations.

### GFLC

The Georgia Fall Leadership Conference is a premier officer training event held in October. State officers from each of the four major student organizations (PBL, SkillsUSA, National Technical Honor Society, the Georgia Student Government Association) lead local chapter officers and members in a series of officer development training sessions. Over the weekend in Atlanta, members of all organizations network and greatly strengthen their ability to lead their local chapters. Advisers also have a series of informational sessions to guide them on their PBL year.

Important GFLC dates/information:

- Dues eligibility deadline is October 1.
- Registration due is October 13.
- Competitive event deadline for materials (school-site tests, etc.) is October 20.
- Early-bird Registration is \$125. Registration is \$135.

### District

There are two competitive event conferences that split the state horizontally at Macon. North District and South District Conferences are hosted by local chapters. South District is in February and North District is in March. The competitive events are those competed in at State and later Nationals, but not all events are offered as this is a one-day, drive-in conference and time becomes an issue. All written tests are offered and approximately nine performance events are available. Top five finishers in each event are awarded at the closing awards ceremony.

Important District dates:

- Dues eligibility deadline: February 1
- Registration due, South: February 1
- Registration due, North: February 1
- School-site tests postmarked by: January 25
- Registration: \$35, includes lunch

### State Leadership Conference

The Georgia PBL State Conference is held each year in April in Atlanta. This weekend-long event includes competitions, guest speakers, state officer elections, a silent auction, and many other activities. For many, this conference is the culmination of several months' work. All of the major state awards are determined at this time. The top finishers at state are then eligible to continue to the National Leadership Conference.

Important State dates:

- Registration is due March 21.
- School-site tests postmarked by March 21.
- All awards materials, such as Interaction with FBLA evidence, Seal awards evidence, Adviser and Chapter of the Year evidence, etc. is due March 21.
- Dues eligibility deadline is April 1.
- Registration for students and advisers is \$110.

### National Leadership Conference

Baltimore, Maryland is the site for 2018's NLC. Chapters and their members from across the country will compete in events and take part in leadership and professional development activities. The national officers are elected and set the stage for the next year.

Important NLC dates:

- Competitive event materials due May 11
- Registration due: May 20
- Registration (usually): \$115

### Institute for Leaders

Immediately prior to the NLC, the Institute for Leaders provides organizational and leadership training sessions for state and local chapter officers, members, and advisers. This two-day training conference prepares student leaders and members to assume their elected responsibilities and develop valuable life skills.

## Conference Information

### Information Packets

Information documents are posted to the Georgia PBL website as they become available, usually months prior to the conference. Some documents, such as the Awards of Merit criteria, Adviser and Chapter of the Year Award criteria, scholarship applications, and a performance events summary are available year-round. These documents are typically updated in the summer; look for the dates on the documents posted as an indication of that update.

### Registration

Registration for District and State is submitted through the Georgia PBL website. National Conference registration is completed via the national site. The GFLC has its own website for that registration.

The term “on-site registration” in this document refers to the time when a chapter arrives at a conference and receives their conference package that includes the conference program, name tags, etc.





### Payments

Payments for registration for District and State are made payable to “Georgia PBL” and are due at the same deadline as registration. In lieu of an actual check, a copy of the invoice, PO, or requisition form is acceptable. Full payment must be made at the time of on-site registration.

### Registration Changes

Changes to competitive event registration not including additions may be made up to the week prior to the first day of the conference. Members may be added to the group attending a conference up to the on-site registration but may not compete. Competitive event changes for performance events are not allowed after the week-before deadline; however, a student registered for the conference by the due date may change from a performance event to a written test but must seek approval from a member of the Executive Board. This approval is freely given but must be reported to ensure the student competes in the event(s) for which he/she is registered.

Students competing in an event who are not registered for that event are not allowed to place in that event. That is, if a student registered for Public Speaking suddenly decides to drop and add Accounting Principles without approval from a member of the Executive Board, he/she will not be allowed to place in the Accounting Principles event.

### Hotels

For the National Leadership Conference, the national office secures the best rates possible for hotels at the conference and that information is delivered by them. The state conference for several years (and contracted through 2019) has been held at the Westin Atlanta North at Perimeter. District conference is intended to be a drive-in conference; however, the hosting school will have local hotel information available. The Georgia Fall Leadership Conference will be held in Atlanta.

### Conference Packets

Each chapter receives a packet of materials when they arrive at the registration table at the state conference. This packet includes name tags, ribbons, conference programs, etc.

### Students Running for State Office

*(Full materials are posted on the Georgia PBL website; the following is a summary)*

State officer candidates interested in the positions of President and Vice Presidents will campaign to be members of the state officer team, not for a specific office, and must meet all eligibility requirements, including submission of the officer eligibility documentation listed below.

The following are the general eligibility requirements:

- YOU MUST BE ENROLLED IN SCHOOL THROUGH THE APRIL FOLLOWING THE STATE CONFERENCE DURING WHICH YOU ARE ELECTED.
- Throughout the term of office, you must have the support of your school, local chapter, local adviser, and the state executive committee.
- Each candidate must submit a resume, a one-page essay, an official transcript, a copy of CMAP Director level award (letter from National Headquarters stating that you have received the award), a letter of recommendation from her/his local adviser, and a letter of recommendation from a school official (VP, Dean, etc.).
- You must also participate in the officer candidate interview process at state conference.

Campaigning is permitted only at designated times during the State Conference. You may continue to wear any campaign items after 12:00 noon, but cannot distribute items except in the voting delegate seats in the Second General Session.

Campaign booths are set up at the State Conference. Candidates are introduced at the opening session on Friday afternoon and give a campaign speech. Voting delegates, chosen by each of the Georgia PBL chapters and designated by their green ribbons, vote on the candidates at the second general session which is held Saturday afternoon.

### **Share your news!**

#### **State Newsletter**

A newsletter is composed by the state officer team and our State Public Relations Coordinator. The newsletter will be distributed four times a year. Chapters wishing to share news should email the State Vice president for Public Relations with their articles.

#### **National**

The national office also welcomes chapter news and posts them according to state. Chapters may email their articles to [communications@fbla.org](mailto:communications@fbla.org).

### **Georgia PBL Calendar**

*(A comprehensive calendar is posted on the Georgia PBL website; the following is a summary)*

November 10-12 Georgia Fall Leadership Conference (GFLC) – Atlanta, GA

(Note: State Officers arrive by 1:00 p.m., Thursday prior)

November 15 American Enterprise Day

November 17 March of Dimes World Prematurity Day

## 2018

January 25	District School Site Tests Postmark
February 1-28	National Career and Technical Education Month
February 1	State School Site Tests posted to GA PBL website
February 1	Dues deadline to Nationals for participation in North and South District Conferences
February 3	Georgia PBL North and South District Conferences Registration Closes
February 4-10	FBLA-PBL Week
February 7	Adviser Appreciation Day
February 7	FBLA-PBL Professional Dress Day
February 10	FBLA-PBL National Community Service Day
February 16	GA PBL South District Conference –TBA (State Officers arrive by 5:00 on Thursday prior)
March 1	PBL individual membership recognition program—Career and Membership Achievement Awards (a.k.a. CMAP) receipt deadline to Nationals
March 2	GA PBL North District Conference –TBA (State Officers arrive by 5:00 on Thursday prior)
March 21	Postmark deadline for all GA PBL State Conference Materials: All pre-judged items (Forms/Reports, School Site Tests/Application Letters, web site information, etc.) mailed to TBA
March 28	State Conference Registration Changes Deadline
April 1	Dues Deadline to Nationals for participation in the State and National Conferences PBL Outstanding Chapter receipt deadline to Nationals PBL Distinguished Business Leader Scholarship application receipt deadline to Nationals
April 6-8	GA PBL State Conference (no competitive event changes on site), Atlanta, GA (Note: State Officers arrive by 1:00 p.m. on Thursday prior)
April 30	Professional Membership Deadline for Recognition Awards at NLC
May 1	PBL Adviser Wall of Fame Application Postmark Deadline to Nationals
May 5	Receipt Deadline for all National Leadership Conference Materials All pre-judged items (Forms/Reports, School Site Tests, web site information, etc.) mailed to TBA
May 9	NLC Intern Application Receipt Deadline to Nationals
May 20	PBL NLC and IFL Early Bird Registration Deadline to Nationals
June TBA	TCSG Leadership Conference for 2018-2019 State Officer Selection/Training
June 4	PBL Local Voting Delegates Registration Deadline for NLC to Nationals
June 22-23	PBL Institute for Leaders, Baltimore, Maryland
June 23-26	PBL National Leadership Conference, Baltimore, Maryland

## Competitive Events

The most comprehensive source for competitive events is always the *Chapter Management Handbook*. The events at the State Conference are exactly the same as those at the National Conference. District Conference events are only a partial list and a number of those events are shortened. Georgia Fall Leadership Conference events are not associated with District, State, or National events.

Some competitive events are individual events and others are two- to three-person team events. There are also chapter events in which the entire chapter may participate.

Competitive events fall into a number of types. The most common are the written tests. These tests are multiple-choice and contain 80-100 questions and are taken in a one-hour time limit. Many events are performance events, requiring the student to stand and deliver verbally. Some events are a combination of written test and performance, with the overall score a combination of the two. A few events are school-site tests that involve a proctored production test based on a computer application, the results of which are mailed to be judged. A couple of events involve composing a report that is pre-judged and competing in a performance component as well.

Students placing in the top three in written events are then eligible to compete at the national conference. Students placing in the top two of performance events are eligible. District competition has no bearing on the state conference.

At State, students may compete in any two events and an additional chapter event. Student may not compete in an event in which they have competed at an NLC or in which they have placed first or second at a Georgia PBL state or district conference. At nationals, students may only compete in two events.

## Competitive Event Changes

As always, the *Chapter Management Handbook* is the leading resource for all things PBL, including event changes. Changes to events are made online each year as the national office seeks to improve events.

### Free Advice!

The Georgia PBL Foundation publishes and sells a booklet, *Competitive Speaking*, which contains hundreds of suggestions for building and delivering performance events! The order form is listed on the Georgia PBL website.

### Free Advice!

First-semester or other early students will not be especially competitive in written tests. That is, they'll be competing with students who are several semesters – and courses – ahead of them. However, performance events can be practiced to the point of being competitive and do not require such specific subject knowledge.

### Free Advice!

Bring pencils already sharpened and A LOT of them!

### Dress Code

Phi Beta Lambda is a professional organization of business students. Included in this is a philosophy of professional behavior, including dress. The dress code has been established to reflect the expectations of the professional business world. The official dress code policy is posted on the national website.

### Males

- Business suit with collared dress shirt and necktie; or
- Sport coat, dress slacks, collared shirt, and necktie; or
- Dress slacks, collared shirt, and necktie
- Business suit or sport coat, dress slacks, banded collared shirt; or
- Banded collar shirt may be worn only if sport coat or business suit is worn
- Dress shoes (not deck shoes) and socks (socks should not be short or white)

### Females

- Business suit with blouse; or
- Business pantsuit with blouse; or
- Skirt or dress slacks with blouse or sweater; or
- Business dress
- Capris or gauchos with coordinating jacket/suit, worn below the knee
- Dress shoes (can be open toe, must have back strap at least)

### Inappropriate attire

- Jewelry in visible body piercing, other than in ears
- Denim or chambray fabric clothing of any kind, overalls, shorts, skorts, stretch or stirrup pants or leggings, exercise or bike shorts
- Backless, see-through, tight-fitting, spaghetti straps, strapless, extremely short skirts, or low-cut blouses/tops/dresses/
- T-shirts, Lycra™, spandex, midriff tops, tank tops, bathing suits
- Sandals, athletic shoes, industrial work shoes, hiking boots, bare feet, or over-the-knee-boots
- Athletic wear, including sneakers
- Hats or flannel fabric clothing
- Bolo ties



### Free Advice!

Advisers, bring an extra tie or two. Students, if there are any questions about the dress code, lean toward being conservative!

### Awards of Merit Criteria

*These are the items that will be a part of the requirements for the Awards of Merit. There are three levels of award: Bronze, Silver, and Gold. This abbreviated form is **not** to be submitted; the official form will be included in the 2016 State Conference packet.*

*These are the items that will be a part of the requirements for the Awards of Merit. There are five levels of award: Blue, Bronze, Silver, Gold, and Platinum.*

- **20 achieved** criteria must be met to achieve the Blue Seal Award of Merit. Evidence must be presented to support each criteria achieved.
- **25 achieved** criteria must be met to achieve the Bronze Seal Award of Merit. Evidence must be presented to support each criteria achieved.
- **30 achieved** criteria must be met to achieve the Silver Seal Award of Merit. The Annual Business Report (criteria #1) must be included for this award.
- **35 achieved** criteria must be met to achieve the Gold Seal Award of Merit. The Annual Business report criteria (#1) must be included for this award.
- **40 achieved** criteria must be met to achieve the Platinum Seal Award of Merit. The Annual Business report criteria (#1) must be included for this award

### Adviser of the Year Award

*These are the items that will be a part of the requirements for the Advisor of the Year Award. This abbreviated form is **not** to be submitted; the official form will be included in the 2016 State Conference packet. Evidence may be provided in narrative form or by listing related page numbers from the Local Chapter Annual Business Report. An adviser does not have to complete each criterion to be considered.*

#### CRITERIA

Chapter achieved Blue Seal Award of Merit

Chapter achieved Bronze Seal Award of Merit

Chapter achieved Silver Seal Award of Merit

Chapter achieved Gold Seal Award of Merit

Chapter achieved Platinum Seal Award of Merit

Chapter achieved all 50 criteria listed in Award of Merit criteria

Chapter submitted application for the national PBL Outstanding Chapter

Member(s) achieved Director level in CMAP

Member(s) achieved Executive level in CMAP

Member(s) achieved President level in CMAP

Member(s) is/are State Officer

Member(s) is/are National Officer

Attendance at each: District, State, National Conference, and GFLC

Years of service \_\_\_\_\_ divided by 5 and rounded down

Service on Georgia PBL committee(s) (indicate which)

Service on National PBL committee(s) (indicate which)  
Served as State competitive event timekeeper or administrator  
Chapter raised over \$750 for MOD and Foundation combined  
Evidence of innovative ideas at local PBL (attach supporting documents)  
Present or past nomination for school's teacher of the year award  
Membership maintained or increased  
Registration received by the due date for both District and State Conferences  
Student's nomination paper

## **Chapter of the Year Award**

### Criteria

*These are the items that will be a part of the requirements for the Chapter of the Year Award. This abbreviated form is **not** to be submitted; the official form will be included in the 2018 State Conference packet. Submission of the Local Chapter Annual Business Report is **REQUIRED** for this award. A chapter does not have to complete each criterion to be considered.*

Chapter achieved Blue Seal Award of Merit  
Chapter achieved Bronze Seal Award of Merit  
Chapter achieved Silver Seal Award of Merit  
Chapter achieved Gold Seal Award of Merit  
Chapter achieved Platinum Seal Award of Merit  
More than five Director-level achievers in CMAP  
More than two Executive-level achievers in CMAP  
A President-level achiever in CMAP  
Submitted application for the national PBL Outstanding Chapter Award  
Maintained or increased membership  
Three or more members with 4.0 average during Fall Semester  
Two or more members at GFLC  
Evidence of interaction with other organizations at home college  
Evidence of school-based projects  
Turn in registration for District and State by deadlines  
Evidence of community service other than Community Service Project  
Donation to the Silent Auction at the State conference  
Member is a State Officer  
Evidence of Professional Division event  
Member applied for Mel Evans scholarship  
Battle of the Chapters top five finisher at District  
Evidence of school publicity (newsletter, college web-site, etc.)  
Submitted at least one news article for the Georgia PBL newsletter.  
Donated more than \$500 for the PBL Foundation and March of Dimes combined  
Donated more than \$1000 for the PBL Foundation and March of Dimes combined

## State Executive Board

Georgia PBL is led by a dedicated group of people, most of whom are or have been business teachers.

Mona Williams  
Georgia PBL Executive Director  
North Georgia Technical College  
Blairsville, Georgia  
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## PBL Goals

- Develop competent, aggressive business leadership
- Network with business professionals and students at the local, district, state, and national levels
- Strengthen the confidence of students in themselves and their work
- Create more interest in and understanding of American business enterprise
- Encourage members in the development of individual projects which contribute to the improvement of home, business, and community
- Develop character, prepare for useful citizenship, and foster patriotism
- Encourage and practice efficient money management
- Encourage scholarship and promote school loyalty
- Assist students in the establishment of occupational goals
- Facilitate the transition from school to work



## **PBL Creed**

- I believe education is the right of every person.
- I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- I believe every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- I believe every person should actively work toward improving social, political, community, and family life.
- I believe every person has the right to earn a living at a useful occupation and that this right should not be denied because of race, color, creed, sex, or handicap.
- I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

## **PBL Code of Ethics**

- I will be honest and sincere.
- I will approach each task with confidence in my ability to perform my work at a high standard.
- I will willingly accept responsibility and duties.
- I will seek to profit by my mistakes and take suggestions and criticism directed toward the improvement of myself and my work.
- I will abide by the rules and regulations of my school.
- I will exercise initiative and responsibility and will cooperate with my employer and fellow worker.
- I will dress and act in a manner that will bring respect to me and to my school.
- I will seek to improve my community by contributing my efforts and my resources to worthwhile projects.

