High School

COMPETITIVE EVENTS GUIDE

Revised November 2024

FUTURE BUSINESS LEADERS OF AMERICA

300 Sower Boulevard

Frankfort, KY 40601

Regional and State Leadership Conference Summary of Competitive Events 2024-25

- Only those paid members affiliated with FBLA High School may enter the events. ML members have their own competitive events.
- The top three (3) will be recognized/awarded at the regional conferences. These students qualify to advance to State competition. In the event one of the top three (3) chooses not to advance to State, the next individual/team finisher will be contacted until all three (3) slots are filled. Exception, talent show, only the top two acts advance.
- The top five (5) will be recognized/awarded at the State Leadership Conference. Only the top four (4) advance to national competition. If one of the top four (4) chooses not to advance, the next individual/team finisher will be contacted until all four (4) slots are filled.
- Each chapter may have one (1) entry in each event. Exception Talent show, two entries are allowed.
- Students may only enter one (1) individual or team event as well as one (1) chapter event. A few events are exceptions to this and are listed on the following pages.
- Chapter event may have up to five (5) members entered in the event.
- Individual/Team events may only have one entry. If the team option is selected, up to three members may make up the team.
- Events beginning with "Introduction to" are freshman/sophomore events only. Upperclassmen may NOT enter these events. Middle Level may not enter these events.
- Online events will test in person at regional conferences.
- Online events will test at home schools during a pre-selected testing week for the SLC.
- Several events are prejudged only for the regional conference.
- Several events are prejudged for state competition with the top eight (8) performing at the SLC. Advisers will be notified prior to the SLC and will have the option of notifying their competitors prior to arrival at the SLC. However, no results other than your own chapter's results should be shared.
- Team online objective tests will all be tested individually with scores averaged for the team's score.
- Local Chapter Scrapbook has two (2) options—a virtual scrapbook and the tradition scrapbook. Chapters may enter both events; however, members may not be in both (repeat member(s) in both virtual and tradition.)
- The following events may be entered along with **one** other Individual/Team event plus **one** Chapter Event for Regional and State competition only. Scholarship Events are not counted in the competitive events restrictions. Each chapter may only have one entry per event. Registration fees will vary based on number of entries per member. National competition is restricted to one entry per member regardless of classification of event.

Business Plan	Future Business Leader
Coding & Programming	Mobile Application Development
Computer Applications	Partnership with Business
Computer Game & Simulation Programming	Spreadsheet Applications
Digital Animation	Website Coding & Development
Digital Video Production	Website Design
Financial Statement Analysis	Word Processing

Type	Event	Regional Format	State Format
Individual	Accounting I	Online Objective	Online Objective
Individual	Accounting II	Online Objective	Online Objective
Individual	Advertising	Online Objective	Online Objective
Individual	Agribusiness	Online Objective	Online Objective
Chapter	American Enterprise Project	Prejudged Only	Prejudged Only
Individual or Team	Banking and Financial Systems	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual or Team	Broadcast Journalism	Presentation to Judges	Presentation to Judges
Chapter	Bulletin Board	Judged Onsite	Judged Onsite
Individual	Business Communication	Online Objective	Online Objective
Individual or Team	Business Ethics	Prejudged 1-Page Executive Summary and Online Objective Test	Prejudged 1-Page Executive Summary Online Objective Test, and Presentation to Judges of Top 8
Individual	Business Law	Online Objective	Online Objective
Individual or Team	Business Management	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual or Team	Business Plan	NONE – State Only	Prejudged Only
Individual	Client Service	Live Performance with Judges with Secure Prompt Prep	Live Performance with Judges with Secure Prompt Prep
Individual or Team	Coding & Programming	NONE – State Only	Prejudged Only
Chapter	Community Service Project	Prejudged Only	Prejudged Only
Individual	Computer Applications	Prejudged Skills	Prejudged Skills/Production & Online Objective
Individual or Team	Computer Game & Simulation Programming	Prejudged Only	Prejudged w/Top 8 Performing
Individual	Computer Problem Solving	Online Objective	Online Objective
Individual	Cyber Security	Online Objective	Online Objective
Individual or Team	Data Analysis	Presentation to Judges	Presentation to Judges
Individual or Team	Digital Animation	Prejudged Only	Prejudged w/Top 8 Performing
Individual or Team	Digital Video Production	Prejudged Only	Prejudged w/Top 8 Performing
Individual	Economics	Online Objective	Online Objective
Individual	Electronic Career Portfolio	Presentation to Judges	Presentation to Judges
Individual or Team	Entrepreneurship	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual	Ethel M. Plock Scholarship	Live Interview with Judges	Live Interview with Judges
Individual	Eugene H. Smith Scholarship	Live Interview with Judges	Live Interview with Judges

Individual	Financial Math	Online Objective	Online Objective
Individual or Team	Financial Statement Analysis	Prejudged Only	Prejudged w/Top 8 Performing
Individual	Future Business Educator	Prejudged and Performance	Prejudged w/ Top 8 Performing
Individual	Future Business Leader	Prejudged Credentials, Online Objective & Live Interview with Judges	Prejudged Credentials, Online Objective & Live Interview with Judges
Individual or Team	Graphic Design	Presentation to Judges	Presentation to Judges
Individual	Health Care Administration	Online Objective	Online Objective
Individual	Help Desk	Online Objective	Online Objective -Top 8 Perform with Case Study at SLC
Individual or Team	Hospitality and Event Management	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual	Human Resources Management	Online Objective	Online Objective
Individual	Impromptu Speaking	Presentation to Judges	Presentation to Judges
Individual	Insurance and Risk Management	Online Objective	Online Objective
Individual or Team	International Business	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual	Introduction to Business Communication	Online Objective	Online Objective
Individual	Introduction to Business Concepts	Online Objective	Online Objective
Individual or Team	Introduction to Business Presentation	Presentation to Judges	Presentation to Judges
Individual	Introduction to Business Procedures	Online Objective	Online Objective
Individual or Team	Introduction to Event Planning	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual	Introduction to FBLA	Online Objective	Online Objective
Individual	Introduction to Financial Math	Online Objective	Online Objective
Individual	Introduction to Information Technology	Online Objective	Online Objective
Individual	Introduction to Marketing Concepts	Online Objective	Online Objective
Individual	Introduction to Parliamentary Procedure	Online Objective	Online Objective
Individual or Team	Introduction to Programming	Presentation to Judges	Presentation to Judges
Individual	Introduction to Public Speaking	Presentation to Judges	Presentation to Judges
Individual or Team	Introduction to Social Media Strategy	Presentation to Judges	Presentation to Judges

Individual	Job Interview	Prejudged Credentials and Live Interview with Judges	Prejudged Credentials and Live Interview with Judges
Individual	Journalism	Online Objective	Online Objective
Chapter	Local Chapter Annual Business Report	Prejudged Only	Prejudged Only
Chapter	Local Chapter Name Tag (Regional/State)	Prejudged Only	Prejudged Only
Chapter	Local Chapter Newsletter (Regional/State)	Prejudged Only	Prejudged Only
Chapter	Local Chapter Scrapbook Virtual (Regional/State)	Prejudged	Prejudged
Chapter	Local Chapter Scrapbook Hardcopy (Regional/State)	Judged Onsite	Judged Onsite
Individual or Team	Management Information Systems	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual or Team	Marketing	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual or Team	Mobile Application Development	Prejudged Only	Prejudged w/Top 8 Performing
Individual or Team	Network Design	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual	Networking Infrastructures	Online Objective	Online Objective
Individual	Organizational Leadership	Online Objective	Online Objective
Team	Parliamentary Procedure	Online Objective and Presentation to Judges	Online Objective and Presentation to Judges of Top 8
Individual or Team	Partnership with Business	NONE – State Only	Prejudged Only
Individual	Personal Finance	Online Objective	Online Objective
Individual	Public Policy & Advocacy	Online Objective	Online Objective
Individual or Team	Public Service Announcement	Presentation to Judges	Presentation to Judges
Individual	Public Speaking	Presentation to Judges	Presentation to Judges
Individual or Team	Sales Presentation	Presentation to Judges	Presentation to Judges
Individual	Securities & Investments	Online Objective	Online Objective
Individual or Team	Social Media Strategies	Presentation to Judges	Presentation to Judges
Individual or Team	Sports and Entertainment Management	Online Objective	Online Objective – Top 8 Perform with Case Study at SLC
Individual	Spreadsheet Applications	Prejudged Skills	Prejudged Skills/Production & Online Objective
Individual	Supply Chain Management	Online Objective	Online Objective
Individual or Team	Talent Show (Regional/State)	Presentation to Judges	Presentation to Judges
Individual	UX Design	Online Objective	Online Objective

Individual or Team	Visual Design	Presentation to Judges	Presentation to Judges
Individual or Team	Website Coding & Development	Prejudged Only	Prejudged w/Top 8 Performing
Individual or Team	Website Design	Prejudged Only	Prejudged w/Top 8 Performing
Individual	Word Processing	Prejudged Skills	Prejudged Skills/Production & Online Objective

2024-25 Competitive Events Guidelines
Accounting I

Accounting I provides competitors with the opportunity to demonstrate knowledge around introductory competencies in accounting. This competitive event consists of an objective test. It aims to inspire members to learn about accounting.

Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Competitors must not have had more than two (2) semesters or one (1) semester equivalent to a full year in block scheduling in high school accounting instruction.

Objective Test Competencies

- Journalizing
- Account Classification
- Terminology, Concepts, and Practices
- Income Statement
- Posting
- Balance Sheet
- Worksheet
- Bank Reconciliation
- Payroll
- Types of Ownership
- Depreciation
- Manual and Computerized Systems
- Ethics
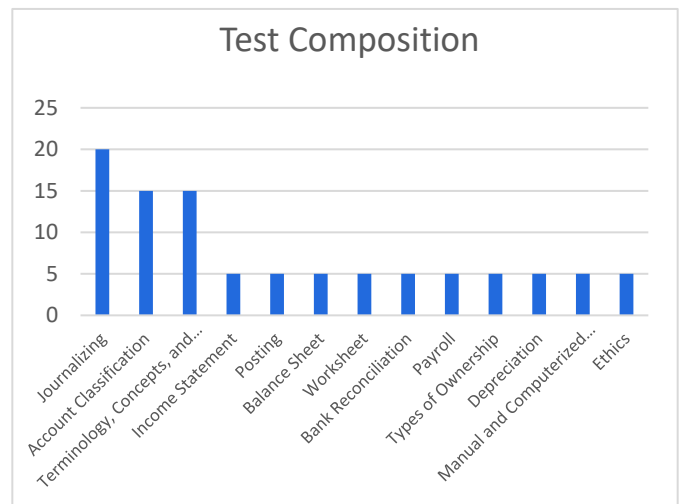
Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

2024-25 Competitive Events Guidelines
Accounting I

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Journalizing
   1. Prepare a multi-column journal for recording data.
   2. Record transactions, such as accounts receivables and accounts payables, in appropriate journals.
   3. Journalize or record business transactions in a journal (e.g., cash receipts, cash payments, purchases, sales, and general).
   4. Journalize adjusting and closing entries for a business.
   5. Prove and rule journals.

B. Account Classification
   1. Evaluate assets and liabilities to determine their function in an accounting system.
   2. Identify asset accounts.
   3. Identify liability accounts.
   4. Identify capital or owner's equity accounts.
   5. Create a chart of accounts to reflect business needs and update as needed.
   6. Differentiate among fixed assets, intangible assets, and current assets.
   7. Differentiate between current and long-term liabilities.

C. Terminology, Concepts, and Practices
   1. Identify the steps in the accounting cycle.
   2. Identify and apply the accounting equation.
   3. Maintain knowledge of current financial laws, regulations, and policies to ensure compliance in financial practices.
   4. Identify resources to provide information on financial laws, regulations, and policies.
   5. Describe the different types of financial statements; explain their purpose and compare the difference.
   6. Define general accounting terms such as asset, liability, accounts payable, capital, income, expense, etc.
   7. Define double entry accounting, debits, and credits.
   8. Describe the purpose of accounting and the role it plays in our economy.
   9. Describe the purpose of GAAP.

D. Income Statement
   1. Apply income statement equation to determine revenue and expenses.
   2. Prepare an income statement that reports the results of operations for any entity.
   3. Interpret the information on an income statement.

E. Posting
   1. Post from journals to a general ledger.
   2. Post from journals to a subsidiary ledger.
   3. Record the posting in the journal and ledger reference columns.
   4. Balance and verify the ledger accounts.
   5. Prepare a trial balance.
   6. Post adjusting and closing entries.
   7. Prepare schedules for subsidiary ledgers.

F. Balance Sheet

1. Classify account titles into assets, liabilities, and owner's equity for balance sheet.
2. Prepare a balance sheet that reports the financial condition of the entity.
3. Interpret the information found on a balance sheet.

G. Worksheet
1. Identify information needed in preparation of a worksheet.
2. Record adjustments on the worksheet.
3. Prepare trial balance, income statement, and balance sheet sections of the worksheet.

H. Bank Reconciliation
1. Maintain a check register.
2. Compare checkbook to bank statement.
3. Identify inequalities and make adjusting entry.
4. Prepare a bank reconciliation statement.
5. Journalize banking transactions.

I. Payroll
1. Identify methods used to determine gross earnings (e.g., piece-rate, hourly, commission).
2. Explain the purposes of withholdings and other deductions.
3. Verify time and wage documents (e.g., timecards, etc.).
4. Compute employee gross earnings, deductions, and net pay.
5. Maintain employee earnings record.
6. Journalize payroll transactions.
7. Record payroll earnings and deductions in a payroll register.
8. Prepare payroll checks and vouchers.
9. Complete federal and state employment forms such as W-4, W-2, quarterly reports, and unemployment tax forms.

J. Types of Ownership
1. Identify types of business organizations and functions.
2. Identify business reporting and information flow required for types of ownership.
3. Explain the characteristics associated with corporations.
4. Define the advantages and disadvantages of corporations.
5. Explain the characteristics of partnerships.
6. Define the advantages and disadvantages of partnerships.
7. Explain the characteristics of sole proprietorships.
8. Define the advantages and disadvantages of sole proprietorships.
9. Compare the accounting implications for different types of business ownership.

K. Depreciation
1. Identify the appropriate method for calculating depreciation.
2. Determine depreciations using straight-line, units of production, double-declining balance, and sum of the years' digits.
3. Maintain records for depreciations of plant assets.
4. Journalize and post depreciation on plan assets.

L. Manual and Computerized Systems
1. Operate appropriate financial software to generate usable data.

2. Operate electronic spreadsheet software to create formulas and reports.
3. Adapt accounting and record-keeping functions to current computerized systems.
4. Use a spreadsheet to prepare payroll, create worksheets, and other reports.
5. Enter appropriate data and print checks to process payroll.
6. Identify and review financial management software packages that meet company needs.

M. Ethics
1. Identify confidentiality concepts and policies.
2. Identify characteristics of professional conduct.
3. Identify and practice good ethical behavior.
4. Differentiate between good and poor business ethics.
5. Adhere to established company rules, regulations, and policies.
6. Identify issues and trends affecting computers and information privacy.
7. Implement security measures to minimize loss and to create trust (e.g., maintain data security, develop strategies to protect data, etc.).

2024-25 Competitive Events Guidelines
Accounting II

Accounting II provides members with the opportunity to gain knowledge around more advanced competencies in accounting. This competitive event consists of an objective test. This event aims to inspire members to learn about accounting.

Event Overview
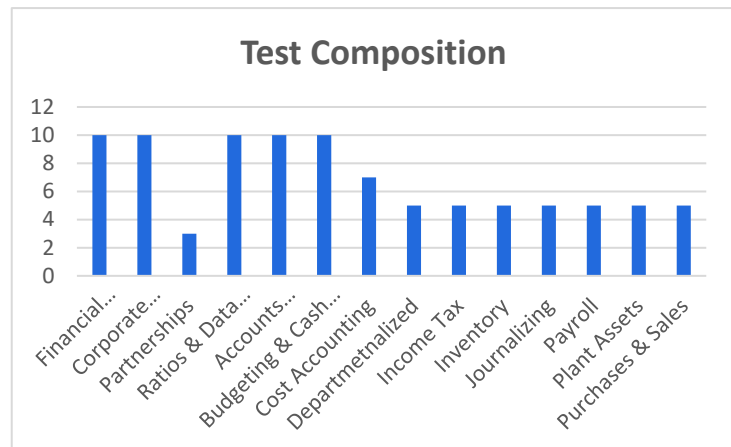
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Financial statements
- Corporate accounting
- Partnerships
- Ratios and analysis
- Accounts receivable and payable
- Budgeting and cash flow
- Cost accounting/manufacturing
- Departmentalized accounting
- Ethics
- Income tax
- Inventory
- Journalizing and posting
- Payroll
- Plant assets and depreciation
- Purchases and sales

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

FBLA
Future Business Leaders of America

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Financial Statements

1. Describe the different types of financial statements; explain their purpose and compare the difference.
2. Prepare a trial balance, a worksheet (8 and 10 columns), and an adjusted trial balance.
3. Prepare and interpret an income statement.
4. Prepare and interpret a balance sheet that reports the financial condition of the entity.
5. Prepare a statement of Owner's Equity/Partner's Equity/Retained Earnings.
6. Explain the purposes of each financial statement and describe the way they articulate with each other.
7. Analyze the effects of revenue on financial statements.
8. Use manual and computerized accounting systems for preparing financial statements and evaluating the effect of changes.
9. Determine acceptable levels of financial performance to be used as a basis for management decisions.
10. Define terminology and classifications necessary for financial statements.

B. Corporate Accounting

1. Identify the methods for forming a corporation and complete the various steps of the accounting cycle for a corporation or for a not-for-profit business.
2. Identify and describe the different classes of stock and explain the rights afforded each class of stock.
3. Journalize transactions: capital stock issuance, organization costs, stock subscriptions, and dividend declaration and payment to stockholders.
4. Differentiate between stock splits and stock dividends and explain how each affect equity.
5. Determine stockholder's equity and earnings per share and prepare a statement of stockholders' equity for a corporation.
6. Perform all of the functions of the closing process, journalize and post the closing entries, prepare the post-closing trial balance, and prepare all of the appropriate financial statements and reports for a corporation.
7. Apply appropriate accounting techniques for the formation, allocation, and distribution of earnings and dissolution of corporations.
8. Describe the purposes of the revenue, expense, and drawing accounts and illustrate the effects on capital/owner's or stockholder's equity.
9. Describe the different levels of liability and taxation for Subchapter S Corporations and Limited Liability Corporations.
10. Analyze the information derived from the corporate financial statements.

C. Partnerships

1. Identify the characteristics of a partnership and the steps for forming a partnership and admitting new partners.
2. Create financial statements for partnerships including end-of-fiscal-period worksheet, income statement, distribution of net income statement/owner's equity statement, balance sheet, adjusting and closing entries, and post-closing trial balance.

3. Apply appropriate accounting techniques for the formation, allocation, and distribution of earnings and dissolution of a partnership.

D. Ratios and Data Analysis
   1. Compute financial ratios and analyze financial statements using horizontal analysis, vertical analysis, and commonly used financial ratios.
   2. Analyze and describe how a change in an independent variable can produce a change in a dependent variable.
   3. Calculate financial strength analysis by determining current ratio of assets to liabilities, acid-test ratio, debt ratio, working capital, equity ratio, and equity and earnings per share.
   4. Apply differential analysis to make decisions such as buying or making a product; leasing or buying an asset; discontinuing a department, plant, or product; replacing or repairing equipment; or offering discounted prices on special orders.

E. Accounts Receivable and Payable
   1. Analyze and journalize transactions of merchandise sold for cash, on account, or by credit card; post to proper ledger accounts; and prove subsidiary ledger by preparing a schedule of accounts receivable.
   2. Analyze and journalize purchases of merchandise on account; demonstrate knowledge of net purchases; post to proper ledger accounts; and prove subsidiary ledger by preparing a schedule of accounts payable.
   3. Record transactions and journalize entries to write off uncollectible accounts using the direct write-off and allowance method.
   4. Prepare adjustments using aging accounts receivable, percentage of sales, and percentage of accounts receivable methods.
   5. Explain the purpose of notes payable and notes receivable and calculate, record transactions, and journalize interest and payment of notes payable and receivable.
   6. Prepare adjusting and reversing entries for prepaid and accrued expenses and unearned and accrued revenue.

F. Budgeting and Cash Flow
   1. Review revenues, expenditures, trends, priorities, and projections in preparation of a budget.
   2. Prepare master and flexible budgets and describe how they are each used.
   3. Compare the projected budgeted amounts with the actual amounts through preparation of a performance report.
   4. Use cost-volume-profit and contribution margin analysis to plan operations.
   5. Prepare budget analysis using spreadsheet software.
   6. Calculate and prepare cash flow statements.
   7. Determine cash flows from operating activities, investing activities, and financing activities.

G. Cost Accounting/Manufacturing

1. Define managerial accounting and understand the terminology and techniques related to cost accounting.
2. Interpret and explain costs and accounts that are unique to the manufacturing process.
3. Calculate manufacturing cost of finished goods by determining cost of direct materials, labor, and factory overhead.
4. Prepare a schedule of cost of goods manufactured and explain its relationship to the income statement.
5. Journalize entries that summarize cost records at the end of the fiscal year.
6. Use various allocation methods to allocate overhead and indirect costs.
7. Explain the difference between variable, mixed, and fixed costs.
8. Compute break-even and cost-revenue analysis values and understand how to interpret the results.
9. Prepare a materials ledger and a finished goods ledger for a manufacturing business.
10. Apply appropriate software to prepare and maintain cost accounting records.

H. Departmentalized Accounting
1. Define terminology related to departmentalized accounting.
2. Analyze and journalize departmental purchases/cash payments and sales/cash receipts in special journals and posts to ledgers.
3. Create a departmental statement of gross profit, financial statements, and end-of-period work.
4. Prepare and maintain payroll records for a departmentalized business.
5. Journalize and post adjusting and closing entries for a departmentalized business.
6. Apply appropriate software to maintain departmentalized records.

I. Ethics
1. Describe the importance of integrity, confidentiality, and high ethical standards in preparation of financial statements, and in interpretation and use of data.
2. Explain the importance of ethical business decisions.
3. Adhere to financial laws and regulations and to established company rules, regulations, and policies.
4. Utilize security measures to minimize loss and to create trust (e.g., maintain data security, develop strategies to protect data).

J. Income Tax
1. Complete various basic business-related tax forms, such as 941, 940, payroll, etc.
2. Identify differences between pretax financial income and taxable income.
3. Identify special issues related to deferred income taxes, explain the effect of various tax rates on deferred income taxes, and describe their presentation in financial statements.
4. Differentiate between taxation at personal and business levels, including tax-planning strategies.
5. Calculate federal income tax expense, record the adjustment, and complete the corporate worksheet.
6. Identify the basic differences between Generally Accepted Accounting Principles (GAAP) and tax law.
7. Distinguish between tax avoidance and tax evasion.

8. Evaluate accrual methods, inventory methods, and depreciation options to determine tax effects.
9. Analyze current business decisions to determine the impact on taxes.

K. Inventory
1. Explain the importance of an inventory system and its valuation.
2. Determine the value of inventory using various costing methods, such as LIFO, FIFO, or Weighted Average method.
3. Estimate the cost of inventory using the retail and the gross profit methods.
4. Calculate and analyze merchandise turnover ratio.
5. Determine costs of obsolete inventory and/or materials.

L. Journalizing and Posting
1. Analyze and journalize cash receipts and cash payment transactions and post to proper ledger accounts.
2. Analyze and journalize purchases and sales on account.
3. Analyze and journalize transactions for the return of merchandise and post to the appropriate ledger accounts.
4. Journalize and post the adjusting and closing entries for a business.
5. Record business transactions in the general journal and the special journals using appropriate correction methods.
6. Post business transactions to the general and subsidiary ledger accounts and prove their accuracy.
7. Journalize business transactions using multicolumn journals.
8. Journalize adjustments of prepaid (deferred) expenses as assets or expenses, of prepaid (deferred) revenue as liabilities or income, and of accrued expenses and accrued revenue.
9. Prove and rule journals.
10. Prepare a post-closing trial balance.
11. Journalize entries in a voucher system.

M. Payroll
1. Calculate earnings at an hourly and piece rate; and on a salary, commission, and salary/commission basis.
2. Calculate and journalize deductions including federal income tax, social security tax, Medicare tax, state income tax, and other deductions to determine net pay.
3. Calculate and journalize employer's payroll taxes (e.g., social security, Medicare, federal unemployment, state unemployment) and employee benefits paid by the employer.
4. Prepare payroll checks and vouchers.
5. Record payroll earnings and deductions in a payroll register.
6. Maintain employee earnings record.
7. Complete federal and state employment tax forms such as W-4, W-2, quarterly reports, and unemployment tax forms.

N. Plant Assets and Depreciation
1. Explain the need for recording the depreciation of assets.

2. Calculate and journalize annual and partial-year depreciation for plant assets using straight line, sum-of-the-year's digits, declining balance, production unit, MACRS, and depletion of natural resources.
3. Record disposition of plant assets through buying, selling, or trading.
4. Explain, compare, and analyze various depreciation methods and their effect on the value of assets.
5. Identify property, plant, and equipment assets; and record their initial costs.

O. Purchases and Sales
1. Evaluate a business's sales and purchasing activities to minimize expenses.
2. Differentiate between cost of sales and general operating expenses.
3. Compare and contrast transactions recorded as assets versus expense, such as supplies inventory/supplies expense.
4. Calculate sales dollars and sales units required to earn a set amount of net income.
5. Calculate the contribution margin rate, breakeven point, sales dollars, and units required to earn a planned amount of net income.
6. Describe the effects of changes in sales volume, unit costs, and unit sales prices on net income.
7. Calculate the cost of goods sold for a specified period.
8. Calculate amount due with given terms of sales, sales tax, discounts, etc.
9. Calculate cash discounts/trade discounts with given terms of sale, shipping, etc.
10. Identify the difference between debit and credit memorandums.

2024-25 Competitive Events Guidelines
Advertising

Advertising provides members with the opportunity to gain knowledge around advertising. This competitive event consists of an objective test. This event aims to inspire members to learn about advertising.

Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

The number of questions per competency is in parentheses.

- Basic Marketing Functions (4)
- Personal Selling & Sales Promotion (4)
- Traditional Advertising Media (4)
- Alternative Forms of Advertising Media (4)
- Branding & Positioning (4)
- Advertising & the Economy (4)
- Promotion (3)
- Advertising & Public Relations (3)
- The Advertising Plan (4)
- Creation of the Advertisement (3)
- Consumer-Oriented Advertising (3)
- Financial Planning for Advertising (5)
- Consumer Behavior (3)
- Consumer Purchase Classifications (4)
- Influences on Consumer Behavior (2)
- The Target Market (2)
- Market Segmentation (4)
- Product Development (2)
- Product Life Cycle (2)
- Price Planning (2)
- Channels of Distribution & Supply Chain Management (4)

- Types of Promotion (2)
- Marketing Research for Advertising (2)
- Developing an Effective Sales Promotion Strategy (2)
- Consumer-Oriented Advertising & Sales Promotion (2)
- Types of Communication (2)
- Effective Advertising & Promotional Messages (2)
- Legal & Ethical Issues Affecting Advertising (2)
- Ethics in Advertising (2)
- Advertising in a Multicultural Market (5)
- Diversity & Advertising (2)
- History of Advertising (1)
- Influences on Advertising (1)
- The Advertising Industry & Careers (2)
- The Internet & Advertising (1)
- Self-Regulation (1)
- Cross-Cultural Communication (1)

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

FBLA
Future Business Leaders of America

A. Basic Marketing Functions
   1. Explain the marketing concepts and describe the benefits of marketing.
   2. Explain the functions in marketing goods and services.
   3. Identify the elements of the marketing mix (product, price, place, and promotion).
   4. Describe the process for new product and service development.
   5. Explain the rationale for extending product line.
   6. Explain the functions of packaging.
   7. Describe the importance of branding, packaging, and labeling.
   8. Describe factors (features, benefits, price, quality, competition, brand loyalty) used by marketers to position products and services.
   9. Identify and explain factors that influence a product's price (cost, quality, competition, brand loyalty).
   10. Demonstrate knowledge of basic advertising terms.

B. Personal Selling and Sales Promotion
   1. Explain the steps involved in the sales process (generate leads, approach customers, determine customer needs, present the product, overcome objections, close the sale, follow up).
   2. Describe reasons why sales promotion is needed (influence consumer decisions, encourage trial of new products, strengthen brand loyalty, influence consumer behavior).

C. Traditional Advertising Media
   1. Describe traditional types of advertising media (television, radio, print, direct mail, flyers and brochures, outdoor).
   2. Identify advertising media selection criteria (reach, frequency, lead time, cost).

D. Alternative Forms of Advertising Media
   1. Recognize alternative forms of advertising media outlets (transit, aerial, cinema, product placement, directory).
   2. Describe the latest advertising media trends (video advertising, mobile advertising).

E. Branding and Positioning
   1. Explain why branding is important to the success of a business.
   2. Describe product positioning strategies.

F. Advertising and the Economy
   1. Identify economic factors that impact advertising.
   2. Describe how advertising stimulates the economy.

G. Promotion
   1. Define promotional mix and explain its importance.
   2. Identify the steps in developing the promotional plan.

H. Advertising and Public Relations
   1. Discuss the advantages and disadvantages of advertising.
   2. Explain the need for public relations.

I. The Advertising Plan
   1. Identify the steps in creating an advertising plan (perform a SWOT analysis, set advertising objectives, determine the budget, develop the creative strategy, execute the plan, evaluate the plan).

2. Recognize the various types of analyses that should be performed when creating an advertising plan.

J. Creation of the Advertisement
1. Describe different advertising creative formats.
2. Identify processes involved in the copywriting, art, and production stages of advertising.
3. Describe various methods used to evaluate advertising effectiveness.
4. Identify simple approaches to use in determining advertising effectiveness.

K. Consumer-Oriented Advertising
1. Define consumer-oriented advertising and explain how it is used.
2. Describe how sponsorships can be used to make a connection with consumers.

L. Financial Planning for Advertising
1. Explain strategies used for setting the advertising budgets (percentage of sales, competition matching market share, objective and task, response model).
2. Describe the financial reports a business can use for planning and operating the company.
3. Describe factors that affect the advertising budget.
4. Determine whether advertising spending generates brand awareness.
5. Identify the cost for different forms of advertising.
6. Explain the purpose of an advertising budget.
7. Explain rate of return on advertising investment.

M. Consumer Behavior
1. Recognize the importance of understanding the customer's wants and needs.
2. Identify the five-step consumer decision-making process.

N. Consumer Purchase Classifications
1. Distinguish between types of consumer purchases and recognize the level of consumer involvement in buying decisions.
2. Describe different types of consumer products.

O. Influences on Consumer Behavior
1. Discuss consumer buying motives.
2. Describe individual, social, and marketing influences on consumer behavior.

P. The Target Market
1. Define target market and advertising strategies to reach different targets.
2. Explain the process for selecting target markets.

Q. Market Segmentation
1. Differentiate between market segmentation and mass marketing.
2. Describe market segmentation categories.
3. Define demographics.
4. Explain how demographics influence advertising campaigns.
5. Differentiate between buying habits and buying preferences.
6. Explain how to select market segments that have market potential.

R. Product Development
1. Identify the stages of new product development.
2. Explain the various levels of products and components that make up the product mix.

S. Product Life Cycle
1. Explain the stages of the product life cycle.
2. Describe real-world applications of the product life cycle.

T. Price Planning

1. Discuss pricing objectives used by businesses when setting prices.
2. Compare and contrast pricing strategies (price skimming, penetration pricing, competition pricing, supply and demand pricing).

U. Channels of Distribution/Supply Chain Management
   1. Explain the functions of the channel of distribution and channel members (producers, retailers, wholesalers, transportation companies, warehouses, agents and brokers, consumers).
   2. Identify various distribution channel options (direct, indirect, multiple, nontraditional).
   3. Describe the processes involved in supply chain management (purchasing, processing orders, warehousing and shipping, managing supply chain risks).
   4. Identify factors that can influence supply chain decisions (international markets, outsourcing, digital distribution, eco-friendly practices).
   5. Define logistics and explain its role in distribution.
   6. Explain the importance of product storage, handling, and packaging in the distribution process.

V. Types of Promotion
   1. Describe types of promotion (endorsements, word-of-mouth promotion, direct marketing).
   2. Explain the purpose and components of visual merchandising.

W. Marketing Research of Advertising
   1. Explain the marketing research process (identify/define the problem, develop the research design, determine the method for collecting data, collect the data, analyze the data, report/present the data).
   2. Describe the benefits and limitations of marketing research.
   3. Define primary and secondary market research.

X. Developing an Effective Sales Promotion Strategy
   1. Identify consumer sales promotions (coupons, price deals, rebates, premiums, loyalty marketing program sampling, contests, sweepstakes, point-of-purchase displays).
   2. Identify trade sales promotions (push money, deal loader, trade allowance).

Y. Consumer-Oriented Advertising and Sales Promotion
   1. Explain the components of the communication process (sender, encoding the message, communication channel, receiver, decoding the message, noise, feedback).
   2. Explain the purposes of advertising and promotional communication.
   3. Explain the purpose of consumer-oriented sales promotions.
   4. Describe how direct marketing is used to reach consumers.

Z. Types of Communication
   1. Explain why interpersonal communication is an important part of advertising and promotion.
   2. Describe other types of communication used by businesses.

AA. Effective Advertising and Promotional Messages
   1. Explain the four C's (comprehension, connection, credibility, contagiousness) of communication.
   2. Describe how to create effective advertising messages.

BB. Legal and Ethical Issues Affective Advertising
   1. Explain the need for government regulation of advertising and the role of the Federal Trade Commission.
   2. Describe the purpose of other government regulatory agencies.

CC. Ethics in Advertising
   1. Identify the ethical aspects of advertising.
   2. Explain how the FTC assures truth in advertising.

DD. Advertising in a Multicultural Market (Global Vision)
   1. Recognize factors that have an impact on global marketing.
   2. Describe global marketing challenges facing marketers.

EE. Diversity and Advertising
   1. Describe the impact of diversity on advertising.
   2. Identify characteristics of growing ethnic markets.
   3. Explain advertising needs for different parts of the world.
   4. Explain the impact of multiculturalism and multi-generation on advertising activities.

FF. History of Advertising
   1. Explain how advertising has changes to meet the needs of changing times.
   2. Describe inventions that have impacted advertising.

GG. Influences on Advertising
   1. Describe environmental influences on advertising.
   2. Describe consumer influences on advertising.

HH. The Advertising Industry and Careers
   1. Explain how the advertising industry works.
   2. Describe careers in the advertising industry.
   3. Determine characteristics necessary for a successful career in advertising.
   4. Identify the skill set needed for a successful advertising career.

II. The Internet and Advertising
   1. Describe various types of internet advertising (e-mail, banner and pop-up advertising, search engine advertising, website advertising, blogs, social media advertising, Twitter).
   2. Explain what factors businesses should consider when using internet advertising (hits, page views, visits, unique visitors).

JJ. Self-Regulation
   1. Explain the concept of self-regulation and identify how it is applied in the advertising industry.
   2. Recognize how consumers can regulate business practices.

KK. Cross-Cultural Communication
   1. Recognize how verbal and nonverbal communication differ in other cultures.
   2. Explain the importance of the translation process in global marketing.

2024-25 Competitive Events Guidelines
Agribusiness

Agribusiness provides members with the opportunity to gain knowledge around business in agriculture. This competitive event consists of an objective test. This event aims to inspire members to learn about agribusiness.

Event Overview
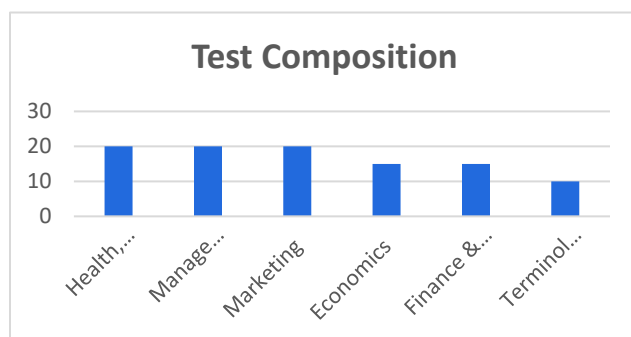
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Economics
- Finance and accounting
- Health, safety, and environmental management
- Management analysis and decision making
- Marketing
- Terminology and trends

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Health, Safety, and Environmental Management
   1. Use tools, equipment, machinery, and technology appropriate to work within areas related to Agriculture, Food, and Natural Resources (AFNR).
   2. Define what level of possible contamination or injury is considered a risk in order to set safety priorities.
   3. Identify insurance needs used in agricultural business, including property, health, life, crop and liability (personal and environmental).
   4. Develop response plans to handle emergencies.
   5. Identify hazards and acquire first aid skills to promote environmental safety.
   6. Examine required regulations to maintain/improve safety, health, and environmental management systems and sustainable business practices.
   7. Enact procedures that demonstrate the importance of safety, health, and environmental responsibilities in the workplace.
   8. Demonstrate methods to correct common hazards.
   9. Demonstrate application of personal and group health and safety practices.

B. Management Analysis and Decision Making
   1. Identify and compare the four types of agricultural business organizations: sole proprietorship, partnership, cooperative, and corporation.
   2. Explain the environmental considerations of decision making in AFNR management.
   3. Predict the positive and negative impact of AFNR activities.
   4. Analyze the strengths, weaknesses, opportunities, and threats to an AFNR enterprise or business unit.
   5. Develop an operation and/or production plan to provide required levels of product or service.
   6. Develop business goals and strategies that capitalize on opportunities in an AFNR market.

7. Identify and observe ethical standards in planning and operating AFNR businesses.

C. Marketing
1. Use industry-accepted marketing principles to accomplish AFNR business objectives.
2. Communicate the importance of AFNR to general public.
3. Evaluate alternative marketing strategies, such as value-adding, branding, and niche marketings, and propose and implement appropriate modifications to achieve AFNR business goals.
4. Perform a marketing analysis, including evaluation of the competitors, customers, international and domestic policy environment, regulations and rules, standards and AFNR business resources.
5. Develop and implement marketing strategies with agricultural commodities, products, and services.

D. Economics
1. Utilize economics principles to establish and manage and AFNR enterprise.
2. Describe the role of global supply and demand on AFNR.
3. State the economic output of AFNR-related industries in the United States.
4. Evaluate the impact of AFNR activities in your local community.
5. Apply economic principles to marketing.
6. Differentiate types of ownership and outline the structure of AFNR businesses in a capitalistic economic system.
7. Classify the characteristics of successful entrepreneurs in AFNR businesses.

E. Finance and Accounting
1. Manage cash budgets, credit budgets, and credit for an AFNR business using generally accepted accounting principles.
2. Budget resources (e.g., capital, human, financial, time).
3. Manage assets for optimum utilization.
4. Manage risk of liabilities.
5. Prepare and interpret financial statements (e.g., balance sheet, profit/loss statement, cash flow statement).
6. Prepare tax forms (e.g., W-4, I9, depreciation, 1099, Workers Compensation).
7. Determine cost of doing business.
8. Compare and examine advantages and disadvantages of banking procedures (e.g., bank reconciliation).
9. Analyze investment options (e.g., buy, lease, finance, risk).
10. Calculate costs of carrying inventory.
11. Use record keeping to accomplish AFNR business objectives, manage budgets, and comply with laws and regulations.
12. Describe how to manage inventory and determine selling price.
13. Explain the importance of return on investment for an agribusiness enterprise.

F. Terminology and Trends
1. Examine economic, social, and technological changes to spotlight their impact on AFNR organizations and the industry.
2. Analyze the interaction among ANFR systems in the production, processing, and management of food, fiber, fuel, and sustainable use of natural resources.

3. Explain foundational cycles and systems of AFNR (plant and animal life cycles, nutrient and water cycles, and animal production).
4. Explain how changes in one system in AFNR can benefit and cost components of other systems (e.g., using less irrigation water and the impact on soil systems, economic systems, and watersheds).
5. Explain how regulations and major laws impact management of AFNR activities.
6. Describe current issues impacting AFNR.
7. Explain the impact of sustainability on AFNR activities and practices.
8. Envision emerging technology and globalization to project its influence on widespread markets.

2024-25 Competitive Events Guidelines
American Enterprise Project

American Enterprise Project provides chapter members with the opportunity to showcase their understanding of the economic system under which they live and to develop a concept in which they share it with their community. This competitive event consists of a pre-judged report and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members present the chapter project
Event Category: Chapter Event
Event Elements: Pre-judged Report & Presentation
Pre-judged Component: *17-page report due March 15, 2025*
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Region

Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top three (3) qualify to advance to the State Leadership Conference.

State

Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top four (4) qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.

- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.
- The American Enterprise Project award is named after Edward D. Miller. Dr. Miller was the first president and chief executive officer of Future Business Leaders of America. He served in the role for 30 years, until his retirement in 1997.

Event Administration
- This event has three parts: pre-judged report, preliminary presentation, and final presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by March 15, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.

- - The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
    - Restricted Items: QR codes and links cannot be included in the report.
  - Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - Reports should follow the rating sheet sequence.
  - The report is judged before the NLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - **Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- Final Presentation
  - o **Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - ▪ Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - ▪ Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - ▪ It is up to final-round competitors to determine if they wish to use the technology provided.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring
- The report score will be added to the preliminary presentation score to determine the finalists.
- The normalized report score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The report score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
American Enterprise Project

FBLA
Future Business Leaders of America

American Enterprise Project Pre-Judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project specifically promotes local understanding of and support for the American Enterprise system	Project is not an American Enterprise Project	Project promotes local understanding of OR shows how to support the American Enterprise system but not both	Project promotes local understanding of and support for the American Enterprise system	Project indicates future activities or steps that could be taken to further the work started	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/or community needs	No evidence of school and/or community research	Research was completed but not clearly outlined	Research clearly completed and clearly outlined	Research was planned, executed, and evaluated	
	0 points	1-8 points	9-12 points	13-15 points	
Describe planning, development, and implementation of project	No evidence of planning, development, or implementation of project	Planning, development, OR implementation explanation is missing	Planning, development, and implementation activities / steps are clearly described	Planning, development, and implementation activities/steps are described and rationale for types of activities is given	
	0 points	1-8 points	9-12 points	13-15 points	
Show evidence of publicity received	No evidence of publicity received	Information about publicity was written in the report but no evidence of publicity is available	Project was recognized within the school and/or community	Project was recognized in more than one way by the school and/or community	
	0 points	1-8 points	9-12 points	13-15 points	
Report benefits to and degree of impact on the school and/or community	School and/or community impact is not addressed	Project was completed and served a purpose	Project created tangible results that benefitted the school and/or community	Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluate the project	No evidence of project evaluation is provided	Project was evaluated	Project was evaluated and the evaluation was assessed	Project was evaluated and recommendations for change were given	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	Had more than specified page count, missing one or more sections and/or does not follow rating sheet	All information presented, but order inconsistent with rating sheet	Information arranged according to rating sheet	Presented in the correct order, correct page count, and includes written transitions between sections	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	More than 5 grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No spelling errors, and not more than 2 grammar or punctuation errors	No spelling errors, and not more than 1 grammar or punctuation error	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

American Enterprise Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes project development and strategies used to implement project	*No evidence of project development or strategies presented*	*Project development is explained briefly; very limited strategies are utilized*	*Project development is clearly outlined. More than one strategy is outlined.*	*Project development is clearly outlined. Strategies are chronological and clearly explained.*	
	0 points	1-9 points	10-16 points	17-20 points	
Describes research into school or community needs	*No evidence of school and/or community research*	*Research was completed but not clearly outlined*	*Research clearly completed and clearly outlined*	*Research was planned, executed, and evaluated*	
	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	*Chapter involvement is not explained*	*Participation was limited to a small number of members*	*The project was clearly a chapter project and participated in by multiple members*	*Entire chapter participated in the event and clear evidence is provided of the impact*	
	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	*School and/or community impact is not addressed*	*Project was completed and served a purpose*	*Project created tangible results that benefitted the school and/or community*	*Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue*	
	0 points	1-9 points	10-16 points	17-20 points	
Evidence of publicity received	*No evidence of publicity received*	*Information about publicity was written in the report but no evidence of publicity is available*	*Project was recognized within the school and/or community*	*Project was recognized in more than one way by the school and/or community*	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	*No evidence of project evaluation is provided*	*Project was evaluated*	*Project was evaluated and the evaluation was assessed*	*Project was evaluated and the team has created recommendations for change should the project be repeated*	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Banking & Financial Systems

FBLA
Future Business Leaders of America

Banking & Financial Systems provides members with the opportunity to understand how financial institutions operate and how those operations are important to successful business ownership and management, as well as to personal financial success. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
Event Elements: Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test & Role Play Competencies

- Concepts and practices
- Basic terminology
- Government regulation of financial services
- Impact of technology on financial services
- Types/differences of various institutions
- Ethics
- Careers in financial services
- Taxation

Test Composition bar chart with values: Concepts and practices 30, Basic terminology 25, Government regulation 10, Impact of technology 10, Types/differences 7, Ethics 8, Careers in financial... 5, Taxation 5

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
	Items Competitor Must Provide	**Items FBLA Provides**
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents

- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario encountered in the banking or financial business community. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Concepts and Practices
1. Demonstrate effective techniques to gather, communicate, and manage client information.
2. Create and/or complete documents to process information.
3. Utilize available techniques to effectively serve customers.
4. Use account knowledge to perform bookkeeping/accounting functions (including payroll) and execute financial transactions.
5. Analyze financial activities and compile business transaction data to report financial information – balance sheet, income statement, cash flow statement.
6. Understand the importance of audits and regulations.
7. Perform banking operations such as opening and closing teller stations, processing loans, processing deposits and withdrawals, etc.
8. Understand the Federal Reserve System.
9. Understand the role of FDIC.
10. Describe the check clearing system.

11. Possess general knowledge of checking, savings, loans, certificates of deposit, investments, IRAs, customer services, trust services, ATMs, and credit/debit cards.
12. Implement loan procedures from beginning to closure.
13. Maintain records and reports to manage investments, cash, loans, and other banking procedures.
14. Handle customer inquiries and situations such as interpreting business policies.
15. Identify consumer protection provisions of appropriate agencies.
16. Implement safe and secure environment controls to enhance productivity and minimize loss.
17. Practice safety and security procedures such as identifying valid currency, recognizing potential risk customers, and securing cash.

B. Basic Terminology
1. Explain the purposes and components of budgets.
2. Define general accounting terms.
3. Understand banking terms such as check register, savings account, interest, deposits, ATM, bank reconciliation, and withdrawals.
4. Identify the advantages and disadvantages of credit and other credit-related terms such as credit ratings, credit reports, and secured and unsecured credit.
5. Define bankruptcy – types and major causes.
6. Define mandatory and voluntary pay deductions.
7. Define tax terms such as "exemptions", "dependents", and "taxable and nontaxable income".
8. List examples of short- and long-term financial goals.
9. Explain the similarities and differences between leasing and buying and renting versus purchasing.
10. Compare the terms and rates of mortgages, leases, investments, and other financial documents such as insurance.
11. Compare stocks, bonds, and commodities.
12. Define investment terms such as "risk management" and "rate of return".
13. Identify types of retirement plans.
14. Use insurance terminology to explain insurance risks.
15. Compare term and whole-life insurance and annuities.
16. Identify major characteristics of the basic types of life, health, and disability insurance.

C. Government Regulation of Financial Services
1. Interpret laws and regulations to determine the role of government in the financial industry.
2. Interpret world events to determine the impact of international affairs on the financial industry.
3. Research the regulatory requirements of financial and investment planning and security sales to ensure compliance with codes.
4. Implement internal and external audit procedures to reflect compliance with regulations.
5. Research the regulatory insurance requirement to ensure compliance.

6. Identify, apply, and keep current with laws and regulations that affect financial and accounting practices.
7. Apply federal, state, and local laws, and rules and regulations to guide storage and retention of financial records.

D. Impact of Technology on Financial Services
1. Identify various financial management software packages.
2. Use databases and other computer management tools to manage office records and general information.

3. Produce documents integrating current word processing, database, and spreadsheet files.
4. Create worksheets using spreadsheet commands, functions, and formulas.
5. Study component operation to prevent, diagnose, and solve computer operations problems.
6. Assist customers/clients in maintaining online services.

E. Ethics
1. Identify ethical character traits (honesty, integrity, compassion, respect, responsibility, citizenship, justice) and practice professional conduct and good ethical behavior.
2. Determine ethics and social responsibilities and analyze the effects of unethical practices on business and on consumers.
3. Maintain confidentiality and sensitivity of company information.
4. Exhibit nondiscriminatory behavior.
5. Define common, unfair, and deceptive practices such as bait and switch, identity theft, and fraudulent misrepresentation.

F. Types and Differences of Institutions
1. Identify the various types of financial institutions.
2. Describe the types of services offered by each type of financial institution.
3. Compare the differences in the various types of financial institutions.
4. Describe the role of government in the various types of financial institutions.
5. Identify the various sources and procedures for institutions that offer credit.

G. Careers in Financial Services
1. Determine roles and functions of individuals to perform professional financial service careers.
2. Identify traditional and nontraditional finance-related careers including requirements, salary range, and working conditions.
3. Develop employability skills and meet position requirements to obtain a career in finance.
4. Plan appropriate education activities to achieve licensing and certification requirements.
5. Utilize resources that contribute to professional development (trade journals/periodicals, professional trade organizations, industry sponsored training opportunities, etc.) in financial careers.

H. Taxation
1. Reference the latest tax code to guide tax return preparation and actions.

2. Use tax preparation procedures to determine tax liability and apply tax code professionally and complete basic tax reporting forms.
3. Review income, deductions, and credits to determine current financial position.
4. Examine state and federal laws to identify tax credits.
5. Analyze tax structures and consequences to assist in business decision making.

Banking & Financial Systems Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Concepts and practices/basic terminology/ government regulations/ financial services/ technology / types of institutions/ ethics/ financial careers/ taxation	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Broadcast Journalism

Broadcast Journalism provides members with the opportunity to emphasize communication, with the creating and presentation of a news broadcast to judges on a variety of stories. This competitive event consists of a presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

2024-25 Topic

Your community is known for its diverse and vibrant culture and has been struck by a major emergency. The specific nature of the emergency is left for teams to decide and can range from a natural disaster (like a hurricane or earthquake) to a large-scale industrial accident, a widespread health crisis, or even a cyber-attack affecting critical infrastructure.

You are part of your school's broadcast program. Deliver a LIVE broadcast event that includes the following:

- A story highlighting a first responder to the emergency
- Cause of emergency
- Emergency's Impact to the community
- Interview of someone impacted

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
	Items Competitor Must Provide	Items FBLA Provides

Final Presentation	• Technology and presentation items	• Table
	• Conference-provided nametag	• Power
	• Photo identification	• Projector with HDMI cord
	• Attire that meets the FBLA Dress Code	• Projector screen

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Competitors will comply with state and federal copyright laws. Facts and data must be cited and secured from quality sources. Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided

- o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Competitors will comply with state and federal copyright laws. Facts and data must be cited and secured from quality sources. Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring
- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the top winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Broadcast Journalism Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation represents a LIVE BROADCAST	*Presentation is 100% pre-recorded*	*Presentation is pre-recorded with a small amount of LIVE broadcast*	*Presentation represents a LIVE broadcast with supporting features*	*Presentation represents a LIVE broadcast with creative techniques and supporting features*	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates understanding of the event topic	*No understanding of topic as it related to the event guidelines or wrong topic*	*Identifies event topic, but does not demonstrate understanding*	*Identifies and demonstrates understanding of event topic*	*Uses industry terminology to demonstrate the understanding of the event topic*	
	0 points	1-8 points	9-12 points	13-15 points	
Quality writing related to the topic	*Writing lacks a clear voice and original style. Lead is neither original nor catchy, is overused or boring.*	*Writing is rather bland; lacks a clear voice and/or sense of originality. Lead is adequate but not extremely catchy or original*	*Writing is adequate but not extremely compelling, is wordy or voice is unclear. Lead is appropriate to story and effective at attention*	*Writing is strong and effective with a clear voice and active verbs. Lead is original and catchy and invites readers.*	
	0 points	1-8 points	9-12 points	13-15 points	
Quality of news broadcast	*Broadcast was not complete. No graphics used, no creativity in production/product.*	*Does not fully resemble a news broadcast. Little to no creativity in production or product. Limited graphics and support.*	*Over half of the presentation/product resembles a news broadcast. Some creativity present. Graphics present and effective.*	*Impressive overall broadcast. Clear balance of creativity/realism. Production graphics well done. Balanced team effort.*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
KENTUCKY ONLY - Bulletin Board

FBLA activities should encourage creative thinking and promotion of the organization. The theme for the bulletin board design will be the FBLA state (not national) theme for the year. This is announced in the State Program of Activities. Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Bulletin Board is judged in person at the conference. The Bulletin Board form must be affixed to the back of the board.

Region

Deliver to designated area by the time indicated in the program. Viewing will be closed until all boards have been scored. Top three (3) will advance to state competition.

State

Deliver to designated area by the time indicated in the program. Viewing will be closed until all boards have been scored. This event is specific to Kentucky. There is no national component.

Eligibility

- Each chapter may enter one (1) bulletin board with up to five (5) members registered in this event.
- The bulletin board must be the work of the chapter.
- The members working on the bulletin board must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- The person(s) responsible for the Bulletin Board must be listed on the Event Participation Summary Form which must be submitted by the designated date.
- No more than five (5) members may be registered in this event.
- Failure to adhere to the following guidelines will result in the point deductions.
- The current FBLA state theme must be stated in full on the bulletin board in the correct order.
- FBLA must appear somewhere on the bulletin board but NOT as a part of the theme name.
- The bulletin board, including the size of the frame, must not exceed 24" x 36".
- The submission form containing a 4 x 6 picture of the bulletin board, the chapter name, and the chapter number must be attached to the back of the bulletin board.
- All parts of the bulletin board must be affixed within the 24" x 36" dimensions (no parts extending outside the frame).
- The Bulletin Board must be displayed and judged horizontally or vertically as if mounted on a wall.
- Changes may NOT be made to the bulletin board between the regional and state conferences other than minor repair due to damage during transportation (reattaching parts that have loosened or fallen off.)

2024-25 Competitive Events Guidelines
KENTUCKY ONLY - Bulletin Board

Bulletin Board Rating Sheet
(REGIONAL AND STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. FBLA State theme is not stated in full on the Bulletin Board
   "Navigating the Landscape with Kentucky FBLA"

_____ b. FBLA does not appear anywhere on the bulletin board

_____ c. All parts of the bulletin board are not affixed within the frame of the bulletin board

Up to 20 pts per item	Excellent 16-20 pts	Good 11-15 pts	Fair 6-10 pts	Poor 0-5 pts
CREATIVE: Design				
CONTENT: Conveys Theme				
NEATNESS				
ACCURACY: Correct grammar/spelling				
OVERALL: Appearance and Arrangement				

MAXIMUM TOTAL SCORE _____

MINUS DEDUCTIONS _____

FINAL SCORE _____

Chapter Name: _____

Judge's Signature: _____

Judge's Comments:

2024-25 Competitive Events Guidelines
Business Communication (High School)

FBLA
Future Business Leaders of America

Business Communication provides members with the opportunity to gain knowledge about communication in the business world. This competitive event consists of an objective test. This event aims to inspire members to learn about communication skills in the business world.

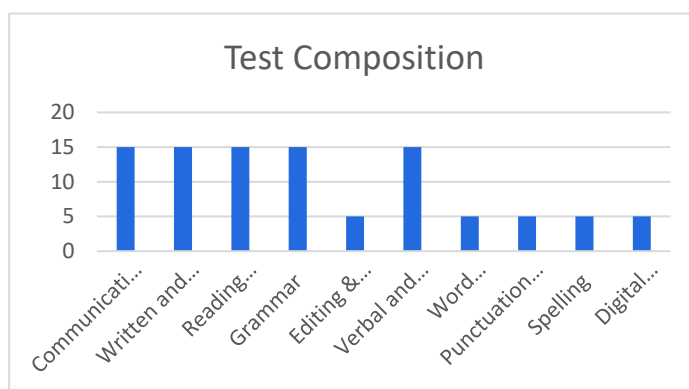## Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Verbal & nonverbal communication
- Communication concepts
- Written & report applications
- Grammar
- Reading comprehension
- Editing & proofreading
- Word definition & usage
- Punctuation & capitalization
- Spelling
- Digital communication

Test Composition (bar chart): Communicati... 15, Written and... 15, Reading... 15, Grammar 15, Editing &... 5, Verbal and... 15, Word... 5, Punctuation... 5, Spelling 5, Digital... 5

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Communication Concepts
1. Describe the forms of communication.
2. Identify the five C's of communication.
3. Discuss the role of letters, memos, and reports in business.
4. Manage telephone communications and use appropriate techniques to gather and record information.
5. Discuss communication techniques as they apply to internal and external customers.
6. Describe and analyze the impact of cultural diversity on the communication process.
7. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence, and writing).
8. Discuss the positive and negative aspects of the office "grapevine" and office politics.
9. Discuss discrimination and sexual harassment and its implications in the workplace.
10. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation).
11. Plan a meeting to achieve an identified purpose (e.g., schedule the facilities, arrange for a speaker, and notify the participants).
12. Demonstrate effective negotiation and consensus-building techniques to provide or obtain appropriate feedback and resolve conflicts.
13. Evaluate appropriate and inappropriate methods of interacting with others in the workplace, including team-based workgroups.
14. Define and differentiate workplace relationships including supervisor, employee, client, and team member.
15. Define and interpret upward, downward, and horizontal communication and organizational structures.

16. Investigate and define the characteristics and advantages/disadvantages of team-based work groups including members, roles, and expectations.

B. Written and Report Applications
1. Produce organized, coherent, and developed paragraphs with a clear topic sentence, effective transitions, and a relevant conclusion.
2. Describe and demonstrate the stages of the writing process to include planning, writing, editing, proofreading, and revising.
3. Write and design and document (e.g., memo, letter, report) using the correct style, format and content (e.g., letter, memorandum, report, e-mail) that is appropriate for the type of correspondence (e.g., persuasive, positive, negative).
4. Plan, compose, and produce instructions/directions, and descriptions.
5. Conduct research using the five basic steps: planning the search, locating sources of information, organizing the information, evaluating the sources, and using the information to prepare a short report on a business topic.
6. Identify and utilize traditional and electronic research sources such as encyclopedias, reference manuals, periodicals, internet, etc.
7. Interpret, analyze, and evaluate information for relevance, purpose, timeliness, and authenticity.
8. Document all sources (e.g., print and electronic) using current standards.
9. Distinguish between paraphrasing, documentation, and plagiarism.
10. Comprehend copyright laws and their applications to text, visual art, design, music and photography.
11. Use scanning hardware and layout, design, and graphics software to enhance documents.
12. Compose and evaluate common types of business reports including informational reports, news releases, proposals, and policy statements.
13. Prepare presentation documents to include publicity, agenda, handouts, follow-up report, etc.

C. Reading Comprehension
1. Read and follow directions.
2. Demonstrate reading comprehension by restating or summarizing.
3. Differentiate between fact and opinion.
4. Summarize the important points of a document.
5. Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.
6. Interpret information from articles, manuals, etc.
7. Select the appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation.
8. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size).
9. Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.
10. Evaluate the quality and relatability of source information.

11. Analyze information presented in a variety of formats such as tables, lists, and figures.
12. Use note taking skills that incorporate critical listening and reading techniques.

D. Grammar
1. Describe and identify the eight parts of speech in context sentences.
2. Identify the difference between adverbs and adjectives.
3. Identify the categories of pronouns and uses of reflexive pronouns.
4. Identify features of prepositions and uses of prepositional phrases.
5. Identify types of conjunctions.
6. Use a verb that correctly agrees with the subject of a sentence.
7. Describe the types of verbs and demonstrate the six tenses.
8. Use irregular verbs and their different forms properly and distinguish transitive and intransitive verbs.
9. Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.
10. Select pronouns properly and use them correctly in a sentence.
11. Correctly use a possessive noun in a sentence.
12. Create the plural form of a noun.
13. Identify and correct misplaced and dangling modifiers.
14. Describe and write the four kinds of sentences – declarative, interrogative, imperative, and exclamatory.
15. Recognize types of sentence fragments, run-on sentences, and double negatives.
16. Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, reference, and form.
17. Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compound-complex).
18. Write logical, coherent phrases, sentences, and paragraphs. Incorporate correct spelling, grammar, and punctuation.

E. Editing and Proofreading
1. Proofread a paragraph and identify spelling, grammatical, and punctuation errors.
2. Proofread written communications with errors, using proofreader's marks.
3. Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistent, and courteous.
4. Review and edit for the effectiveness of word choices and sentence structure.

F. Verbal and Nonverbal Communications
1. Demonstrate effective active listening and identify major barriers to listening.
2. Listen objectively and record major points of a spear's message.
3. Explain the differences between verbal and nonverbal communication.
4. List examples of how nonverbal messages have different meanings in various cultures.
5. Identify and interpret the major types of verbal and nonverbal communication.
6. Describe and demonstrate basic speaking skills and their implications in the communication process.
7. Discuss various methods of presentation delivery including verbal, written, multimedia, teleconferencing, and interactive.

8. Design effective presentations to include multimedia components of presentation software packages.
9. Identify and evaluate different types of presentations to include information, persuasive, and debate.
10. Use proper techniques to make an oral presentation.
11. Ask questions to clarify information.
12. Describe and analyze problems and barriers with differences in languages and customs on business operations.
13. Provide a clear description of a simple system or process or give clear, concise directions.
14. Express opinions and discuss issues positively and tactfully.

G. Word Definition and Usage
1. Recognize how word selection and usage affects communication.
2. Recognize slang, jargon, cliches, and common errors in word usage.
3. Use proper sentence structure.
4. Illustrate the proper way to divide words.
5. Identify homophones, synonyms, and homonyms.
6. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
7. Use contextual clues to recognize word meaning.

H. Punctuation and Capitalization
1. Determine appropriate use of periods, question marks, and exclamation points.
2. Explain the use of commas, colons, and semicolons.
3. Recognize and correct problems in punctuation including, but not limited to, commas, semicolons, and apostrophes.
4. Use apostrophes to indicate contractions and possessive constructions.
5. Use quotation marks to set off the words of a speaker or writer and to set off titles of short works and use punctuation with quotation marks.
6. Define the grammatical rules that govern the use of special punctuation marks such as the dash, hyphen, and parentheses.
7. Use appropriately ellipses, italics, and underlining.
8. Identify how to capitalize sentences, proper nouns, abbreviations, adjectives, and titles correctly.
9. Write and use numbers according to standard practice in a sentence.

I. Spelling
1. Illustrate the ability to spell correctly the words regularly used in writing.
2. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
3. Identify prefixes and suffixes.
4. Apply spelling rules to homonyms and commonly confusing words such as effect and affect.
5. Demonstrate application of spelling rules such as I before e, silent e, words ending in y, etc.

J. Digital Communications (e-mail, messaging, netiquette, etc.)
   1. Identify various forms of electronic communication, including new and emerging communication technologies.
   2. Demonstrate and select the appropriate use of electronic messaging technologies (e.g., voice mail, conference calls, chat rooms, and e-mail).
   3. Manage e-mail to include composing and sending a message; retrieving, reading, and printing a message; and sending an attachment by e-mail.
   4. Operate an e-mail account while using folders and address books.
   5. Examine proper use of e-mail and other appropriate internet/intranet communication capabilities, including business-related terminology and language.
   6. Explain the concept of copyright laws and their applications to text, visual art, design, music, and photography.
   7. Recognize the legal implications of violating federal and state laws in multimedia/digital publishing.
   8. Apply the etiquette rules for electronic messaging (e.g., e-mail, cell phone, and voice mail).
   9. Discuss ways to keep data secure from theft and destruction.
   10. Identify and describe new and emerging communication technologies.

2024-25 Competitive Events Guidelines
Business Ethics

Business Ethics recognizes members who demonstrate the ability to present solutions to ethical situations encountered in the business world and the workplace. This competitive event consists of an individual objective test, report and presentation.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Objective Test, Pre-judged Report and a Presentation (with a Topic)
Objective Test Time: 50 minutes
Pre-judged Component: Three-page report due March 15, 2025
Presentation Time: 3-minute set-up, 7-minute presentation, 3-minute Question & Answer
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Equity & Inclusion, Leadership, Professionalism, Teamwork, Technology

The Daniels Fund, in conjunction with a grant provided to MBA Research, is the sponsor of this event. The Daniels Fund Ethics Initiative provides principles-based ethics education to students and focuses on practical, real-world application of ethical principles as a basis for decision-making. Click HERE to learn about the Daniels Fund ethical principles.

2024-25 Topic

Honesty and Integrity in School and Business—Why It Matters

See page 7-8 for the full background and scenario.

Objective Test Competencies

- Business Law
- Communication Skills
- Emotional Intelligence
- Professional Development

Note: There is no test composition available for this objective test.

Region

Prejudged one-page executive summary uploaded as assets in Blue Panda by the conference registration deadline. Online objective test administered in person at the Regional Conference.

State

Prejudged one-page executive summary uploaded as assets in Blue Panda by the conference registration deadline. Online objective test administered at the home school during the preselected testing window. Presentation to judges in person at the SLC. The top eight (8) in preliminary competition will advance to a final round.

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
Preliminary Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Report).
- Only competitors are allowed to plan, research, and prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

- If competitors are late for their assigned objective test and/or presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has four parts: Objective Test, Pre-judged Report, Preliminary Presentation and Final Presentation based on a topic

- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This part is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.

- Pre-Judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by March 15, 2025.
  - **Number of Pages:** The report will be no more than three (3) pages.
  - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous NLC.
  - Competitors must research the topic and prepare a one-page summary (called a report) prior to the conference.
  - Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored into their recommendations. This information must be addressed in the report and the presentation.

  - The first page of the report must include only the title (Business Ethics Summary) on the first line, names of all competitors on the second line, the name of the school on the third line, the state on the fourth line and the year (2024-25) on the fifth line.

- o The second page of the report is a one-page summary of the topic and findings, with the following headings: Why the Ethical Issue Happened, How the Ethical Issue Should be Resolved, What Could Have Prevented the Ethical Issue. The one-page summary can be single spaced.
  - o The third page is a works cited page.
  - o Restricted Items: QR codes and links cannot be included in the report.
  - o Pages must be formatted to fit on 8 ½" x 11" paper.
  - o The report is judged before the NLC.
  - o Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.

- Preliminary Presentation Information
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o Competitors must research the topic and be prepared to present their findings and solutions. The presentation must address why the ethical issues happened, how it should be resolved, and what could have prevented it.
  - o All competitors will present during the preliminary round. The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - o Competitors/teams are randomly assigned to sections.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - ▪ Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - ▪ Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - ▪ External speakers are not allowed. Only device audio can be used.
    - ▪ Power is not available.

  - o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Research: Facts and data must be cited and secured from quality sources.

- Final Presentation
  - o The above presentation guidelines will be in effect for the final presentation.
  - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.

Scoring
- The objective test score, pre-judge score and presentation score will be added together to determine the finalists.

- The normalized report score (using standard deviation) and objective test score will be added to the final presentation score to determine the top winners.
- Ties are broken by the objective test score.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation time.

Background Info

In 2022, FTX, one of the biggest cryptocurrency exchanges in the world, declared bankruptcy after extensive financial mismanagement and dishonesty were discovered throughout the company. FTX had been hiding billions of dollars in liabilities from the public and allowed sister companies to borrow nearly unlimited funds in customer deposits. FTX's customers lost billions, and the worldwide crypto market collapsed.

At the center of what became one of the biggest financial scandals in American history was the young, talented inner circle of FTX executives who went from rising stars to fraudsters. FTX founder Sam Bankman-Fried—who was 30 years old at the time of the scandal and once dubbed the "crypto king"— was sentenced to 25 years in prison. FTX's former chief executive officer (age 28), chief technology officer (29), and director of engineering (27) all pleaded guilty to fraud as well.

As extreme as they were, the actions of these prodigious professionals present a learning opportunity for younger generations entering the workforce. Young professionals need more than just technical skills in the workplace. They need a strong ethical framework to help them distinguish right from wrong and make difficult decisions. Without it, they run the risk of making the same mistakes as the once-promising leadership at FTX. Not every employee can defraud millions like them, but any employee can demonstrate dishonesty, greed, or a lack of integrity if they don't uphold their own ethical principles.

But what are ethics? Ethics are the basic principles that govern your behavior. Although people often have different views on what ethics exactly means, following ethical principles means one's ethical beliefs remain unchanged no matter the circumstances, including—and especially—in professional settings like the workplace. Ethical principles can guide any employee through dilemmas with coworkers, superiors, and customers. Examples of ethical principles include honesty and integrity (adhering to a set of personal ethics).

And the need for greater integrity in the workplace has never been more relevant. According to a 2024 study from ethics education firm LRN, Gen Z employees are 2.5 times more likely than any other generation to agree that it's OK to break the rules to get the job done. In addition, 22% of Gen Zers admit to violating their company's code of conduct in the past year, a far higher number than Millennials, Gen Xers, or Baby Boomers.

What explains these statistics? Do Gen Zers inherently struggle to be as ethical as previous generations? Or does Gen Z's ethical culture simply differ from those of their predecessors? Whether the answer is one or the other—or both—does not change the underlying need for young professionals to develop a strong understanding of ethics in the workplace.

This development does not begin the first day on the job; it starts years before, in the classroom and at home. Every day, young adults encounter many situations in which they can demonstrate ethical principles such as integrity and honesty. They may not realize it in the moment, but these everyday actions can have a profound impact on their life and future.

Business Ethics

High School Scenario

Valerie works in the purchasing department for Longcloth Merchandising, a nationwide chain of clothing and department stores. As an associate procurement specialist, Valerie is responsible for building relationships with suppliers and securing the materials needed for Longcloth's products.

The company's fiscal year just finished, and Valerie has been given a special assignment by her manager, the purchasing director. They request that Valerie compose the purchasing department's annual report, to be submitted to Longcloth's executives for review. The report will review relationships with key suppliers, including the types of goods and services rendered, purchase order cycle times, delivery information, and sales data. This is an important assignment, especially because this is Valerie's first job out of college, so the purchasing director gives her three weeks to complete the report.

However, the weeks go by and Valerie still hasn't started the report. At first, she didn't see this as a big deal, especially amidst all the other projects she's working on. After all, she kept telling herself, in school, I always waited until the last minute to start an assignment—and I always got a good grade. I can always get started on it tomorrow. But too many tomorrows have passed, and now the report's deadline is only a few days away. To make matters worse, her manager wants to check in with her today to discuss her progress on the report.

Valerie must now decide what to do next. One option is to proceed as normal and tell the purchasing director that the report is going well and will be submitted on time. Her manager would obviously be thrilled to hear this, but now Valerie must deliver on that theoretical promise. She knows she probably can't create a quality report in just a few days, so whatever she submits to leadership will be unsatisfactory.

The other option is to admit to her boss that she procrastinated doing the report and she won't be able to get it done on time. In response, her manager would likely enlist others in the department to help get the report done on time, which would throw off their schedules and might even cause them to work overtime. However, admitting this would damage the trust between them. Valerie worries that in the future, the purchasing director won't select her for special assignments—or maybe even promotions—because they think she can't handle increased responsibility.

What do you think Valerie should do? Should she hide her procrastination from her manager and proceed as planned, even if there's a high risk that the report will be lousy? Or should she admit her mistake so that the report can get finished—even if doing so leads to her manager not trusting her in the future?

Suggested Questions to Cover in the Event
- What ethical principles (e.g., respect, transparency, integrity, trust, fairness, accountability) play a role in this dilemma? Does one play a larger role than others? Which one—and why is that the case?
- Who are the parties that stand to be impacted by Valerie's actions (or lack thereof) in this dilemma? Is one stakeholder more important than another?
- Is Valerie's work on other projects a legitimate reason for her procrastination on the report? Would this scenario be different if Valerie had not been working on other projects? Why or why not?
- Do you consider Valerie's work habits to be unethical? Why or why not?
- What are the short- and long-term consequences of Valerie's actions? How will these consequences shift depending on how Valerie chooses to proceed?
- Is there a course of action not described in the scenario that Valerie should pursue? What is it, and why?

Objective Test Study Guide: Competencies and Tasks

Sample test questions are provided in the yearlong Ethical Leadership course guide from MBA Research's online store at www.mbaresearch.org.

A. Business Law
1. Comply with the spirit and intent of laws and regulations.
B. Communication Skills
1. Demonstrate active listening skills.
C. Emotional Intelligence
1. Describe the nature of emotional intelligence.
2. Recognize and overcome personal biases and stereotypes.
3. Assess personal strengths and weaknesses.
4. Assess personal behavior and values.
5. Demonstrate honesty and integrity.
6. Demonstrate responsible behavior.
7. Demonstrate fairness.
8. Assess risks of personal decisions.
9. Take responsibility for decisions and actions.
10. Build trust in relationships.
11. Describe the nature of ethics.
12. Explain reasons for ethical dilemmas.
13. Recognize and respond to ethical dilemmas.
14. Explain the use of feedback for personal growth.
15. Show empathy for others.
16. Exhibit cultural sensitivity.
17. Explain the nature of effective communications.
18. Foster open, honest communication.
19. Participate as a team member.
20. Explain the concept of leadership.
21. Explain the nature of ethical leadership.
22. Model ethical behavior.
23. Determine personal vision.
24. Inspire others.
25. Develop an achievement orientation.
26. Enlist others in working toward a shared vision.
27. Treat others with dignity and respect.
28. Foster positive working relationships.
29. Assess long-term value and impact of actions on others.
D. Professional Development
1. Set personal goals.
2. Follow rules of conduct.
3. Make decisions.
4. Demonstrate problem-solving skills.

2024-25 Competitive Events Guidelines
Business Ethics

Business Ethics Pre-Judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	*No identification of ethical issues as it relates to the event guidelines*	*Identifies OR defines the ethical issues*	*Identifies and defines the ethical issues*	*Identifies and defines the ethical issues using industry terminology*	
	0 points	1-2 points	3-4 points	5 points	
Explains why the ethical issues happened	*No reasons cited for the ethical issues*	*Reasons for the ethical issues identified but were not on target*	*Several, but not all, reasons accurately identified*	*All reasons addressed and analyzed*	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical solutions as to how the ethical issues should be resolved	*No ethical solutions are identified*	*One ethical solution provided*	*Ethical solution provided with supporting evidence*	*Feasible, logical solutions recommended for all issues*	
	0 points	1-2 points	3-4 points	5 points	
Recommends safeguards that should have been in place to prevent the ethical issues	*No safeguards identified*	*One safeguard provided*	*Safeguards provided with supporting evidence*	*Feasible, logical safeguards recommended for all issues*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Follows event guidelines	*Does not follow event guidelines*	*Inconsistent with event guidelines*	*Consistent with event guidelines*	*All guidelines were followed, including businessperson interviews*	
	0 points	1-2 points	3-4 points	5 points	
Includes correct grammar, punctuation, and spelling	*More than 5 grammar, punctuation, or spelling errors*	*3-4 grammar, punctuation, or spelling errors*	*No spelling errors, and not more than 2 grammar or punctuation errors*	*No spelling errors, and not more than 1 grammar or punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (50 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

Business Ethics Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the topic	*No identification of ethical issues as it relates to the event guidelines*	*Identifies OR defines the ethical issues*	*Identifies and defines the ethical issues*	*Identifies and defines the ethical issues using industry terminology*	
	0 points	1-6 points	7-8 points	9-10 points	
Explains why the ethical issues happened	*No reasons cited for the ethical issues*	*One reason for the ethical issue(s) identified but were not on target*	*One reason identified for the ethical issue(s) identified and on target*	*Two or more reasons identified, on target, and analyzed*	
	0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations as to how the ethical issues should be resolved	*No recommendations are given*	*One recommendation provided but no supporting evidence*	*One recommendation provided with supporting evidence*	*Two or more recommendations provided with evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues	*No safeguards identified*	*One safeguard provided but no supporting evidence*	*One safeguard provided with supporting evidence*	*Two or more safeguards recommended with supporting evidence*	
	0 points	1-8 points	9-12 points	13-15 points	
Research shows quality and related information to the ethical issues and incorporates input of businesspeople interviewed	*No research done with 3 or more inaccurate statements*	*Research is unrelated to the ethical topic and 1-2 inaccurate statements*	*All research is accurate with no reference made to supporting evidence*	*Research is accurate with supporting evidence provided; incorporates input of businesspeople interviewed as part of presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Business Law

Business Law provides members with the opportunity to gain knowledge about legal systems and implications in the business world. This competitive event consists of an objective test. This event aims to inspire members to learn about legal aspects in the business world.

Event Overview
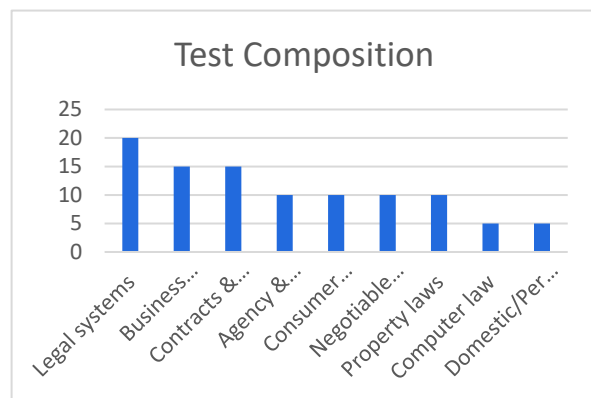
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Legal systems
- Contracts and sales
- Business organization
- Property laws
- Agency and employment laws
- Negotiable instruments, insurance secured transactions, bankruptcy
- Consumer protection and product/personal liability
- Computer law
- Domestic and private law

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Legal System
1. Identify ethical character traits: honesty, integrity, compassion, respect, responsibility, citizenship, and justice.
2. Explain the relationship between law and ethics and why they sometimes conflict.
3. Explain the differences between local, state and federal government and the powers and limitations of each.
4. Define statutory law, identify the purpose of statutory law, and describe how a bill becomes a statue under federal law.
5. Identify ways laws affect individuals, sources of law, constitutional rights and responsibilities of U.S. citizens, and the responsibilities of government.
6. Distinguish between different types of courts.
7. Distinguish between the roles of legal professionals (e.g., judges, lawyers, and paralegals).
8. Identify the elements of criminal, civil, and business law, including trial procedures.
9. Define crimes such as embezzlement, larceny, robbery, burglary, assault, battery, forgery, white collar, extortion, bribery, conspiracy, etc.; and classify it based on the severity of the punishment.
10. Explain the difference between crimes and torts.
11. Define "negligence per se" and give examples of circumstances under which it applies.
12. Define tort of assault, battery, false imprisonment, mental distress, invasion of privacy, defamation of character, trespass to land and personal property, conversion negligence, and strict liability.
13. Identify crimes that occur in the business environment.
14. Understand the purpose and uses of a variety of common legal documents.

15. Recognize situations that call for legal advice.
16. Possess a working vocabulary of most frequently used legal terms, such as litigation, arbitration, mediation and conciliation, etc.
17. Explain how disputes can be settled without resort to the courts.
18. Complete legal documents with notarization as required.
19. Define environmental law, energy regulation and conservation, and explain the purpose and need.

B. Business Organization
1. Describe the legal forms of business organization and identify their respective advantages/disadvantages.
2. Describe the types of organizational structures and management levels.
3. Examine the ways businesses can be created including their rights, limitation, and liabilities.
4. Distinguish between a limited partnership and general partnership.
5. Differentiate between types of corporations and describe the functions of the board of directors and officers of a corporation.
6. Identify shareholder rights and explain the nature of the shareholder liability.
7. Differentiate between types of corporate expansion (e.g., mergers, consolidations, and conglomerates).
8. Describe the characteristics of a franchise and analyze where it fits in the economic and legal framework.
9. Define a limited liability company and explain the steps in forming it.
10. Discuss the role of the S.E.C. and identify potential consequences of violating SEC regulations.
11. Discuss ways that government regulation and legal issues in businesses have affected each of us.
12. Develop an understanding of a business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions (anti-trust laws, organized labor, and regulatory agencies).
13. Identify, apply, and keep current with laws and regulations such as those that affect business practices like financial and accounting records and storage and retention of records.
14. Identify the legal issues and agencies related to managing a business in the global environment.
15. Identify trade regulations and unfair trade practices regulated by the Federal Trade Commission.

C. Contracts and Sales
1. Explain the nature and importance of contracts.
2. Identify the elements of a contract (e.g., offer, acceptance, genuine agreement, consideration, capacity, and legality).
3. List and analyze the steps to creating a legal and binding contract.
4. Discuss the requirements of an offer and acceptance and how the offer can be terminated/discharged/assigned.

5. Identify the classifications of contracts: valid, void, voidable, unenforceable, express, implied, oral, and written.
6. Define consideration and list examples of valid consideration.
7. Differentiate among the ways that a contract can be disrupted, such as fraud, nondisclosure, misrepresentation, mistake, duress, and undue influence.
8. Explain a minor's rights regarding contracts.
9. List contracts that should be in writing under the Statute of Frauds and identify the consequences for failure to comply.
10. Define breach of contract and name legal remedies available for resolution.
11. Define sale and explain how the UCC governs the sale of goods.
12. Distinguish between payment, delivery, and transfer of title of goods.
13. Explain who may transfer ownership of goods and what is required for the transfer of ownership.
14. List and define the performance obligations of the seller and buyer in a typical sales transaction.

D. Agency and Employment Law
1. Explain agency relationships and list the ways agency relationships may be created.
2. Distinguish between an agent and individuals such as independent contractors, real estate brokers, bailees, and trustees.
3. Identify the duties, scope of authority, responsibilities, and liabilities of agents.
4. Identify legislation that regulates employee rights (e.g., employment interview, testing, law affecting minors, and collective bargaining).
5. Identify legislation that regulates employment conditions and worker benefits (OSHA, workers' compensation, unemployment compensation, etc.).
6. Identify legislation (e.g., civil rights, right to privacy, and ADA) affecting personnel practices (compensation, promotion, recruitment, selection, termination, and training and development).
7. Describe legal reasons for terminating employees (e.g., employment at will, embezzlement, and violation of company policy).
8. Analyze contracts and company's position to assist management in labor contract negotiations and monitor implementation of contract for compliance.
9. Discuss the impact of immigration relations to the operation of businesses.

E. Consumer Protection, Product/Personal Liability
1. Identify and state the purpose of legislation that regulates consumer credit, debt collection, privacy, and electronic credit transactions.
2. Describe laws and agencies that provide consumer protection.
3. Define common, unfair and deceptive practices such as: bait and switch, usury, identity theft, deceptive service estimates, and fraudulent misrepresentations.
4. Identify the regulatory agencies established to protect consumers against unsafe products and deceptive trade practices.
5. Explain the concept of strict, absolute, and vicarious liability.
6. Explain the relationship of business ethics to product service management (e.g., product packaging, quality assurance, grades and standards, and product promotion).

7. Apply "truth in advertising" and "government instituted laws" to promotion of a product of service.
8. Distinguish between implied and express warranties and between full and limited warranties and describe the protection they provide.

F. Negotiable Instruments, Insurance, Secured Transactions, and Bankruptcy
1. Explain the essential elements of negotiable instruments, the different types of negotiable instruments, and specify their respective advantages/disadvantages.
2. Distinguish between primary parties and secondary parties.
3. Describe presentment for payment and presentment for acceptance.
4. Compare and contrast the different types of insurance.
5. Identify laws associated with different types of insurance.
6. Compare/contrast insurance policies and coverage to determine advantages and disadvantages.
7. Describe a secured transaction and requirements for creating a valid security interest.
8. Discuss the different types of mortgages, liens, and their purposes.
9. Explain the rights of debtors and creditors.
10. Identify the reasons for bankruptcy laws.
11. Compare bankruptcy with other alternatives.
12. Describe the principal features of bankruptcy such as Liquidation and Reorganization of Debts, Chapter 7, 11, 12, and 13 Bankruptcy Codes.

G. Property Laws
1. Discuss the benefits and burdens of ownership of property.
2. Define real property, personal property, and fixtures and explain why property distinctions are important.
3. Compare different legal rights and methods of acquiring property and transferring title (e.g., renting, leasing, or purchasing, contract for sale, deed, title search, abstract of title, mortgage, etc.) including the effects of liens.
4. Describe and distinguish liens, licenses, and easements.
5. Describe legal aspects of a real estate transaction.
6. Describe the legal characteristics of a lease.
7. Define the different types of intellectual property (e.g., patents, copyrights, and trademarks).
8. Describe the civil and criminal consequences for infringing on the intellectual property rights of another.
9. Explain the impact of zoning regulations on the use of property.
10. Explain how a bailment is created and describe the standard of care different bailees are required to exercise over bailed property.

H. Computer Law
1. Explain ethical and legal behavior of computer law as it relates to computer hacking, software piracy, source code, software license, copyright law, internet, and e-mail.
2. Discuss existing laws, jurisdiction considerations, and disputes regarding e-commerce.
3. Define different types of computer crime and discuss the various types of federal and state statues designed to combat computer crime.

4. Discuss various statutes that deal with the effects and use of computer records and privacy matters.

I. Domestic/Personal Law
   1. Define marriage and explain the rights and obligations that are involved in marriage.
   2. Understand concepts related to marriage such as age requirements, prenuptial agreements, common law, and types of marriage prohibited by law.
   3. Contrast annulment, divorce, and dissolution proceedings and explain some of the typical grounds for divorce.
   4. Describe the law as it related to the distribution of property in divorce as well as child custody and child and spousal support.
   5. Describe the legal rights and duties of minors and their parents/guardians.
   6. Explain protections provided by estate planning (power of attorney, will, trusts, living will, right to die, etc.).
   7. Identify the requirements of a valid will and indicate the ways a will can be revoked or altered.
   8. Identify the responsibilities of a personal representative, executor, or administrator in the settlement of an estate.

2024-25 Competitive Events Guidelines
Business Management

Business Management provides members with the opportunity to gain knowledge around management themes. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
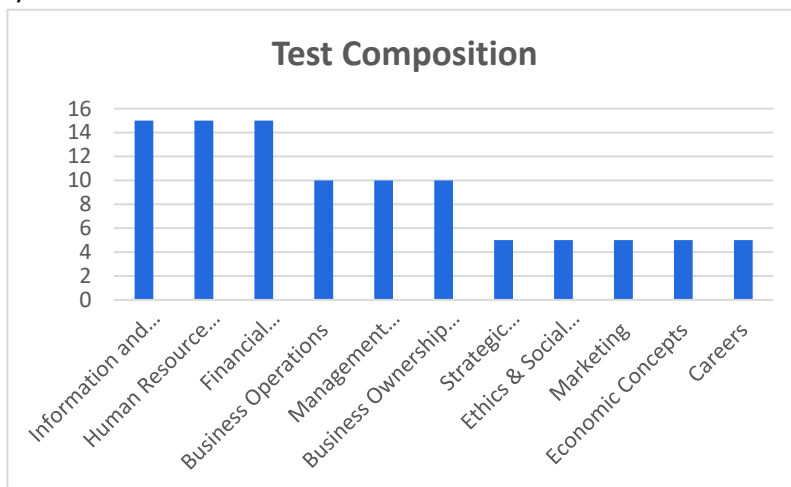**Event Elements:** Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test Competencies

- Information and Communication Systems
- Human Resource Management
- Financial Management
- Business Operations
- Management Functions and Environment
- Business Ownership and Law
- Strategic Management
- Ethics and Social Responsibility
- Marketing
- Economic Concepts
- Careers

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents
- *Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.*

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.

- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario encountered in the business community. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.

o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role- play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all participants who submit through the conference registration system.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Information and Communication Systems
   1. Define communication and discuss its implication for effective management in the manager's role.
   2. Apply communication skills (e.g., reading, writing, speaking, listening and viewing) in a courteous, concise, and correct manner.
   3. Demonstrate effective communication techniques and skills (e.g., verbal, nonverbal, and technological communications and effective listening skills) in working with individuals, groups, and supervisors.
   4. Examine communication barriers and ways to eliminate them.
   5. Write internal and external analytical reports (reports that examine a problem/issue and recommend an action).
   6. Examine potential communication challenges in international business.
   7. Apply appropriate strategies to manage and resolve conflicts in work situations.
   8. Plan and facilitate an effective meeting (e.g., agenda, handouts, etc.).
   9. Make an oral presentation with appropriate media and aids to an audience.
   10. Evaluate the impact of liaisons with community, governmental, and professional organizations on the business environment.
   11. Read and comprehend technical and nontechnical reading related to job presentation.
   12. Interpret data on graphs, charts, diagrams, and tables commonly used in this industry/occupation.
   13. Use correct grammar, punctuation, and terminology, and communication skills to produce and edit clearly written traditional and electronic documents.
   14. Select and use word processing software and accompanying features to enhance written business communications.
   15. Use database, spreadsheet, presentation, scheduling, and integrated software packages to organize, prepare, manipulate, manage, and present information.
   16. Use computer networks (e.g., Internet, online databases, and e-mail) to facilitate collaborative or individual learning and communication.
   17. Operate electronic mail applications to communicate within a workplace.
   18. Employ collaborative/groupware applications to facilitate group work.

B. Human Resource Management
   1. Identify important human relation skills needed by managers.
   2. Develop a staffing plan and prioritize staffing needs to minimize costs while maximizing business contribution.
   3. Analyze the impact of outsourcing on businesses.
   4. Identify methods/procedures for recruiting employees, publicizing job openings, interviewing, and selecting applicants for employment.
   5. Recognize the benefits and challenges in managing a diverse workforce.

6. Discuss factors and outline the procedures used in employee presentation documentation, promotion, and termination including grievance processes.
7. Identify legislation affecting the recruitment and selection process (e.g., affirmative action, right to privacy, and Americans with Disabilities Act).

8. Review legal issues (e.g., harassment, employee rights, privacy, drug testing, labor disputes, discrimination, and substance abuse) and the potential impact to the business.
9. Investigate and evaluate the elements of an employee compensation package and benefit plan.
10. Explain the purpose and characteristics of orientation programs for new employees, staff development, and other training and continuing education programs.
11. Investigate the impact of new technology on the workforce.
12. Resolve staff issues/problems to enhance productivity and improve employee/employer relationships.
13. Explain the role of labor unions and management, the collective bargaining process, and advantages and disadvantages of union membership.
14. Compare various motivation theories and explain their importance for understanding employee behavior including job rotation, job enlargement, and job enrichment.
15. Explain the concept of authority, delegation, responsibility, and accountability as a requirement of any managerial position.
16. Develop, interpret, and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.
17. Organize work teams and schedule employee work assignments.
18. Develop company health and safety programs to ensure compliance with regulations and employee protection.

C. Financial Management
1. Describe methods of obtaining capital and explore differences among various sources of capital.
2. Discuss investment instruments and the stock market and its impact on business decisions.
3. Compare the types of financial service providers and describe common banking services.
4. Analyze cost/profit relationships and other financial data to guide business decision making.
5. Monitor results of revenue and explain its impact on inventory, personnel, insurance, and promotion.
6. Manage the cash flow of the business including identifying the cost of operations, the ways that companies can control costs, and sales/production records.
7. Analyze basic financial statements and reports (e.g., cash flow, income statement, and balance sheet) and apply to business decisions.
8. Identify and assess business risks, select risk-management strategies, and develop and evaluate a risk-management plan.
9. Forecast future budgetary needs and prepare a budget to include short- and long-term expenditures.

10. Describe types of records needed and implement suitable internal accounting controls to ensure the proper recording of financial transactions.
11. Describe credit plans, credit cards, credit policies, credit ratings, credit agencies, collection procedures, and credit analysis.
12. Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions.
13. Describe the purpose of insurance and the types of insurance for business.
14. Analyze the components of a financial plan.

D. Business Operations
1. Identify, interpret, analyze, and synthesize information used in decision making in the business environment.
2. Develop and manage quality-control processes to minimize errors, maximize operational effectiveness, and to expedite workflow.
3. Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.
4. Develop and implement security policies/procedures to protect employees and to minimize chance for loss.
5. Identify methods and tools to design or redesign products.
6. Evaluate the effectiveness and efficiency of a production schedule.
7. Identify factors considered when selecting suppliers (e.g., quality, price, and reliable delivery).
8. Define inventory control and evaluate a system for maintaining inventory control.
9. Employ planning and time management skills and tools to monitor, plan, and control day-to-day activities required to enhance results and complete work tasks.
10. Utilize organizational and project management skills to improve workflow, minimize costs, and monitor and evaluate business projects.
11. Maintain property and equipment necessary for ongoing business activities.
12. Manage purchasing activities to obtain the best service/product at the least cost.
13. Use appropriate technology tools and computer-based equipment (containing embedded computers or processors) to control devices and for business applications.
14. Plan physical layout, furnishings, and equipment for a business environment and analyze for maximum efficiency.

E. Management Functions and Environment
1. Describe current and emerging trends in business (e.g., acquisition/downsizing, e-commerce, data mining, labor market, and social issues).
2. Describe the impact of demographic issues on business.
3. Define the four functions of management and describe management roles, functions, skills, and values.
4. Compare and contrast the planning function to other management functions.
5. Explain the importance of organizing in business.

6. Describe how an organization provides accountability by delegating authority and assigning responsibility.
7. Describe the nature of managerial control (e.g., control process, types of control, and what is controlled).
8. Determine the evaluating/controlling strategy for a given business situation.
9. Analyze leadership and management styles and their characteristics, benefits, and limitations in a variety of business situations.
10. Identify stressors in the business environment and employ strategies for dealing with stress.
11. Define forms of global partnering (e.g., licensing, joint ventures, exporting, importing, and franchising) and analyze business situations to determine opportunities for global partnering.

F. Business Ownership and Law
1. Compare the characteristics, advantages, and disadvantages of different types of business ownership and organization in both service- and product-based businesses.
2. Analyze ownership change transactions (e.g., mergers, acquisitions, hostile takeovers, and restructuring).
3. Identify management levels and describe the interaction between and among management levels.
4. Describe the types of organizational structures and identify the factors that influence an organization's structure.
5. Identify current laws and regulations affecting the establishment and operation of businesses.
6. Explain the purpose, list the parts of a business plan, and develop an effective business plan.
7. List and explain components of a legally enforceable contract.
8. Analyze the impact and relationship of government regulations and community involvement on business management decisions.
9. Analyze the relationships among contract law, law of sales, consumer law, agency law, and environmental law.
10. Describe the role of organized labor and its influences on government and business.

G. Strategic Management
1. Identify examples of strategic plans, tactical plans, and operational plans.
2. Describe the strategic planning process within an organization.
3. Use planning tools (business and action plans, company goals and objectives, SWOT, benchmarks) to guide an organization's activities.
4. Develop business plans to meet company needs (e.g., company vision, goals, objectives, and management plan).
5. Identify major management tasks involved in implementing the work of an organization.
6. Organize business activities related to a company's vision, mission, and values to achieve established action plans.

7. Control an organization's/department's activities to monitor business activities and to make business decisions.
8. Discuss benchmarking and discuss the importance of benchmarking in evaluating company presentation.
9. Adjust growth projections impacting facilities and equipment to foster profitable operations.

H. Ethics and Social Responsibility
1. Display characteristics of an acceptable work ethic (e.g., attendance, and attire).
2. Differentiate social, ethical, and environment issues facing business.
3. Demonstrate knowledge of ethical behavior in a business environment (e.g., confidentiality of information, employee right to know, hiring practices, plagiarism, copyright violations, sexual harassment, mission statement, code of ethics, etc.).
4. Identify the impact of unethical behavior on a business.
5. Identify ethical considerations resulting from various situations (e.g., technological advances, international competition, employer-employee relationships, and consumer relations).
6. Identify ways in which a business organization demonstrates social responsibility (e.g., providing jobs, paying taxes, and contributing to special community projects).

I. Marketing
1. Explain the role of marketing in the economy.
2. Analyze marketing information/research to make informed decisions.
3. Explain marketing concepts and identify and apply the components of the marketing mix.
4. Describe promotional strategies (e.g., telemarketing and e-commerce).
5. Analyze the impact of e-business on profitability.
6. Describe different pricing strategies and the importance of price.
7. Discuss ways to maintain product and service quality and customer satisfaction.
8. Explain the importance of packaging and branding in relation to customer/sales satisfaction.
9. Discuss the channels of distribution, distribution transportation, and product handling.

J. Economic Concepts
1. Identify basic micro and macroeconomic concepts (i.e., supply and demand, leading economic indicators, business cycle, and economic cycle).
2. Compare and contrast basic economic systems, free markets, and economic-political systems.
3. Describe the current economic environment and its effect on business.
4. Describe economic indicators impacting financial decision making and use them to detect economic trends and conditions.
5. Describe the importance of international trade and how global competition has affected how American businesses operate.

6. Identify various forms of competition (e.g., pure competition, monopolistic competition, oligopoly, and monopoly).

K. Careers

1. Develop a career plan in business management.
2. Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.
3. Identify the steps to follow in resigning from a position.
4. Identify the characteristics of a successful supervisor/manager.
5. Continue professional development to keep current on relevant trends and information within the industry and for career advancement.

Business Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Information and communication systems, human resource management, financial management, business operations, management functions, business ownership, careers, ethics, marketing, social responsibility, economic concepts, strategic management	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Business Plan

Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. Business Plan provides members with the opportunity to prepare a business plan. This competitive event consists of a pre-judged report and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Pre-judged Report & Presentation
Pre-judged Component: *17-page report due March 15, 2025*
Presentation Time: *3-minute set-up time, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Items Competitor Must Provide: Technology and presentation items for preliminary and final round presentation, conference-provided nametag, photo identification, attire that meets the FBLA Dress Code
Items FBLA Provides: Table for preliminary round presentation; table, power, projector & screen for final round presentation

The business must not have been in operation more than 12 months.

Region
This event is state and national only. There is no regional competition.

State
Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top four (4) qualify to advance to the National Leadership Conference.

National
Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged report, preliminary presentation, and final presentation
- The business must not have been in operation more than 12 months.
- Pre-judged Report: The Business Plan
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by March 15, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - The first page (front cover) should include the name of school, competitor names, state, name of the event, and school year (2024-25) on the cover.
  - The second page must include a table of contents and each page must be numbered.
  - Divider pages and appendices are optional and must be included in the page count.
  - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous NLC.
  - Pages must be formatted to fit on 8 ½" x 11" paper.

- The report is judged before the NLC.
- Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Research: Facts and data must be cited and secured from quality sources.
- Restricted Items: QR codes and links cannot be included in the report.
- Reports will follow this sequence, mirroring the rating sheet:
  - *Executive Summary:* Provides a brief synopsis of the key points and strengths included in the plan.
  - *Company Profile:* Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.
  - *Industry Analysis:* Provides an analysis of the larger industry in which the business will belong, analyzes key trends and strategic opportunities in the industry, demonstrates an understanding and awareness of external business decisions.
  - *Target Market:* Provides a brief overview of the nature and accessibility of the targeted audience. Analyzes the market's potential, current patterns, and sensitivities.
  - *Competitive Analysis:* Includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
  - *Marketing Plan and Sales Strategy:* Demonstrates how the business' product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.
  - *Operations:* Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
  - *Management and Organization:* Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
  - *Long-Term Development:* Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
  - *Financials:* Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
  - *Appendix:* Includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).

- Preliminary Presentation

- o **Equipment Set-up Time:** 3 minutes
- o **Presentation Time:** 7 minutes (one-minute warning)
- o **Question & Answer Time:** 3 minutes
- o **Internet Access:** Not provided
- o **The business must not have been in operation more than 12 months.**
- o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- o Competitors/teams are randomly assigned to sections.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - ▪ Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - ▪ Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - ▪ External speakers are not allowed. Only device audio can be used.
  - ▪ Power is not available.
- o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Research: Facts and data must be cited and secured from quality sources.
- o Presentation should cover:
  - ▪ Business Concept and Company Profile
  - ▪ Marketing Aspects
  - ▪ Operations and Management Plans
  - ▪ Financial Documents & Projections
  - ▪ Risks & Adverse Results
  - ▪ Long-Term Goals
- Final Presentation
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes

- o **Internet Access:** Not provided
- o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Research: Facts and data must be cited and secured from quality sources.
- o Presentation should cover:
  - Business Concept and Company Profile
  - Marketing Aspects
  - Operations and Management Plans
  - Financial Documents & Projections
  - Risks & Adverse Results
  - Long-Term Goals

Scoring
- The report score will be added to the preliminary presentation score to determine the finalists.
- The normalized report score (using standard deviation) will be added to the final presentation score to determine the top winners.

- The report score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines

Business Plan

Business Plan Pre-Judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Executive Summary Provide brief and concise Executive Summary. Convince reader that business concept is sound and has a reasonable chance of success	*No Executive Summary*	*Executive Summary is provided but does not show evidence of sound business concept OR reasonable chance of success*	*Executive Summary is proved AND show evidence of sound business concept and reasonable chance of success*	*Executive Summary serves as a strong introduction and transitions into the remainder of the report*	
	0 points	1-8 points	9-12 points	13-15 points	
Develop Company Profile Legal form of business Effective date of business Company mission statement/vision Company governance Company location(s) Immediate development goals Overview of company's financial status	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Present Industry Analysis Description of industry (size, growth rates, history) Trends and strategic opportunities with industry	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Present Target Market Target market defined (size, growth, potential, needs) Effective analysis of market's potential, current patterns, and sensitivities	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Discuss Competition Key competitors identified Effective analysis of competitors' strengths and weaknesses Potential future competitors Barriers to entry for new competitors identified	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Marketing Plan & Sales Strategy Key message to be communicated identified Options for message delivery identified and analyzed including Web process Sales procedures and methods defined	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Operations Business facilities described Production plan defined and analyzed Workforce plan defined and analyzed Impact of Technology	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-8 points	9-12 points	13-15 points	

FBLA
Future Business Leaders of America

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Management & Organization Key employees/principals identified and described Board of Directors, advisory committee, consultants, and other human resources identified and described Plan for identifying, recruiting, and securing key participants described Compensation and incentives plan	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Provide Long-term Development Goals for three, five, or more years are identified and documented Risks and potential adverse results identified and analyzed Strategy in place to take business toward long-term goals	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-9 points	10-16 points	17-20 points	
Financials Type of accounting system to be used is identified Financial projections are included and reasonable • Year 1 monthly cash flow • Year 1 monthly income statement • Yearly income statements for Years 1, 3 and 5	*More than one of the components listed is not addressed*	*Description of one or more components is limited OR one or more components is not described*	*All components are described adequately*	*All components are described adequately with supporting documentation*	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-8 points	9-12 points	13-15 points	
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	*Had more than specified page count, missing one or more sections and/or does not follow rating sheet*	*All information presented, but order inconsistent with rating sheet*	*Information arranged according to rating sheet*	*Presented in the correct order, correct page count, and includes written transitions between sections*	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	*Does not format document*	*Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos*	*Consistent formatting throughout the report*	*Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting*	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	*More than 5 grammar, punctuation, or spelling errors*	*3-4 grammar, punctuation, or spelling errors*	*No spelling errors, and not more than 2 grammar or punctuation errors*	*No spelling error, and not more than 1 grammar or punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (200 points)	

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2024-25 Competitive Events Guidelines
Business Plan

FBLA
Future Business Leaders of America

Business Plan Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes business concept and company profile	*No evidence of business concept or company profile OR doesn't meet guidelines*	*Business concept OR company profile described*	*Business concept AND company profile explained*	*Business concept and company profile explained including how the concept matches the profile*	
	0 points	1-8 points	9-12 points	13-15 points	
Explains marketing aspects of business	*No marketing evident*	*One aspect of marketing explained*	*Two aspects of marketing explained*	*Three or more aspects of marketing to increase company presentation explained*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes operations and management plans	*No evidence of company, operations plan, or management plan*	*Description of operations OR management plan*	*Description of operations AND management plan*	*Detailed description of operations and management with plan for future growth*	
	0 points	1-8 points	9-12 points	13-15 points	
Provides information on financial documents and projections	*No evidence of financial documents or company projections*	*Provides information on at least one financial document OR one projection*	*Provides information on two financial documents and at least one projection*	*Provides information on at least three financial documents and at least three projections*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results	*No evidence of risks or adverse results*	*One risk OR adverse result is given: no evidence of planning*	*Two risks and at least one adverse result identified; includes a plan with at least one step to avoid adverse results*	*Three risks and at least one adverse result identified; includes a plan with at least two steps to avoid adverse results*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies long-term goals	*No goals identified*	*Only one goal identified*	*Two goals identified*	*Three or more goals identified with specific plan to achieve the goals*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 max)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Client Service

Client Service provides members with an opportunity to develop and demonstrate skills in interacting with internal and external clients to provide an outstanding client service experience. The competitor engages clients in conversations regarding products, handles inquiries, and solves problems. This competitive event consists of a role play scenario.

Event Overview

Event Type: Individual
Event Category: Role Play
Event Elements: Role Play
Role Play Time: *10-minute preparation time, 5-minute presentation time*
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism

Region

This is an interactive role-play event with judges at the regional conference.

State

This is an interactive role-play event with judges at the state conference. The top eight (8) from preliminary competition will advance to a final round.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards • Pencil • Secret role play problem/scenario

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.

- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: a preliminary role play and final role play
- Preliminary Interactive Role Play Presentation
  - **Preparation Time:** 10 minutes (one-minute warning)
  - **Presentation Time:** 5 minutes (one-minute warning)
  - **Question & Answer:** None
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - The role play will be a problem or scenario in customer service. The role play will be given to the competitor at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Role plays are interactive presentations; the judges will ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.
- Final Interactive Role Play Presentation
  - **Preparation Time:** 10 minutes (one-minute warning)
  - **Presentation Time:** 5 minutes (one-minute warning)
  - **Question & Answer:** None

- An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- The role play will be a problem or scenario in customer service.
- The role play will be given to the competitor at the beginning of their assigned preparation time.
- Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
- No additional reference materials or props or visuals are allowed.
- Role plays are interactive presentations; the judges may ask questions throughout the presentation.
- Role play presentations are not open to conference attendees.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Client Service Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	*No position communicated*	*Communicates position not related to problem*	*Communicates position on problem*	*Communicates in a professional manner position on problem in scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	*No empathy or diplomacy displayed*	*Empathy or diplomacy displayed in response to role play scenario*	*Empathy and diplomacy displayed in response to role play scenario*	*Display of empathy and diplomacy skills add to resolution of role play scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge of terminology and components related to the role play	*No understanding of the role play demonstrated*	*Terminology is presented but not expanded on*	*Clear understanding of terminology and implementation into presentation*	*Terminology is communicated clear enough for client (judge) to proceed on their own*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates conflict resolution and closure to the role play	*No closure was provided*	*Situation was closed OR conflict was resolved*	*Conflict was resolved, the situation has closure*	*Conflict was resolved, the situation has closure, and client (judge) is satisfied*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor did not appear prepared*	*Competitor was prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor did not demonstrate self-confidence*	*Competitor demonstrated self-confidence and poise*	*Competitor demonstrated self-confidence, poise, and good voice projection*	*Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Coding & Programming

Coding & Programming provides members with the opportunity to design and implement a standalone application to accomplish a task. This competitive event consists of a presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Create a program that helps students manage their personal finances by tracking account balances, income and expenses. The program should allow users to input details about their income sources and expenses, including the amount, category, and date of each transaction. It should provide features to view the current balance, generate summaries of income and expenses over specified periods (e.g., weekly, monthly), and categorize expenses to show spending patterns. Additionally, the program should include functionality to update or delete existing entries and offer search and filter options to easily find specific transactions.

This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at this link.

Region

There is no regional competition component to this event. It is a state and national only.

State

Projects are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top four (4) qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
	Items Competitor Must Provide	**Items FBLA Provides**
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification	• Table • Internet access • Power

	• Attire that meets the FBLA Dress Code	• Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes

- o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
- o Competitors/teams are randomly assigned to sections.
- o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - ▪ Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - ▪ Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - ▪ External speakers are not allowed. Only device audio can be used.
  - ▪ Power is not available.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects of the program:
  - ▪ The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - ▪ Solution must run standalone with no programming errors.
  - ▪ Data must be free of viruses/malware.
  - ▪ Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - ▪ The presentation should follow the rating sheet and include the following:
    - • Code Quality: What are the specifics of and the big picture of the code?
    - • User Experience: What focus is on the ease-of-use and accessibility of the interface?
    - • Functionality: Speak to all aspects of the topic
- • Final Presentation Information

- o **Equipment Set-up Time:** 3 minutes
- o **Presentation Time:** 7 minutes (one-minute warning)
- o **Question & Answer Time:** 3 minutes
- o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
- o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - ▪ Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - ▪ Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - ▪ It is up to final-round competitors to determine if they wish to use the technology provided.
  - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects of the program:
  - ▪ The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - ▪ Solution must run standalone with no programming errors.
  - ▪ Data must be free of viruses/malware.
  - ▪ Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.

- The presentation should follow the rating sheet and include the following:
  - Code Quality: What are the specifics of and the big picture of the code?
  - User Experience: What focus is on the ease-of-use and accessibility of the interface?
  - Functionality: Speak to all aspects of the topic

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
Coding & Programming

FBLA
Future Business Leaders of America

Coding & Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Code Quality					
Appropriate use of comments, naming conventions, and proper formatting	*No comments provided*	*Comments provided but are not logical*	*Comments provided assist judges throughout the demonstration*	*Comments provided are logical, useful, and complete*	
	0 points	1-6 points	7-8 points	9-10 points	
The program is modular in a way that makes logical, readable sense	*Program does not make logical, readable sense*	*Program is either logical or readable, but not both*	*Program is logical and readable*	*Program exhibits an advanced knowledge of programming*	
	0 points	1-6 points	7-8 points	9-10 points	
User Experience					
User interface is intuitive or clear instructions are provided	*No instructions provided and is not intuitive*	*Instructions provided are not intuitive*	*Appropriate & clear instructions are provided*	*Program is intuitive and clear instructions are provided*	
	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	*No help menu or navigation system incorporated*	*Includes basic help menu and usable navigation*	*Interface contains no spelling errors, has interactive help menu, and has no navigation errors*	*Program use also includes an intelligent feature such as an interactive Q&A*	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	*User input isn't validated*	*User input validation attempted, but does not catch important edge cases or is not done correctly*	*User input is validated*	*Input validation applied on both syntactical and semantic levels*	
	0 points	1-2 points	3-4 points	5 points	
Functionality					
Program addresses all parts of the prompt	*Program does not address the topic/problem*	*Program addresses the topic/problem at a minimal level*	*Program fully addresses the topic/problem*	*Program fully addresses the topic/problem, and the correlation is explained in the instructions*	
	0 points	1-6 points	7-8 points	9-10 points	
Program generates a presentable report	*Output reports are not accurate or not available*	*Output reports are not sufficient to analyze data*	*Output reports are error free and provide all necessary information to analyze data*	*Output reports allow user to customize and analyze information*	
	0 points	1-6 points	7-8 points	9-10 points	
Data storage	*There is no storage of data*	*Variables are used inconsistently, or in a way that is unclear*	*Variable name and usage is clear. Variables store data that updates when necessary. Each variable performs only one job, and the correct data type is used*	*More complex data storage such as arrays and lists are used where appropriate and variable scope makes sense*	
	0 points	1-2 points	3-4 points	5 points	

2024-25 Competitive Events Guidelines
Coding & Programming

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

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2024-25 Competitive Events Guidelines
Community Service Project (High School)

Community Service Project provides chapter members with the opportunity to showcase their community service projects within their school and/or community. The project must be in the interest of the community and designed for chapter participation. This competitive event consists of a pre-judged report and presentation component. Consider submitting your Community Service Project as an activity within Champion Chapter CTE Celebration.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members present the chapter project
Event Category: Chapter Event
Event Elements: Pre-judged Report & Presentation
Pre-judged Component: *17-page report due March 15, 2025*
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Region

Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top three (3) qualify to advance to the State Leadership Conference.

State

Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top four (4) qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.

2024-25 Competitive Events Guidelines
Community Service Project (High School)

- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged, preliminary presentation, and final presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by March 15, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
    - Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
      - Description of the project

- Chapter member involvement
- Degree of impact on the community
- Evidence of publicity received
- Project evaluation
  - Restricted Items: QR codes and links cannot be included in the report.
  - o Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
  - o Pages must be formatted to fit on 8 ½" x 11" paper.
  - o Reports should follow the rating sheet sequence.
  - o The report is judged before the NLC.
  - o Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - o Competitors/teams are randomly assigned to sections.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - ▪ Competitors can present with and bring any of the following technology into the presentation:
      - Laptop
      - Tablet
      - Mobile phone
      - External monitor that is approximately the size of a laptop monitor
    - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.
  - o Non-technology Items: Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring
- The report score will be added to the preliminary presentation score to determine the finalists.

- The normalized report score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The report score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
Community Service Project (High School)

FBLA
Future Business Leaders of America

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project has specific goals and provides service to the community and its citizens	*Project is not a Community Service Project*	*Project has specific goals OR provides service to the community and its citizens but not both*	*Project has specific goals AND provides service to the community and its citizens*	*Project has quantitatively defined goals and indicates future activities or steps that could be taken to further the work started*	
	0 points	1-6 points	7-8 points	9-10 points	
Describe research into school and/or community needs	*No evidence of school and/or community research*	*Research was completed but not clearly outlined*	*Research clearly completed and clearly outlined*	*Research was planned, executed, and evaluated*	
	0 points	1-8 points	9-12 points	13-15 points	
Describe planning, development, and implementation of project	*No evidence of planning, development, or implementation of project*	*Planning, development, OR implementation explanation is missing*	*Planning, development, and implementation activities / steps are clearly described*	*Planning, development, and implementation activities/steps are described and rationale for types of activities is given*	
	0 points	1-9 points	10-16 points	17-20 points	
Show evidence of publicity received	*No evidence of publicity received*	*Information about publicity was written in the report but no evidence of publicity is available*	*Project was recognized within the school and/or community*	*Project was recognized in more than one way by the school and/or community*	
	0 points	1-6 points	7-8 points	9-10 points	
Report benefits to and degree of impact on the school and/or community	*School and/or community impact is not addressed*	*Project was completed and served a purpose*	*Project created tangible results that benefitted the school and/or community*	*Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue*	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluate the project	*No evidence of project evaluation is provided*	*Project was evaluated*	*Project was evaluated and the evaluation was assessed*	*Project was evaluated and recommendations for change were given*	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	*Had more than specified page count, missing one or more sections and/or does not follow rating sheet*	*All information presented, but order inconsistent with rating sheet*	*Information arranged according to rating sheet*	*Presented in the correct order, correct page count, and includes written transitions between sections*	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	*Does not format document*	*Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos*	*Consistent formatting throughout the report*	*Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting*	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	*More than 5 grammar, punctuation, or spelling errors*	*3-4 grammar, punctuation, or spelling errors*	*No spelling errors, and not more than 2 grammar or punctuation errors*	*No spelling error, and not more than 1 grammar or punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

Community Service Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

FBLA
Future Business Leaders of America

Describes project development and strategies used to implement project	*No evidence of project development or strategies presented*	*Project development is explained briefly; very limited strategies are utilized*	*Project development is clearly outlined. More than one strategy is outlined.*	*Project development is clearly outlined. Strategies are chronological and clearly explained.*
	0 points	1-9 points	10-16 points	17-20 points
Describes research into school or community needs	*No evidence of school and/or community research*	*Research was completed but not clearly outlined*	*Research clearly completed and clearly outlined*	*Research was planned, executed, and evaluated*
	0 points	1-8 points	9-12 points	13-15 points
Appropriate level of chapter member involvement in project	*Chapter involvement is not explained*	*Participation was limited to 25% of chapter members*	*The project was clearly a chapter project and participated in by 50% of chapter members*	*Over 75% or more of chapter members participated and clear evidence is provided of the impact*
	0 points	1-6 points	7-8 points	9-10 points
Degree of impact on the community and its citizens	*School and/or community impact is not addressed*	*Project was completed and served a purpose*	*Project created tangible results that benefitted the school and/or community*	*Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue*
	0 points	1-9 points	10-16 points	17-20 points
Evidence of publicity received	*No evidence of publicity received*	*Information about publicity was written in the report but no evidence of publicity is available*	*Project was recognized within the school and/or community*	*Project was recognized in more than one way by the school and/or community*
	0 points	1-2 points	3-4 points	5 points
Student evaluation of project effectiveness	*No evidence of project evaluation is provided*	*Project was evaluated*	*Project was evaluated and the evaluation was assessed*	*Project was evaluated and the team has created recommendations for change should the project be repeated*
	0 points	1-2 points	3-4 points	5 points
Delivery Skills				
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*
	0 points	1-6 points	7-8 points	9-10 points
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*
	0 points	1-2 points	3-4 points	5 points
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*
	0 points	1-6 points	7-8 points	9-10 points
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)				
Presentation Total (100 points)				

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2024-25 Competitive Events Guidelines
Computer Applications (High School)

FBLA
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Computer Applications provides members with the opportunity to demonstrate knowledge around competencies in different applications in computing. It aims to inspire members to learn about the effective application of the computer to facilitate handling of business information. This competitive event consists of an objective test and production test.

Event Overview

Division: High School
Event Type: Individual
Event Category: Production
Event Elements: Objective Test, 100-multiple choice questions (breakdown of question by competencies below) and Production Test
Objective Test Time: 50 minutes
Production Test Time: 2 hours
NACE Connections: Career & Self-Development

Objective Test Competencies

- Basic Computer Terminology and Concepts
- Presentation, Publishing, and Multimedia Applications
- Spreadsheet and Database Applications
- Basic Application Knowledge and Word Processing
- E-mail, Integrated, and Collaboration Applications
- Netiquette and Legal Issues
- Security
- Formatting, Grammar, Punctuation, Spelling, and Proofreading

Objective Test Composition

Bar chart titled "Objective Test Composition" (y-axis 0–35):
- Basic Computer …: 30
- Presentation, …: 15
- Email, Intergrated…: 10
- Netiquette & Legal…: 10
- Spreadsheet &…: 10
- Security: 10
- Formatting,…: 5
- Basic Application…: 10
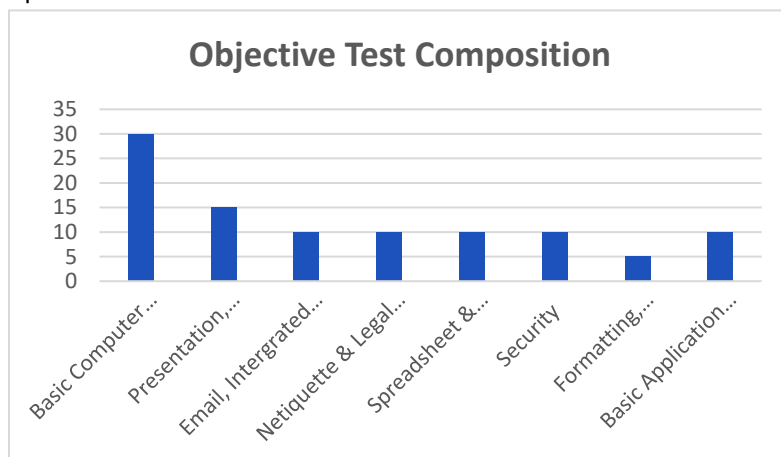
Production Test Competencies

- Create, Search, and Query Databases
- Spreadsheet Functions and Formulas
- Creating and Formatting with Word Processing
- Developing Slides & Presentations
- Integrating Databases and Word Processing
- Integrating Spreadsheets and Word Processing
- Integrating Presentations and Spreadsheets
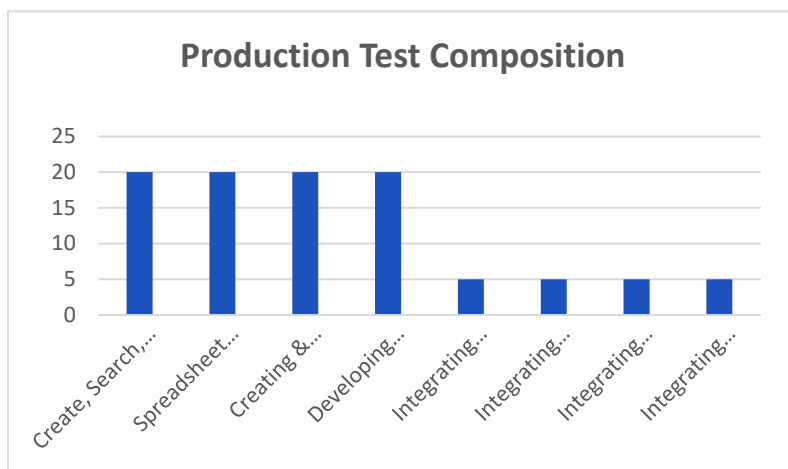
Production Test Composition

Bar chart titled "Production Test Composition" (y-axis 0–25):
- Create, Search,…: 20
- Spreadsheet…: 20
- Creating &…: 20
- Developing…: 20
- Integrating…: 5
- Integrating…: 5
- Integrating…: 5
- Integrating…: 5

- Integrating Word Processing, Spreadsheets, Presentations, and Databases

Region

A production test is administered by a designated administrator not to be a local chapter adviser and uploaded as assets in Blue Panda by the conference deadline. A completed Skills Event Request Form (included in Regional Conference Memo) must be received by January 13, 2025. All event information will be sent to the test administrator with directions for administering the event and submission instructions. The top three (3) from the prejudged scores will advance to the State Leadership Conference.

State

A production test is administered by a designated administrator not to be a local chapter adviser and uploaded as assets in Blue Panda by the conference deadline. A completed Skills Event Request Form (included in Regional Conference Memo) must be received by March 15, 2025. All event information will be sent to the test administrator with directions for administering the event and submission instructions. An online objective test will be administered at the home school during the preselected testing window. The top four (4) will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)
Production Test	- Fully powered device for production test - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Production test tasks - Internet access for submission

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: Objective Test and Production Test
- Objective Test
    - The objective test is administered online at the NLC.
    - No reference or study materials may be brought to the testing site.
    - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
    - Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.
- Production Test
    - The production test is administered online at the NLC.
    - The production test is a set of tasks based on the competencies for the competitor to complete.
    - Calculators cannot be used on the production test.
    - The Format Guide, found on the Competitive Events website (www.fbla.org) can be used for the production test.

Scoring
- The rating sheet will be released with the production test.

- Production Test is 85% of the total score. If there is more than one section of competitors, the production test scores will be normalized (using standard deviation) and the normalized score is 85% of the total score.
- Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Basic Computer Terminology and Concepts

1. Use and understand basic computer terminology.
2. Explain the purpose, operation, and care of hardware components.
3. Install, configure, optimize, and upgrade operating software and application software on computers and other portable devices.
4. Identify tools, diagnostic procedures, and troubleshooting techniques for components and operating systems for personal computers, laptops, and portable devices.
5. Apply basic commands and navigate the operating system including such things as creating backups and determining memory and disk space.
6. Input data and commands using peripherals (keyboard, light pen, mouse, scanner, and voice recognition).
7. Manage file storage through the use of file management techniques such as copy, move, store, rename, retrieve, save, delete, compress, decompress, and create/manipulate folders and directories.
8. Use a browser to search and navigate hypertext documents and to download files.
9. Use Internet search engines and understand their advantages and disadvantages.
10. Evaluate the accuracy, relevance, and comprehensiveness of information retrieved from the Web.
11. Identify the different parts of a browser window (pull-down menus, toolbar, address box, status bar, scroll bar, close button, maximize and minimize buttons, and title bar).
12. Analyze emerging technologies used by business and industry.
13. Identify the fundamental principles and basic concepts of installing, configuring, optimizing, and upgrading printers and scanners.
14. Identify tools and diagnostic procedures to troubleshoot printers and scanners and perform basic printer functions (load paper, change cartridge, repair paper jam, etc.).
15. Identify and use appropriate resources to obtain assistance (Help menu, manuals, Web site).
16. Evaluate advantages and disadvantages of various processing, storage, retrieval, and transmission technologies.
17. Identify the fundamental principles and basic concepts of networks including installing, configuring, optimizing, and upgrading.
18. Identify network devices including network connectivity hardware and describe their functions.

B. Presentation, Publishing, and Multimedia Applications

1. Identify components of a presentation program (layout views, slide, toolbars, and dialog box).
2. Use presentation software to create a presentation with multiple types of slides incorporating effective use of text, graphics, fonts, builds, preset animation, and transitions.
3. Use presentation software to include diagrams, color and graphic modifications, animation schemes, custom backgrounds, action buttons, hyperlinks, sound, video, and speaker notes.
4. Deliver presentation with supporting materials.
5. Apply desktop publishing principles to create, design, edit, and produce documents using text and graphics.
6. Create visual communications involving text and graphic data (brochures, pamphlets, fliers, and newsletters).

7. Utilize graphic manipulation techniques (wrap text, Word Art) to insert visual aids into document.
8. Create visual communications involving artwork (freehand drawing applications, clip art, digitized images).
9. Save cropped or modified images in different file formats.
10. Demonstrate input of data and graphics from various sources (Web, scanner, digital camera).
11. Design, create, edit, and format web pages incorporating various types of media (text, image, video, and audio).
12. Apply multimedia software to create multimedia projects.

C. Spreadsheet and Database Applications
1. Define spreadsheet terminology (cell, row, column, range, label, value, formula, function, worksheet, relative, absolute, and legend).
2. Create, edit, save, and print worksheets using spreadsheet commands, functions, and formulas.
3. Design and enhance worksheets by inserting, deleting, moving, and copying columns and rows.
4. Use electronic spreadsheet to create, save, print, modify, and obtain graphs and appropriate charts with titles and legends.
5. Rename, rearrange, and manipulate multiple worksheets in a workbook.
6. Use an electronic spreadsheet program to enhance the appearance of a spreadsheet by changing fonts, foreground and background colors, and centering text across columns.
7. Define database terminology (query, DBMS, field, record, file, and data type).
8. Plan and create a database.
9. Enter data and edit fields and records for a particular situation.
10. Query, sort, prioritize, merge, and retrieve data from databases.
11. Use a database management program to create, format, maintain, and print reports and tables from a simple relational database.

D. Basic Application Knowledge and Word Processing
1. Use help features and reference materials to learn software and solve problems.
2. Create, save, and retrieve word processing files.
3. Use word processing software to create, format, and edit business documents such as letters, memoranda, reports, tables, and resumes in mailable form.
4. Demonstrate the use of character formatting features (bold, underline, italics, font styles and sizes, superscript, and subscript).
5. Demonstrate the use of paragraph formatting features (tabs, indentations, line spacing, and enumerated items).
6. Demonstrate the use of page formatting features (margins, justification, vertical placement, orientation, page breaks, headers, and footers).
7. Demonstrate document editing skills using spell/grammar check, thesaurus, search/replace, and other document properties.
8. Create documents using mail merge features.
9. Create and use macros and templates.

E. E-mail, Integrated, and Collaboration Applications
1. Produce documents integrating word processing, spreadsheet, and related charts, database files, reports, and presentation files.

2. Use an electronic mail program to send and receive electronic mail including an attachment.
3. Manage personal schedule and contact information to include distribution lists.
4. Research privacy issues related to e-mail accounts and dangers of receiving e-mails from unknown sources.
5. Identify inappropriate actions related to forwarding and mass e-mailings.
6. Demonstrate skills using word processing, spreadsheet, database, and presentation software to complete workgroup collaboration to include inserting and reviewing comments.
7. Use collaborative/groupware applications to manage shared schedule, contact information, shared files, online information, instant messaging, or virtual meetings.

F. Netiquette and Legal
1. Explain concepts related to copyright rules and regulations and public domain (images, music, video, and software).
2. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying.
3. Discriminate between ethical and unethical uses of computers and information.
4. Identify potential abuse and explain the consequences of illegal and unethical use of information technologies (piracy, illegal downloading, licensing infringement, and inappropriate use of software, hardware, and mobile devices).
5. Apply netiquette skills to create, send, receive, and reply to electronic communications, including e-mail and telephone.

G. Security
1. Identify security issues related to computer hardware, software, and data use.
2. Explain concepts of security, integrity, courtesy, and confidentiality related to information and communication systems.
3. Adhere to privacy, safety and security policies and legislation (acceptable use policy, Web page policies, computer crime, fraud, and abuse).
4. Demonstrate an awareness of computer viruses and basic understanding of ways to protect a computer from viruses.
5. Diagnose and troubleshoot hardware, software, and data security issues.
6. Perform preventative maintenance techniques for computer security.

H. Formatting, Grammar, Punctuation, Spelling, and Proofreading
1. Apply basic formatting procedures and manipulate data in letters, reports, simple tables, spreadsheets, graphics, graphs and charts, and databases.
2. Use correct grammar, spelling, and punctuation when producing documents.
3. Utilize appropriate functions and references for spelling, grammar, and proofreading.
4. Use appropriate capitalization, punctuation, number expression rule, and editing/proofreading skills to produce mailable documents.

Computer Applications Rating Sheet High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

Databases: *Table created correctly* *Data entered accurately*	0 points	1-6 points	7-8 points	9-10 points	
Databases: *Report properly created* *Report formatted per instructions*	0 points	1-6 points	7-8 points	9-10 points	
Spreadsheets: *Data entered correctly* *Data formatted properly*	0 points	1-6 points	7-8 points	9-10 points	
Spreadsheets: *Advanced features created correctly*	0 points	1-3 points	4-5 points	6 points	
Spreadsheets: *Proper formulas and functions with correct output*	0 points	1 point	2-3 points	4 points	
Word Processing: *Correct formatting*	0 points	1-6 points	7-8 points	9-10 points	
Word Processing: *Advanced features created correctly*	0 points	1-3 points	4-5 points	6 points	
Word Processing: *Copy entered correctly*	0 points	1 point	2-3 points	4 points	
Presentation: *Slides formatted properly*	0 points	1-6 points	7-8 points	9-10 points	
Presentation: *Advanced features created correctly*	0 points	1-3 points	4-5 points	6 points	
Presentation: *Slides created correctly*	0 points	1 point	2-3 points	4 points	
Integration: *Databases & Word Processing*	0 points	1-2 points	3-4 points	5 points	
Integration: *Spreadsheets & Word Processing*	0 points	1-2 points	3-4 points	5 points	
Integration: *Presentations & Spreadsheets*	0 points	1-2 points	3-4 points	5 points	
Integration: *Word Processing, Spreadsheets, Presentations, & Databases*	0 points	1-2 points	3-4 points	5 points	
				Total (100 points)	

Name(s):		
School:		
Judge Signature:		Date:

Comments:

2024-25 Competitive Events Guidelines
Computer Game & Simulation Programming

Computer Game & Simulation Programming provides members with the opportunity to design and implement a computer game or simulation based on a specific topic. Interactive computer games and simulations have achieved broad implementation in a wide variety of business and educational disciplines.

Event Overview
Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic
Create a game that encourages critical thinking and decision-making.

Include:
- Scenarios with ethical challenges
- Multiple outcomes based on player decisions
- Scoring (examples include points system, leaderboards, etc.)

The game must:
- Be playable on the student device using Windows 10, Mac OS, a modern web browser, or a mobile platform
- Be secure
- Have no game-breaking bugs

Games should consider accessibility features to accommodate players with disabilities.

This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at this link.

Region
Prejudged only for the Regional Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline.

State
Prejudged for the State Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline. The top eight (8) from prejudged scores will present in person at the SLC.

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Policy and Procedures Manual
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for

display only; cannot be clicked or scanned by judges before, during, or after the presentation)

- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects of the program:
  - Choosing a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
  - The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - Data must be free of viruses/malware.
  - Must be graphical in nature, not text based.
  - Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
  - Must have a quit command programmed to the escape key.
  - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - The presentation should follow the rating sheet and include the following:
    - Concept and Design of the Game: What are the game rules? Are they easy to understand? Do the rules address all aspects of the game?
    - Implementation of the Concept & Design: What process was used to turn the concept and design into software? How was the art/sound built?
    - User Experience: Does the user have a good experience with the interface?
- Final Presentation Information
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology

- Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
- The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
- Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- It is up to final-round competitors to determine if they wish to use the technology provided.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the program:
  - Choosing a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
  - The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - Data must be free of viruses/malware.
  - Must be graphical in nature, not text based.
  - Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
  - Must have a quit command programmed to the escape key.
  - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - The presentation should follow the rating sheet and include the following:
    - Concept and Design of the Game: What are the game rules? Are they easy to understand? Do the rules address all aspects of the game?
    - Implementation of the Concept & Design: What process was used to turn the concept and design into software? How was the art/sound built?
    - User Experience: Does the user have a good experience with the interface?

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

FBLA
Future Business Leaders of America

Computer Game & Simulation Programming Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Concept & Design					
Game addresses all parts of the concept/topic and guidelines	*Concept / topic are not addressed, and 3 or more guidelines not followed*	*Concept / topic not fully developed, and one or two guidelines not followed*	*Fully addresses the concept/ topic and followed all guidelines*	*User with no knowledge of the concept/topic can identify it based on use of project and followed all guidelines*	
	0 points	1-8 points	9-12 points	13-15 points	
Game rules are well-defined and clearly explained	*Rules contain substantial errors affecting game play*	*Rules contain errors that have minimal impact on game play*	*Rules are error free as discovered through basic game play*	*At least one advanced rule feature available*	
	0 points	1-2 points	3-4 points	5 points	
Game is challenging, but can be completed	*Game is overly simplistic and/or cannot be completed*	*Game can be completed but is simplistic*	*Game is challenging and can be completed*	*User can navigate the game with rules as defined and several outcomes are available for completion*	
	0 points	1-2 points	3-4 points	5 points	
Innovation and Creativity of the Game	*No innovation or creativity is demonstrated*	*Very little innovation or creativity is demonstrated*	*Game is innovative or creative*	*Game is innovative and creative*	
	0 points	1-2 points	3-4 points	5 points	
Implementation					
Describes programming languages, graphic design tools, game engines, or other software used and evaluates the technical complexity and sophistication of the implementation	*Program documentation not provided*	*Program documentation contains errors*	*Program documentation is error free*	*Program documentation invites use of advanced features*	
	0 points	1-2 points	3-4 points	5 points	
Graphics & game assets are appropriate for concept and/or topic	*No graphic design principles applied*	*Graphics are distracting/busy*	*Graphics are appropriate for the concept/topic*	*Graphics enhance the user experience*	
	0 points	1-2 points	3-4 points	5 points	
Graphics & game assets are consistently applied	*Graphics & assets not available*	*Graphics & assets not consistent*	*Graphics & assets consistently applied*	*Graphics & assets consistently applied and enhance the user experience*	
	0 points	1-2 points	3-4 points	5 points	
Graphics & game assets are appropriate for the concept and/or topic, and their quality and consistency enhance the overall user experience	*No design principles applied*	*Color, contrast, background, typography, sound and design are distracting or busy*	*Color, contrast, background, typography, sound, and design are appropriate for the concept or topic*	*Color, contrast, background, typography, sound, and design enhance the user experience*	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
Title screen functions & provides clear instructions	*No title screen provided*	*Title screen has limited instructions and/or functionality*	*Title screen functions and provides clear instructions*	*Title screen provided, but allows user to execute without instructions*	
	0 points	1-2 points	3-4 points	5 points	

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Users can easily navigate between pages, and the overall user engagement and enjoyment are considered	*Experience intended for the game is not defined*	*User can navigate the game but experience and purpose are not defined*	*User can navigate and complete the game following the rules*	*Game includes an operating multi-player function*	
	0 points	1-6 points	7-8 points	9-10 points	
Game controls & mechanics are intuitive	*Controls & mechanics aren't present*	*Controls & mechanics not fully present*	*Controls & mechanics are intuitive*	*Controls & mechanics are intuitive and enhance the user experience*	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2024-25 Competitive Events Guidelines
Computer Problem Solving

Computer Problem Solving provides members with the opportunity to demonstrate knowledge about operating systems, networks and hardware. This competitive event consists of an objective test. This event aims to inspire members to learn about computer problem solving.

Event Overview
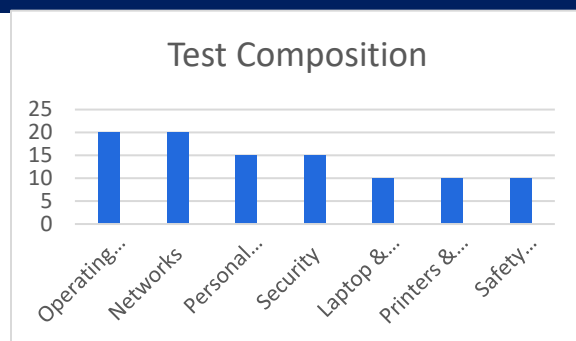
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Operating systems
- Networks
- Personal computer components
- Security
- Safety and environmental issues
- Laptop and portable devices
- Printers and scanners

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Operating Systems
   1. Compare and contrast the functionality of various operating systems.
   2. Explain what an operating system is, describe its purpose, and site examples of different operating systems including DOS, Windows, and Macintosh.
   3. Identify the fundamentals of using operating systems (e.g., Mac, Windows, and Linux) and describe operating system revision levels including GIU system requirements, application, and hardware compatibility.
   4. Identify names, purposes, and characteristics of the primary operating system components including registry virtual memory and file system.
   5. Install, configure, optimize, and upgrade operating systems using appropriate procedures and utilities.
   6. Describe features of operating system interfaces.
   7. Use command-line functions and utilities to manage operating systems, including proper syntax.
   8. Identify concepts and procedures for creating, viewing, and managing disks, directories, and files on operating systems.
   9. Demonstrate proficiency with file management and structure (e.g., folder creation, format, file creation, backup, copy, rename, delete, move, open, and save).
   10. Demonstrate file management skills and perform basic software configuration operations (e.g., install new software, compress and expand files as needed, and download files as appropriate).
   11. Identify the names, locations, purposes, and characteristics of operating system files.
   12. Demonstrate the ability to recover operating systems (e.g., boot methods, recovery console, ASR, and ERD).

13. Recognize and resolve common operational problems, such as blue screen, system lock-up, input/output device, and application install.

14. Recognize, explain, and resolve common error messages and codes.
15. Identify the names, locations, purposes, and characteristics of operating system utilities.
16. Use disk management tools (e.g., DEFAG, NTBACKUP, CHKDSK, and format), system management tools (e.g., device and task manager and MSCONFIG>EXE) and file management tools (e.g., Windows Explorer and ATTRIB.EXE) to enhance optimization of operating system.
17. Demonstrate the ability to perform preventive maintenance on operating systems including software and Windows updates (e.g., service packs), scheduled backups/restore, and restore points.
18. Document computer system malfunction and software malfunction.

B. Networks
1. Define networking and describe the purpose, benefits, and risks of a network.
2. Identify the types (e.g., LAN, WAN, and MAN), features, advantages, and disadvantages of different networks.
3. Identify names, purposes, and characteristics of basic network protocols and terminologies.
4. Identify names, purposes, and characteristics of technologies for establishing connectivity.
5. Identify the purposes and interrelationships among the major components of networks (e.g., servers, clients, transmission media, network operating system, and network boards).
6. Understand the differences between various network environments (e.g., peer-to-peer, client-server, thin client, n-tier, internetworks, intranets, and extranets).
7. Analyze the advantages and the disadvantages of the client/server model.
8. Identify and analyze the seven layers at which decisions must be made according to the OSI standard.
9. Install, configure, optimize, and upgrade networks.
10. Describe standard topologies, such as bus, star, ring, and broadband.
11. Demonstrate knowledge of IP addressing schemes.
12. Identify the types of wireless network media and the uses, advantages, and disadvantages of each.
13. Install, identify, and obtain wired and wireless connection.
14. Identify tools, diagnostic procedures, and troubleshooting techniques for basic network issues.
15. Configure protocols such as TCP/IP (e.g., gateway, subnet mask, DNS, WINS, and static and automatic address assignment) and IPX/SPX (e.g., NWLink).
16. Perform preventive maintenance of networks including securing and protecting network cabling.
17. Install and configure e-mail applications.
18. Differentiate areas of responsibilities between the telecommunications providers' responsibilities and their clients' responsibilities.

C. Personal Computer Components
1. Identify how hardware components interact and work with software to perform computing tasks.
2. Install, configure, optimize, and upgrade personal computer components.
3. Identify tools, diagnostic procedures, and troubleshooting techniques for computer components.
4. Describe the characteristics and functions of CPUs, motherboards, random access memory (RAM), expansion connections, hard drives, and CD-ROM drives.
5. Explain the functions and characteristics of system expansion devices (e.g., graphics cards, sound cards, and modems).
6. Recognize and isolate issues with peripherals, multimedia, specialty input devices, internal and external storage, memory utilization, and CPUs.
7. Identify the steps used to troubleshoot components (e.g., installation, appropriate components, error codes, connections, compatibility, functionality, settings, and drivers).
8. Identify and apply common preventative maintenance techniques for personal computer components.
9. Identify issues that must be considered when purchasing or upgrading a computer.
10. Demonstrate the use of connectivity devices and peripheral equipment (e.g., portable storage devices, printers, cable modem, and wireless technologies).
11. Identify the various types of computer steerage devices and compare the advantages and disadvantages of certain storage devices.
12. Identify and demonstrate resolutions to simple hardware and software problems as they occur (e.g., frozen screen, disk error, and printing problems).

D. Security
1. Identify the purposes and characteristics of access control and permissions, auditing, and event logging.
2. Identify names, purposes, and characteristics of hardware and software security issues including wireless, data and physical security.
3. Define the various virus types and describe the common symptoms caused by viruses and their potential effects.
4. Implement virus protection and removal procedures for a stand-alone computer or a network.
5. Describe importance and process of incidence reporting.
6. Install, configure, upgrade, and optimize software, wireless, and data security.
7. Recognize social engineering and address social engineering situations.
8. Implement security preventive maintenance techniques such as installing service packs and patches and training users about malicious software prevention technologies.
9. Define concepts such as phishing, viruses, e-mail attachments, social engineering, spoofing, identity theft, and spamming.

10. Explain concepts such as denial of service, hacking/cracking, intrusion, and intellectual property.

11. Implement procedures used to recover information from failures and security breaches (e.g., malware and viral infection).
12. Assess security threats and develop plan to address.

E. Laptop and Portable Devices
1. Identify names, purposes, and characteristics of laptop-specific devices.
2. Identify and distinguish between mobile and desktop motherboards and processors including throttling, power management, and Wi-Fi.
3. Identify appropriate applications for laptop-specific communications such as Bluetooth, infrared, cellular Wan, and Ethernet.
4. Identify appropriate laptop-specific power and electrical input devices and determine how amperage and volage can affect performance.
5. Identify the major components of the LCD including inverter, screen, and video card.
6. Install, configure, optimize, and upgrade laptops and portable devices.
7. Remove laptop-specific hardware such as peripherals, hot-swappable, and non-hot swappable devices.
8. Describe how video sharing affects memory upgrades.
9. Use tools, diagnostic procedures, and troubleshooting techniques for laptops and portable devices.
10. Identify and apply common preventive maintenance techniques for laptops and portable devices, cooling devices, hardware and video, cleaning materials, operating environments including temperature and air quality, storage, transportation and shipping.

F. Printers and Scanners
1. Identify differences between types of printers and scanners including laser, ink dispersion, thermal, solid ink, impact printers, and scanners.
2. Identify names, purposes, and characteristics of printer and scanner components (e.g., memory, driver, and firmware) and consumables (e.g., toner, ink cartridge, and paper).
3. Identify the names, purposes, and characteristics of interfaces used by printers and scanners including port and cable types.
4. Install and configure printers/scanners.
5. Install and configure printer upgrades including memory and firmware.
6. Optimize scanner performance including resolution, file format, and default settings.
7. Optimize printer performance for example, printer settings such as tray switching, print spool settings, device calibration, media types, and paper orientation.
8. Isolate and resolve identified printer/scanner problems including defining the cause, applying the fix, and verifying functionality.
9. Identify appropriate tools used for troubleshooting and repairing printer/scanner problems.
10. Perform scheduled maintenance according to vendor guidelines (e.g., install maintenance kits and reset page counts).
11. Use recommended supplies and a suitable environment.

G. Safety and Environmental Issues
1. Explain how information technology affects the natural environment (e.g., disposal of equipment, energy use, and use of natural resources).
2. Identify potential hazards and implement proper safety procedures including ESD precautions and procedures, safe work environment, and equipment handling.
3. Identify potential hazards and proper safety procedures including power supply, display devices, and environment (e.g., trip, liquid, situational, atmospheric hazards, and high-voltage and moving equipment).
4. Identify proper disposal procedures for batteries, display devices, chemical solvents, and cans.
5. Describe methods to handle environmental and human (e.g., electrical, chemical, and physical) accidents including incident reporting.
6. Determine safe working practices to avoid or eliminate electrical hazards.
7. Use Material Safety Data Sheets (MSDS) or equivalent documentation.
8. Use appropriate repair tools.
9. Describe ergonomic issues related to input technologies and demonstrate proper safety techniques.

2024-25 Competitive Events Guidelines
Cybersecurity

Cybersecurity provides members with the opportunity to demonstrate knowledge about defending and attacking viruses, spam, and spyware. This competitive event consists of an objective test. This event aims to inspire members to learn about cybersecurity.

Event Overview
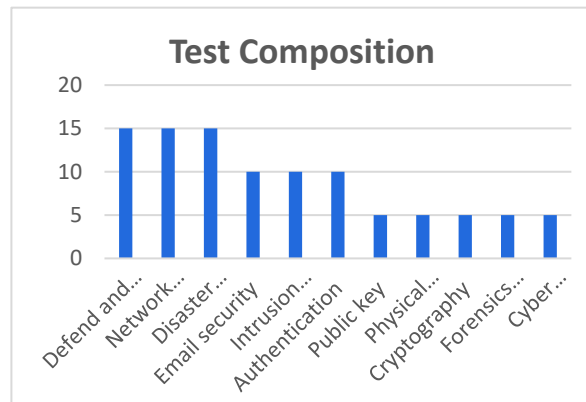
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Defend and attack (virus, spam, spyware)
- Network security
- Disaster recovery
- Email security
- Intrusion detection
- Authentication
- Public key
- Physical security
- Cryptography
- Forensics security
- Cybersecurity policy

Test Composition — bar chart showing values: Defend and... 15, Network... 15, Disaster... 15, Email security 10, Intrusion... 10, Authentication 10, Public key 5, Physical... 5, Cryptography 5, Forensics... 5, Cyber... 5

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](), [Honor Code](), [Code of Conduct](), and [Dress Code]().

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Defend and Attack
1. Identify basic security risks and issues to computer hardware, software, and data.
2. Define the various virus types and describe the common symptoms caused by viruses and their potential effects.
3. Define concepts such as phishing, social engineering, spoofing, identify theft, and spamming.
4. Describe the importance and process of incidence reporting.
5. Implement security preventive maintenance techniques such as installing service packs and patches.
6. Assess security threats, diagnose, and troubleshoot hardware, software, and data security issues.
7. Implement virus protection and removal procedures to recover information form failures and security breaches (e.g., malware and viral infection).
8. Explain the impact of malware protection, including antivirus software, spam, adware, spyware filtering, and patch management.
9. Scan storage devices and equipment for viruses and spyware and disinfect as needed.
10. Install and configure anti-X software (e.g., anti-virus, anti-spyware, and anti-spam).
11. Identify potential sources of virus infection and describe methods of preventing the spread of computer viruses.
12. Identify how to protect privacy and personal security online (e.g., to avoid fraud, identity theft and other hazards).
13. Explain the benefits and demonstrate the use of privacy, password, and protection utilities.

B. Network Security

1. Explain the importance of network security (e.g., ethics and rights).
2. Explain principles of basic network security (e.g., IP spoofing, packing sniffing, password compromise, and encryption).
3. Determine threats and analyze risks to network perimeters.
4. Determine the impact on network functionality of a particular security implementation (e.g., port blocking/filter, authentication, and encryption).
5. Identify the following security protocols and describe their purpose and function: IPSEC, L2TP, SSL, WEP, WPA, and 802.1x.
6. Identify specific access levels that need to be accommodated.
7. Match security system design to identify security requirements.
8. Develop, document and implement a network security plan (e.g., install, configure, upgrade, and optimize security).
9. Train users in malicious software prevention technologies.
10. Diagnose and troubleshoot hardware, software, and data security issues.
11. Implement hardware and software network security solutions (e.g., VPN, SSL, and firewall).
12. Identify the purposes and characteristics of access control and permissions, auditing and event logging.
13. Know and implement user security policies and procedures to maintain, monitor, and support the security and integrity of a network.
14. Implement secured access to network resources.
15. Describe the importance and demonstrate forms of network security (e.g., password strategies and user accounts).
16. Illustrate fundamental legal issues involved with security management.
17. Design an audit policy and incident response procedures.
18. Manage and distribute critical software updates that resolve known security vulnerabilities and other stability issues.
19. Explain the importance of educating users and supervisors in regard to network security.
20. Implement security controls such as MAC or DAC to ensure user policies and enabled.
21. Implement server and Web-based services security features.
22. Describe what a firewall is, its uses, and how it works.
23. Explain the characteristics, uses, and benefits of software firewalls and hardware firewalls.
24. Install and update a firewall.
25. Configure personal firewall protection.
26. Describe the four basic firewall techniques (e.g., proxy server, packet filter, application gateway, and circuit-level gateway).
27. Implement global, domain, and local account policies.
28. Distinguish among the following security methods: DMX (including dual-homed and triple-homed firewalls), VLan, intranet, extranet, PKI.

C. Email Security
1. Identify common problems associated with electronic communication (e.g., delivery failure, junk mail, fraud hoaxes, phishing, and viruses) and recommend mitigation strategies.

2. Define e-mail and instant messaging protocol.
3. Recognize social engineering and address social engineering situations.
4. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
5. Explain the benefits and demonstrate the use of privacy, password, and protection utilities.
6. Discuss security issues and guidelines for legal and responsible electronic communications and internet use for business (e.g., includes copyright, netiquette, privacy issues, and ethics).
7. Scan e-mail messages and attachments received to ensure they are not spam.
8. Establish and manage spam/junk mail folders.
9. Identify issues regarding unsolicited e-mail (spam) and how to minimize or control unsolicited mail.
10. Identify contamination protection strategies for e-mail.

D. Intrusion Detection
1. Explain concepts such as denial of service, hacking/cracking, intrusion, and intellectual property.
2. Assess security threats and develop plan to address.
3. Analyze and inspect the system's configuration and vulnerabilities to detect inadvisable settings.
4. Inspect the password files to detect inadvisable passwords.
5. Inspect other system areas to detect policy violations.
6. Assess system and file integrity.
7. Recognize patterns typical of attacks.
8. Analyze abnormal activity patterns.
9. Track user policy violations.
10. Demonstrate an understanding of internet use and security issues.
11. Investigate security issues related to internet technology (e.g., viruses, firewalls, spam, system backup, passwords, wireless, and data encryption).
12. Identify types of intrusion detection and recommend tools to protect against each type.

E. Public Key
1. Define public key infrastructure.
2. Describe the advantages and risks associated with a public key infrastructure.
3. Identify and analyze precautions included in programs used on networks (e.g., self-metering, security keys, and required configuration settings).
4. Explain the purpose of temporary certificates and single sign-on.
5. Describe Web of Trust and when it is appropriate to use.
6. Describe certificate authority and its role in security.
7. Distinguish between public key encryption and digital signatures.
8. Describe cryptographic protocols and applications, like digital cash, password-authenticated key agreement, multi-party key agreement, and time stamping service.

F. Authentication
1. Describe authentication process to network devices for users.
2. Discuss the need for authentication and non-repudiation of information (e.g., PKI).

3. Describe the steps to achieve authentication and confidentiality.
4. Provide for user authentication (e.g., assign passwords and access level).
5. Identify and resolve a network configuration with incorrect protocols, client software misconfiguration, authentication misconfiguration, and insufficient rights/permissions.
6. Evaluate electronic sources of information for authenticity.
7. Identify authentication protocols (e.g., CHAP, MS-CHAP, PAP, RADIUS, Kerbero, and EAP.)
8. Explain and implement Secure Sockets Layer (SSL) authentication.
9. Explain and install a certificate.
10. Describe concepts related to logon authentication.
11. Educate employees on how to properly handle passwords.
12. Establish policies on choosing a secure password.
13. Describe the biometrics authentication method.
14. Give an example of a two-factor authentication security process.
15. Discuss the need for dual-role authentication.

G. Disaster Recovery
1. Identify possible effects of natural disasters on computers.
2. Describe the purpose and characteristics of disaster recovery: backup-restore, offsite storage, hot and cold spares, and hot, warm, and cold sites.
3. Differentiate between disaster recovery and business continuity.
4. Design a disaster recovery plan.
5. Compare different options of backing up and securing data and restoring a system and perform system backup.
6. Select and test a disaster recovery plan against several disaster scenarios.
7. Demonstrate the ability to recover operating systems (e.g., boot methods, recovery console, ASR, and ERD).
8. Backup and restore files and directories.
9. Implement procedures used to recover information from failures and security breaches (e.g., malware and viral infection).
10. Identify methods for avoiding common computer system disasters (e.g., UPS and RAID).
11. Compare/contrast streaming file-by-file backup systems.
12. Establish process for archiving files.
13. Use the features of a server operating system to prevent a disaster or recover when one occurs.
14. Identify and maintain battery backup equipment.
15. Install surge suppression protection.
16. Develop and document a plan to avoid data loss, including backups and remote storage.

H. Physical Security
1. Define physical security.
2. Identify names, purposes, and characteristics of hardware and software security issues including wireless, data, and physical security.
3. Describe basic physical security risks inherent to computer hardware and software.
4. Describe physical security best practices for enterprises.
5. Describe risk-mitigation techniques (e.g., policies, procedures, hardware, and software).

6. Establish and implement controls for physical site access and security.
7. Identify and analyze environmental hazards (e.g., fire, flood, moisture, temperature, electricity) and establish environmental security controls to protect and restore.
8. Perform a physical configuration audit.
9. Train and test employees in the area of physical security awareness.
10. Describe the physical security components of a Disaster Recovery/Business Continuity Plan.

I. Cryptography
1. Explain the purpose of cryptography.
2. Identify levels of encryption.
3. Describe the types of cryptography algorithms (e.g., secret key, public key, and hash functions).
4. Describe trust models such as web of trust, Kerberos, and certificates.
5. Identify cryptography applications used for password protection and private communication. (IP security protocol, clipper, Identify Base Encryption, Internet Security Association and Key Management Protocol, and Secure Sockets Layer).
6. Illustrate concepts of data encryption and its use with protecting network resources.
7. Identify uses for VPN and network data encryption.
8. Define the advantages and risks associated with passwords.
9. Explain how passwords are stored.
10. Describe DES (Data Encryption Standards) and explain how it operates.
11. Explain the purpose and use of AES (Advanced Encryption Standard).
12. Explain export controls associated with cryptography.

J. Forensics Security
1. Review incident responses, priorities, and requirements.
2. Identify recoverable evidence in computer hardware and mobile devices.
3. Preserve evidence in an acceptable forensically manner.
4. Review timeline of computer files based on the creation, file modification, and file access.
5. Identify past internet browsing, downloads, and e-mail communications.
6. Examine and analyze evidence.
7. Differentiate between operating systems from a forensics standpoint.
8. Use computer forensics software tools to cross validate findings in computer evidence-related cases.
9. Prepare a report of findings.
10. Identify forensic analysis tools and their uses.
11. Describe Legislative Acts governing Digital Forensics.

K. Cybersecurity Policy
1. Identify national legislative initiatives that affect cybersecurity.
2. Identify Executive Orders that affect cybersecurity.

Data Analysis provides members with the opportunity to deep dive into a data set and provide analysis. This competitive event consists of a presentation component for the judges.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

In 2023, major wildfires in Canada caused unprecedented air quality issues in the United States, especially in New York City. HealthyCleanAir4All, a fictitious nonprofit based in New York City, was founded to improve the air quality in the city. They have asked you, a data analyst, to analyze data regarding air quality, find trends, and make recommendations about improving the air quality in New York City. Using the provided data and your own research, identify trends and make recommendations based on the data and external factors.

Datasets provided by Data.gov:

- Air Quality (https://catalog.data.gov/dataset/air-quality)

Dataset contains information on New York City air quality surveillance data. Air pollution is one of the most important environmental threats to urban populations and while all people are exposed, pollutant emissions, levels of exposure, and population vulnerability vary across neighborhoods. Exposures to common air pollutants have been linked to respiratory and cardiovascular diseases, cancers, and premature deaths. These indicators provide a perspective across time and NYC geographies to better characterize air quality and health in NYC. Data can also be explored online at the Environment and Health Data Portal: http://nyc.gov/health/environmentdata.

Note: Some information provided may not necessarily be useful in your analysis; you do not need to use all the information provided.

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - Competitors/teams are randomly assigned to sections.
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- o Research: Competitors must research the topic prior to the conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources.
- Final Presentation Information
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - ▪ Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - ▪ Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - ▪ It is up to final-round competitors to determine if they wish to use the technology provided.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - o Research: Competitors must research the topic prior to the conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

FBLA
Future Business Leaders of America

Data Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic during presentation	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent with event guidelines*	*Demonstrates understanding of the topic during the presentation*	*Demonstrates use of industry terminology of the topic during the presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Provides analysis of data	*No attempt made to analyze the data*	*Limited, surface-level analysis provided*	*Provides analysis of the data*	*Provides deep, industry-standard analysis of data and addresses broader global impact*	
	0 points	1-8 points	9-12 points	13-15 points	
Provides visualizations of data	*No visualizations provided*	*One visualization provided that provides a superficial overview of data*	*Two visualizations provided that try to explain the trends found in the data*	*At least three professional visualizations provided that explain the overall trends found in the data in the context of the topic*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies recommendation to accomplish the purpose	*No recommendation identified*	*Recommendation provided, but plan not developed*	*Logical recommendation and plan developed*	*Feasible recommendation and plan developed, and necessary resources identified*	
	0 points	1-6 points	7-8 points	9-10 points	
Uses suitable and accurate statements related to topic's information in presentation	*More than three statements are inaccurate*	*One or two statements are inaccurate*	*All statements are accurate*	*All statements are accurate with supporting evidence*	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Digital Animation

Digital Animation provides members with the opportunity to design an animated video. This event is designed to measure understanding and application of basic animation design. This competitive event consists of a pre-judged project and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Pre-judged Project and Presentation with a Topic
Pre-judged Component: Video URL due March 15, 2025
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

"Welcome to Our School": Create an animation that teaches a new student or teacher about your school.

Region

Prejudged only for the Regional Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline.

State

Prejudged for the State Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline. The top eight (8) from prejudged scores will present in person at the SLC.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Technology and presentation items - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Table - Internet access
Final Presentation	- Technology and presentation items - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Table - Internet access - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged project, preliminary presentation, and final presentation
- Pre-judged Project
  - **Submission Deadline:** A URL of the animated video must be uploaded in the conference registration system by March 15, 2025.
  - Project Specifics
    - The animated video should be no longer than two minutes.
    - All content must be original.
    - Restricted Items: QR codes cannot be included in the project.
  - Competitors must prepare projects. Advisers and others are not permitted to prepare projects. Projects must be original, current, and not submitted for a previous NLC.
  - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
  - The project is judged before the NLC.

- o Pre-judged materials will not be returned. Projects submitted for competition become the property of FBLA. These projects may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - o Competitors/teams are randomly assigned to sections.
  - o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - o The video should be shown to the judges during the presentation.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - ▪ Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - ▪ Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - ▪ External speakers are not allowed. Only device audio can be used.
    - ▪ Power is not available.
  - o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- Final Presentation

- o **Equipment Set-up Time:** 3 minutes
- o **Presentation Time:** 7 minutes (one-minute warning)
- o **Question & Answer Time:** 3 minutes
- o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
- o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o The video should be shown to the judges during the presentation.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring
- The project score will be added to the preliminary presentation score to determine the finalists.
- The normalized project score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The project score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

FBLA
Future Business Leaders of America

Digital Animation Pre-Judged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	*Media not usable*	*Media usable but not submitted according to event guidelines*	*Media usable but not click and play*	*Media usable on multiple players/browsers*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Fully address the concept/ topic	*Concept and/or topic is not followed*	*Concept and/or topic not fully developed*	*Fully addresses the concept/topic*	*A user with no knowledge of the concept and/or topic can identify topic based on video*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	*No design principles applied*	*Color, contrast, background, typography, sound and design are distracting or busy*	*Color, contrast, background, typography, sound, and design are appropriate for the concept or topic*	*Color, contrast, background, typography, sound, and design enhance the user experience*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Graphics are appropriate for concept and/or topic	*No graphic design principles applied*	*Graphics are distracting/busy*	*Graphics are appropriate for the concept/topic*	*Graphics enhance the user experience and are consistent throughout the video*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Information related to the topic is accurate	*Animation video does not incorporate information*	*Animation video incorporates information but there are no sources or evidence of validity*	*Animation video incorporates information and backs it up with sources*	*Animation video incorporates information in an entertaining way that is backed up with sources*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Overall quality of elements of animation	*Video does not incorporate any elements of animation*	*Video incorporates basic elements of animation*	*Video incorporates animation elements that are functional*	*Video incorporates animation elements that clearly have been designed in multiple ways*	
	0 points	1-14 points	15-23 points	24-30 points	
Project Evaluation: Quality of editing and transition	*There are no transitions or evidence of video editing incorporated*	*Transitions exist but are rough and do not flow easily*	*Transitions flow seamlessly and serve as a logical component of the video*	*Multiple types of transitions are used and all flow seamlessly*	
	0 points	1-12 points	13-21 points	22-25 points	
Project Evaluation: Logical flow of thoughts	*Flow of video does not seem logical*	*Flow does not connect each element of the video*	*Flow is logical and appears sequenced*	*Flow is logical including a clear beginning, middle, and end*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video concludes with proper credits and acknowledgement of copyright and sources	*Video does not include credits*	*Video includes credits but they are limited*	*Video includes credits that recognize the creator, contributors, and acknowledgement of materials used*	*Video includes credits that recognize the creator, contributors, and includes written acknowledgement of copyright and sources*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Time	*Video is over 2 minutes*		*Video is 2 minutes or under*		
	0 points		5 points		
				Project Total (200 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

Digital Animation Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic and follows guidelines	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from video to presentation and one or more guideline not followed*	*Demonstrates the topic through presentation and followed all guidelines*	*Demonstrates expertise of the topic through presentation and followed all guidelines*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	*No explanation of the development process*	*Explains the development process but does not share tangible planning documents*	*Explains the development process and shares tangible planning documents*	*Explains development process using industry terminology and displays tangible planning documents*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	*No explanation of the production process*	*Explains the production process but does not share tangible planning documents*	*Explains the production process and shares tangible planning documents*	*Explains the production process using industry terminology and displays tangible planning documents*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	*No explanation of software and hardware used*	*Explains software OR hardware used*	*Explains software AND hardware used*	*Explains software and hardware used as well as alternative options and reasoning for final choice*	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	*No explanation of animation techniques used*	*Identifies animation techniques used*	*Identifies animation techniques used with industry terminology*	*Identifies and explains animation techniques used with industry terminology*	
	0 points	1-6 points	7-8 points	9-10 points	
Provides proper copyright documentation and citing of sources	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Digital Video Production

Digital Video Production has become a prominent and effective way of conveying new ideas and products. This event provides recognition for members who demonstrate the ability to create an effective video to present an idea to a specific audience. This competitive event consists of a pre-judged project and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Pre-judged Project and Presentation with a Topic
Pre-judged Component: *Video URL due March 15, 2025*
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Importance of Tourism

Create a video that highlights the importance of tourism in your community or state.

Region

Prejudged only for the Regional Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline.

State

Prejudged for the State Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline. The top eight (8) from prejudged scores will present in person at the SLC.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	- Technology and presentation items - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Table - Internet access
Final Presentation	- Technology and presentation items - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Table - Internet access - Power - Projector with HDMI cord - Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged project, preliminary presentation, and final presentation
- Pre-judged Project
  - **Submission Deadline:** A URL of the video must be uploaded in the conference registration system by March 15, 2025.
  - Project Specifics
    - The video should be no longer than two minutes.
    - All content must be original.
    - Restricted Items: QR codes cannot be included in the project.

- o Competitors must prepare projects. Advisers and others are not permitted to prepare projects. Projects must be original, current, and not submitted for a previous NLC.
  - o Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
  - o The project is judged before the NLC.
  - o Pre-judged materials will not be returned. Projects submitted for competition become the property of FBLA. These projects may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - o Competitors/teams are randomly assigned to sections.
  - o The video should be shown to the judges during the presentation.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- Final Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - The video should be shown to the judges during the presentation.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring

- The project score will be added to the preliminary presentation score to determine the finalists.
- The normalized project score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The project score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Digital Video Production Pre-judged Project Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Project Usability: Video plays successfully	*Media not usable*	*Media usable but not submitted according to event guidelines*	*Media usable but not click and play*	*Media usable on multiple players/browsers*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Fully address the concept and/or topic	*Concept and/or topic is not followed*	*Concept and/or topic not fully developed*	*Fully addresses the concept and/or topic*	*A user with no knowledge of the concept and/or topic can identify topic based on video*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Video contains multiple elements providing evidence of production skill	*No evidence of video production skill demonstrated*	*Video is designed using limited video editing skill*	*Video contains transitions and use of multiple technologies*	*Video contains multiple advanced film techniques*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Grammar, spelling, and punctuation	*Video contains grammar or spelling errors*	*Video contains 3 or less spelling or grammar errors*	*Video contains one grammar and no spelling errors*	*Video is grammar and spelling error free*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Copyright information and sources are noted and documented, and video content is original	*Copyright information or sources not addressed or cited incorrectly AND video content is not original*	*Material violates copyright and source guidelines OR video content is not original*	*Copyright information and sources documented, and video content is original*	*Copyright compliance is documented, sources cited using visual representation, and video content is original*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video has logical flow of information	*Flow of video does not seem logical*	*Flow does not connect each element of the video*	*Flow is logical and appears sequenced with beginning, middle, and end*	*Video is logical, flows well and includes a call to action at the end*	
	0 points	1-14 points	15-24 points	25-30 points	
Project Evaluation: Quality of editing and transition	*There are no transitions or evidence of video editing incorporated*	*Transitions exist but are rough and do not flow easily*	*Transitions flow seamlessly and serve as a logical component of the video*	*Multiple types of transitions are used and all flow seamlessly*	
	0 points	1-12 points	13-21 points	22-25 points	
Project Evaluation: Audio and visual elements are coordinated	*Audio and visual elements are limited*	*Audio and visual elements do not include variety*	*Audio uses a variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques*	*Audio and visual uses variety of sources and special effects*	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Use of video/film techniques	*Video technology use not evident*	*Video incorporates use of film techniques*	*Video incorporates advanced use of film techniques*	*Video contains multiple advanced film techniques such as special effects*	
	0 points	1-9 points	10-16 points	17-20 points	
Video Time	*Video is over 2 minutes*		*Video is 2 minutes or under*		
	0 points		5 points		
				Project Total (200 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

Digital Video Production Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic and follows guidelines	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from video to presentation and one or more guideline not followed*	*Demonstrates the topic through presentation and followed all guidelines*	*Demonstrates expertise of the topic through presentation and followed all guidelines*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the use and implementation of innovative technology	*No explanation of use or implementation of technology*	*Identification OR implementation of innovation technology*	*Implementation and demonstration of video techniques, equipment, and software*	*Expert description and demonstration of video techniques, equipment, and software*	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	*No explanation or description of the design and development process*	*Competitor(s) explains the design OR development process*	*Competitor(s) explain both the design and the development process*	*Expert industry explanation of both design and development process*	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates video into presentation	*Does not present video*	*Video of any length presented*	*Video is presented, but inadequate introduction and transition back into presentation*	*Video is presented, with adequate introduction and transition back into presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright and source information is noted and documented, and video content is original	*Copyright information or sources not addressed or cited incorrectly AND video content is not original*	*Material violates copyright and source guidelines OR video content is not original*	*Copyright information and sources documented, and video content is original*	*Copyright compliance is documented, sources cited using visual representation and video content is original*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Economics

Economics provides members with the opportunity to demonstrate knowledge about economic concepts and principles. This competitive event consists of an objective test. This event aims to inspire members to learn about economics.

Event Overview

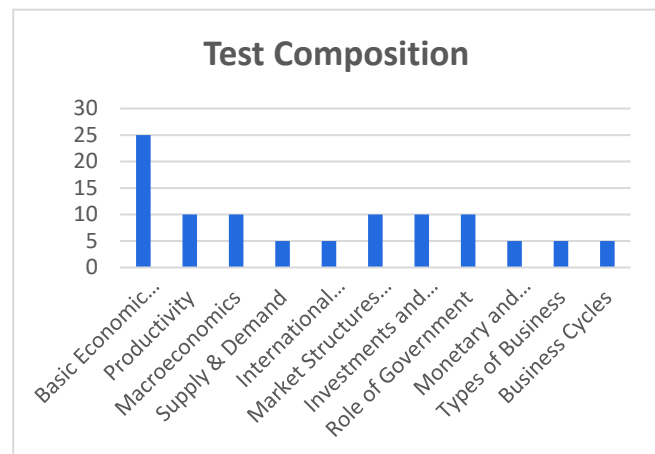**Division:** High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Basic Economic Concepts and Principles
- Productivity
- Macroeconomics
- Supply & Demand
- International Trade/Global Economics
- Market Structures and Competition
- Investments and Interest Rates
- Role of Government
- Monetary and Fiscal Policy
- Types of Business/Economic Institutions
- Business Cycles/Circular Low

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be

reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Basic Economic Concepts and Principles
1. Define money (characteristics, role, and forms) and trace how money and resources flow through the American economic system.
2. Utilize decision-making models to make economic choices and determine the opportunity cost of those choices.
3. Describe how trade-offs are made during the decision -making process.
4. Use basic economic concepts (such as supply and demand/ production, distribution, and consumption; labor, wages, and capital; inflation and deflation; market economy and command economy) to compare and contrast local, regional, and national economics across time and at the present time.
5. Define the basic elements of capitalism.
6. Explain how, in a free enterprise system, individuals attempt to maximize their profits based on their role in the economy.
7. Define characteristics of a market system (e.g., profit, competitive markets, and private ownership of property).
8. Compare and contrast economic systems (e.g., traditional, market, command, and mixed) based on criteria such as freedom, efficiency, equity, security, employment, stability, and growth.
9. Analyze how economic systems, resources and culture affect each other.
10. Analyze how a nation's wealth and trade potential are tied to its resources.
11. Suggest what a national or business should do if economic resources are underutilized.
12. Identify the location of concentrations of selected natural resources and describe how their acquisition and distribution generates trade and shapes economic patterns.
13. Analyze the concepts of trade-offs and opportunity cost.
14. Evaluate the trade-offs of alternatives for solving societal problems according to economic goals (e.g., economic growth, equity, efficiency, security, employment, stability, and freedom).
15. Explain how the United States' economy has changed from a rural to an industrial economy to a leader in the global economy.
16. Identify and explain various points of view concerning economic issues, such as taxation, unemployment, inflation, the national debt and distribution of income.
17. Describe how personal decisions can have a global impact on issues such as trade agreements, recycling, and conserving the environment.
18. Recommend what a nation or business could do to stimulate economic growth.
19. Define and explain economic scarcity as it applies to production, consumption, and exchange.
20. Ascertain why scarcity faces people at all times and interpret the relationship between trade-offs and opportunity costs.
21. Explain why scarcity requires individuals, governments, and societies to make choices.
22. Analyze how scarcity creates the need for economic policy and allocation.

B. Productivity

1. Define factors of production (e.g., labor, capital, entrepreneurship, and natural resources).
2. Explain the principle of diminishing returns and how it relates to productivity and consumption.
3. Describe how investments in human and physical capital, including new technology, affect standard of living, quality of life, and increase productivity.
4. Describe the impact of worker productivity (output per worker) on business, the worker, and the consumer.
5. Explain how wages are affected by the market value and productivity of the individual working.
6. Define specialization and identify how specializations may affect the economy.
7. Give examples to explain how businesses and industry depend upon workers with specialized skills to make production more efficient.
8. Discuss the effects of government expenditures, regulations, and tax policies on productivity.
9. Analyze the impact of political actions, natural phenomena (e.g., wars, legislation, and natural disaster), and the investments in research and development on producers and production decisions.
10. Analyze and discuss economic indicators that reflect productivity.

C. Macroeconomics
1. Differentiate between microeconomists' and macroeconomists' approach to the economy and their solutions to economic problems.
2. Analyze factors that are studied in determining the economic health of our economy.
3. Discuss how changes in disposable income affect the economy.
4. Explain the effects of leading economic indicators on a personal financial plan.
5. Identify and analyze leading economic indicators and the methods of using the indicators to validate opinions about the state of the economy in the near future.
6. Illustrate and measure the impact of inflation and recession.
7. Evaluate the impact of employment/unemployment on production, consumption, and exchange.
8. Define gross domestic product (GDP) and interpret fluctuations in the GDP.
9. Discuss major factors that affect the level of a country's gross domestic product (GDP) (e.g., quantity and quality of natural resources, quantity and quality of human capital, and quantity and quality of capital stock).
10. Locate the per capita GDP of various nations to compare the levels of economic well-being.
11. Differentiate between GNP, NDP, NI, PI, and DI.
12. Explain how the Consumer Price Index measures the rate of inflation and interprets its relationship to purchasing power.
13. Interpret economic data depicted through illustrations (e.g., tables, curves, graphs, rations, percentages, indexes, and values).
14. Construct tables and graphs depicting economic information (e.g., financial statements, pie charts, line graphs, and bar graphs).

D. Supply & Demand (Markets & Prices)

1. Explain the law of supply, the law of demand, and equilibrium price.
2. Demonstrate an understanding of the supply and demand curves that show increases and decreases in quantity supplied and quantity demanded.
3. Appraise the effects of technological changes, changes in consumer preferences, price inputs, environment, and legislation on supply and demand and price of goods/services.
4. Describe the concept of elasticity and inelasticity and analyze elasticity as it applies to supply and demand and consumer decisions.
5. Explain how efficient production and allocation of goods and services in a market economy are based on pricing information.
6. Describe how relative prices affect the buying and selling decisions of consumers and producers and illustrate how a change in price affects quantity demanded or quantity supplied.
7. Describe how price ceilings and floors cause shortages or surpluses.

E. International Trade/Global Economics
1. Analyze the impact of world trade and relate it to the U.S. free enterprise system.
2. Explain the basic characteristics of international trade, including absolute and comparative advantage, barriers to trade, exchange rates, and balance of trade.
3. Analyze why trade barriers and why exchange rates affect the flow of goods and services among nations.
4. Explain how currency exchange rates affect international trade.
5. Discuss the advantages and disadvantages and distributive effects of trade restrictions (e.g., tariffs, quotas, and embargoes).
6. Analyze the impact of international issues and concerns on personal, national, and international economics.
7. Explain how specialization promotes international trade and how international trade increases total world output and interdependence among nations.

F. Market Structures (monopoly, oligopoly, etc.) and Competition
1. Differentiate the factors of competition in a free enterprise system and describe how those factors affect the everyday function of a business.
2. Analyze the role that supply and demand, competition, prices, incentives, and profits play in determining what is produced and distributed in a competitive market system.
3. Explain how changes in the level of competition in different markets affect individuals and the economy.
4. Explain how competition among sellers of a good or service generally results in lower prices for buyers and lower profits for sellers.
5. Describe how competition among buyers of a good or service generally results in higher prices for buyers and higher profits for sellers.
6. Discuss the major barriers to new firms entering a market and how the barriers affect the level of competition in an industry.
7. Explain how competition is maintained in the U.S. economy and how the level of competition varies in differing market structures (e.g., monopoly, oligopoly, monopolistic, and perfect competition).
8. Compare and contrast the different types of market structure.

9. Describe the characteristics of monopolistic and oligopolistic competition and identify examples in the current market.
10. Determine the role of government in preventing private monopolies and regulating public monopolies.

G. Investments and Interest Rates
1. Describe and explain the role of money, banking, and savings in everyday life.
2. Interpret stock market purpose and function and analyze stock market performance.
3. Explain how interest rates are determined by market forces that influence the amount of borrowing and saving done by investors, consumers, and government officials.
4. Describe how interest rates balance savings and borrowing and affect consumer purchasing power.
5. Identify the risk/return trade-offs for saving and investing.
6. Evaluate the impact of employment/unemployment on investment and savings.
7. Describe how saving and investing influence economic growth (capital formation).
8. Explain the role of credit in a market economy.
9. Compare the advantages and disadvantages of using various forms of credit and the determinates of credit history.

H. Role of Government
1. Analyze the changing relationships among business, labor, and government and how each has affected production, distribution, and consumption.
2. Distinguish between private goods and services (family car or a local restaurant) and public goods and services (interstate highway systems or U.S. Postal Service) and explain how and why public goods and services are provided.
3. Explain how the government's redistribution of income through taxation, spending, and assistance/entitlement programs affects the well-being of people and businesses in an economy.
4. Identify the types of taxes levied by differing levels of government (e.g., income tax, sales tax, and property tax).
5. Analyze the relationship between the federal deficit and the national debt and how they are affected by the sources of national income and international trade.
6. Identify the impact of the political structure on economic systems.
7. Explain how laws and government policies (e.g., property rights, contract enforcement, and standard weights/measurements) establish rules that help a market economy function effectively.
8. Explain how government intervention with market prices can cause shortages or surpluses of a good or service (e.g., minimum wage policies, rent freezes, and farm subsidies).
9. Identify and evaluate how stabilizers (e.g., unemployment compensation, welfare benefits, Social Security, subsidies, and tax rates) affect economics in transition.

I. Monetary and Fiscal Policy
1. Differentiate between monetary and fiscal policies and identify when it may be appropriate to use a given policy.

2. Identify the organization and functions of the Federal Reserve System and their influences on the economy.
3. Explain how federal budgetary policy and the Federal Reserve System's monetary policies influence overall levels of employment, interest rates, production, and prices.
4. Explain how the Federal Reserve System uses its control over the reserve ratio, open market operations, and the discount rate to control the money supply and the implementation of tight and easy money policy.
5. Determine how inflation, unemployment, and gross domestic product statistics are used in policy decisions.
6. Describe how fiscal, monetary, and regulatory policies affect overall levels of employment, output, and consumption.

J. Types of Business/Economic Institutions
1. Compare and contrast different types of business ownership (e.g., corporation, partnership, and sole proprietorship).
2. Define the role of profit-making and not-for-profit companies in the U.S. economy.
3. Describe different kinds of economic institutions in the U.S. economy (e.g., households, businesses, financial institutions, government agencies, labor unions, and nonprofit organizations).
4. Explain the role of banks in facilitating the exchange of financial resources (e.g., loans, creating money, checking accounts, and the Federal Reserve System).
5. Explain how and why people who start new businesses take risks to provide goods and services, considering profits as an incentive.
6. Explain the concept of organized labor and business.

K. Business Cycles/Circular Flow
1. Define circular flow, interdependence, product market, and factors of production market.
2. Describe the role of businesses and individuals in the circular flow.
3. Explain how change in one component of the circular flow of economic activity affects other components.
4. Describe the role of government in the circular flow (e.g., taxation, services, and national debt).
5. Define business cycle, prosperity, recession, depression, and recovery.
6. Compare and contrast the different stages of the business cycle (e.g., recover, expansion, trough, and peak).

2024-25 Competitive Events Guidelines
Electronic Career Portfolio

Sometimes, a basic resume is not always enough. Electronic Career Portfolio provides members with the opportunity to present a portfolio showcasing their ability to combine their achievements, growth, vision, skills, education, training, and career goals into an electronic format. This competitive event consists of a presentation component where the portfolio is shown to the judges.

Event Overview

Division: High School
Event Type: Individual
Event Category: Presentation
Event Elements: Presentation
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Technology

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology

- Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Presentation should cover the following aspects of the portfolio:
    - The portfolio is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences. The chosen career does also not need to be business focused.
    - All information should reflect the competitor's accomplishments and experiences that have occurred.
    - Research: Facts and data must be cited and secured from quality sources.
    - The portfolio must include:
      - Resume
      - Career Summary: Including career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
      - Sample Materials: These samples must include, but are not limited to, the following:
        - Career-Related Education: Describe career related education that enhance employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to the career.
        - Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, work-based learning experiences, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
        - Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career

goals. Audio and/or video recordings may be included in the portfolio.

- Final Presentation Information
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - o An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Research: Facts and data must be cited and secured from quality sources.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - ▪ Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - ▪ Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - ▪ It is up to final-round competitors to determine if they wish to use the technology provided.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

  - o Presentation should cover the following aspects of the portfolio:

- The portfolio is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences. The chosen career does also not need to be business focused.
- All information should reflect the competitor's accomplishments and experiences that have occurred.
- Facts and data must be cited and secured from quality sources.
- The portfolio must include:
  - Resume
  - Career Summary: Including career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
  - Sample Materials: These samples must include, but are not limited to, the following:
    - Career-Related Education: Describe career related education that enhance employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to the career.
    - Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, work-based learning experiences, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.
    - Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. Audio and/or video recordings may be included in the portfolio.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
Electronic Career Portfolio

FBLA
Future Business Leaders of America

Electronic Career Portfolio Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Resume	*Resume not included or demonstrated*	*Provides a review of resume including experiences, qualification, and special skills*	*Provides a review of resume using multiple visual aids*	*Provides a review of resume and integrates interactive features of technology into presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Career Research	*Career research not included or demonstrated*	*Shares research on desired career*	*Shares research on desired career and correlates personal qualifications to this career*	*Shares research and qualifications for career and incorporates statistics, data, salary, and obstacles*	
	0 points	1-6 points	7-8 points	9-10 points	
Career Related Education	*No demonstration of career related education*	*Shares information about school activities and work experiences*	*Shares information about school activities and work experiences and how one prepared for the other*	*Shares information about school activities and work experiences and, in detail, shares about the impact on their future career*	
	0 points	1-8 points	9-12 points	13-15 points	
Special Skills or Proficiencies	*No demonstration of special skills or proficiencies*	*Shares about one special skill or proficiency related to desired career*	*Shares about one special skill or proficiency related to desired career they have earned and how it makes them qualified for their selected career*	*Shares and correlates at least one special skill or proficiency related to desired career skill that is linked to a certification or endorsement*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Use of portfolio in presentation	*Portfolio is not used in the presentation*	*Portfolio is mentioned in the presentation*	*Portfolio is used during the presentation*	*Portfolio is used to enhance the presentation about the career and education*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor did not appear prepared*	*Competitor were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor did not demonstrate self-confidence*	*Competitor demonstrated self-confidence and poise*	*Competitor demonstrated self-confidence, poise, and good voice projection*	*Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Entrepreneurship

Entrepreneurship provides members with the opportunity to gain understanding of the knowledge and skills needed to establish and manage a business. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
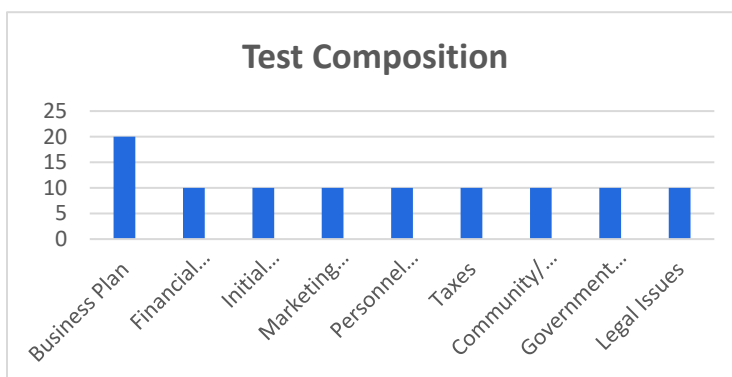**Event Elements:** Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Test & Role Play Competencies

- Business Plan
- Financial Management
- Initial Capital and Credit
- Marketing Management
- Personnel Management
- Taxes
- Community/Business Relations
- Government Regulations
- Legal Issues

Test Composition (bar chart showing): Business Plan 20, Financial... 10, Initial... 10, Marketing... 10, Personnel... 10, Taxes 10, Community/... 10, Government... 10, Legal Issues 10

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag	- One piece of scratch paper per competitor - Internet access

		Test login information (link & password)
	• Photo identification • Attire that meets the FBLA Dress Code	• Test login information (link & password)
	Items Competitor Must Provide	**Items FBLA Provides**
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario encountered by entrepreneurs. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

A. Business Plan
    1. Explain the benefits and liabilities of starting a business.
    2. Identify characteristics and technical skills needed by entrepreneurs.
    3. Evaluate the types of business ownership/organization structure and understand the advantages and disadvantages of each.
    4. Conduct initial feasibility study by identifying industry trends, competition, and market segment using various research techniques.
    5. Select a business opportunity based on research.
    6. Create a company vision, mission, and short- and/or long-term strategic goals and plans.
    7. Determine business start-up date and location.
    8. Develop and implement financial/budgeting plans including start-up costs and funding needed to begin the business.
    9. Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques.
    10. Prepare a management plan that incorporates legal requirements, business protection, quality control, and operations.

B. Financial Management
    1. Select accounting system to apply good accounting practices.
    2. Plan and maintain a budget.
    3. Record business transactions to track business activities and manage cash and banking procedures.
    4. Collect and interpret financial data to prepare financial statements such as balance sheet, income statement, cash flow projections, and summary of sales and receipts.
    5. Interpret financial data and statements to develop short- and long-term budgetary plans, to determine point of profitability and viability, and to analyze cash flow forecast.
    6. Apply computational skills to computerized financial documents.

C. Initial Capital and Credit
    1. Identify types of sources of credit and credit terms.
    2. Compare costs, qualifications, and procedures for various forms of credit.
    3. Describe concepts of risk management including factors that affect business risk and rate of return.
    4. Complete credit forms and applications.
    5. Discuss methods of solving credit problems.
    6. Describe concept of credit worthiness as it relates to credit records, ratings, reports, and laws.
    7. Identify and maintain records of the initial capital assets (current assets; investments; property, plant, and equipment; and intangible assets).

D. Marketing Management
    1. Define the industry characteristics, major competitors, and market segment.
    2. Determine, maintain, and improve the marketing mix (product, price, place, and promotion).
    3. Apply strategies for determining and adjusting prices to maximize return and meet customer's perceptions of value.

4. Develop and deliver effective customer relation skills to provide good customer service.
5. Establish selling philosophies to develop customer loyalty and profitability.
6. Utilize standard processes to move, store, locate, and transfer ownership of goods and services.
7. Disseminate information about products/services or firm to achieve a desired outcome for a product or service.
8. Gather, access, synthesize, evaluate, and disseminate marketing information to make business decisions.
9. Identify current business trends to recognize changes needed in business operation.

E. Personnel Management
1. Prepare organization chart and job descriptions to expedite workflow.
2. Develop, explain, and maintain written personnel policies, rules and procedures including a grievance system, to ensure consistency and to help employees perform their jobs.
3. Evaluate the effects of employee absenteeism, errors, or other negative employee relations on business productivity.
4. Plan, develop, and implement employee orientation and ongoing training programs.
5. Develop employee recruitment plan to obtain qualified employees.
6. Develop and manage an organization's salary administration and benefits program to service employees with options and benefits.
7. Develop and implement a plan for evaluation of employee presentation and productivity.
8. Develop separation, termination, and transition procedures for processing employee personnel actions.
9. Develop and communicate to employees the customer relations policy.
10. Plan and manage work schedules and personnel to maximize operations.
11. Maintain safe and healthful working conditions.
12. Identify and explore career opportunities to create a professional growth and development plan.
13. Exhibit positive work behaviors and personal qualities to enhance the work environment.
14. Motivate and supervise personnel to achieve completion of projects and company goals.

F. Taxes
1. Demonstrate knowledge of the current state and federal regulations to apply the tax code professionally.
2. Use tax preparation procedures to determine tax liability for the organization.
3. Analyze tax structures and consequences to assist in business decision making.
4. Establish a tax plan to incorporate the impact of tax consequences on business decisions.
5. Apply regulations regarding employee/employer taxes.
6. Complete and implement state sales tax requirements and regulations.

G. Community/Business Relations
1. Recognize the importance of union-management relationship and contracts to ensure business continuity.

2. Examine federal, state, and local current events to determine their impact on the organization.
3. Develop and implement a public relations program for the company.
4. Apply ethical conduct in business relationships and community activities.
5. Explain role of business in the community.
6. Use appropriate methods to communicate business activities with the community and clients/customers.

H. Government Regulations
1. Define, interpret, and apply federal, state, and local regulations to small business ownership.
2. Exhibit ethical conduct in business negotiations and decisions.
3. Understand the role of government in business.
4. Identify and keep current with laws and regulations that affect business practices.

I. Legal Issues
1. Select professional advisors, for example accountant, attorney, and insurance agent.
2. Develop procedures for the legal review of documents and procedures, such as contracts.
3. Develop procedures to retain records.
4. Demonstrate knowledge of social, ethical, and legal issues for small businesses.
5. Demonstrate knowledge and apply consumer protection laws.
6. Explain expressed and implied warranties for sale of goods.
7. Apply legal interpretations to employee situations, retention of records, safety and security issues, and financial data.

2024-25 Competitive Events Guidelines

Entrepreneurship

FBLA — Future Business Leaders of America

Entrepreneurship Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	No solution identified	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Business Plan, Community and business relations, legal issues, initial capital and credit, personnel management, financial management marketing management, taxes, government regulations	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Financial Math

Financial Math provides members with the opportunity to gain knowledge around calculations in the business world. This competitive event consists of an objective test. This event aims to inspire members to learn about math in the business world.

Event Overview
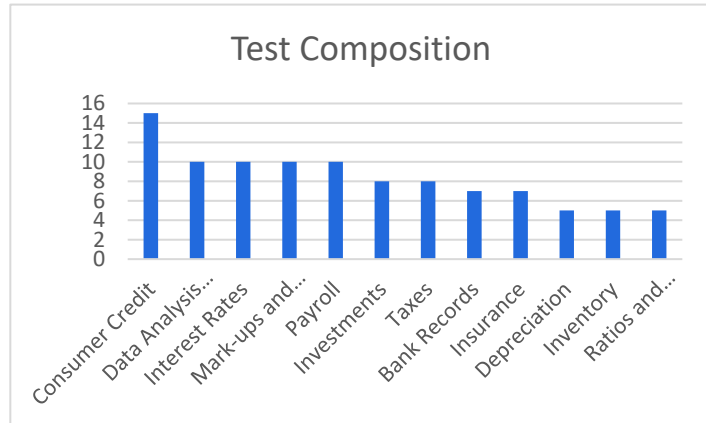
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Consumer credit
- Mark-up and discounts
- Data analysis and reporting
- Payroll
- Interest rates
- Investments
- Taxes
- Bank records
- Insurance
- Ratios and proportions
- Depreciation
- Inventory

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

A. Consumer Credit
1. Identify the costs, benefits, and sources of various types of credit.
2. Calculate sales tax and computer total price with sales tax.
3. Compute total purchase price with interest/finance charges added
4. Compute the costs involved in owning and buying an item such as an automobile, appliances, home, or furniture.
5. Compute finance charges for single payment loans.
6. Calculate installment loan costs such as amount financed, installment price, finance charge, and installment payment.
7. Find the estimated annual percentage rate (APR) using a table.
8. Compare costs of leasing and buying.
9. Find the finance charge and new balance using the average daily balance method.
10. Read amortization tables to determine payment, interest and balance.
11. Compute Annual and monthly Percentage Rate for credit cards or loan.
12. Find the monthly mortgage payment.
13. Find the total interest on a mortgage and the PITI.
14. Prepare a partial amortization schedule of a mortgage.
15. Compare the total interest paid on a 15-year and 30-year fixed rate mortgage.
16. Define and compare the interest only, fixed rate, and adjustable-rate loans.

B. Data Analysis and Reporting
1. Using a data set, determine mean, median, and mode.
2. Distinguish between a simple average and a weighted average and calculate each.
3. Identify and construct various types of graphs and charts.
4. Compile and arrange facts in organized manner for a table, chart, or figure.
5. Explain or prepare written summary of findings expressed in tables, charts, graphs and figures.
6. Make predictions and decisions based on data and communicate their reasoning.
7. Explain the usage of statistics, probability, and systems of measurement in business.

C. Interest Rates
1. Figure rates, interest, and proceeds of bank discounts.
2. Calculate simple interest using the simple interest formula.
3. Calculate any single variable – principal, interest rate, amount of interest, or time – given the other three.
4. Explain the process of discounting a promissory note and calculate the proceeds of a discounted promissory note.
5. Define maturity value and find the maturity value of a loan.
6. Convert months to a fractional or decimal part of a year.
7. Find the future value and compound interest by compounding manually.
8. Find the interest compounded daily using a table.

D. Mark-ups and Discounts

1. Identify the various types of discounts.
2. Calculate chain, trade, and cash discounts and net selling price of each kind of discount.
3. Determine price of product after coupons and/or rebates.
4. Define and calculate markup and markdown.
5. Determine the rate of the markup or markdown.
6. Find the cost, markup or selling price when any two of the three are known.
7. Find the amount of markdown, the reduced price and the percent of markdown of an item.
8. Calculate markup based on cost.
9. Calculate markup based on selling price.
10. Convert markups from cost to selling price or from selling price to costs.

E. Payroll
   1. Calculate pay based on piecework, salary, commissions, and graduated commissions.
   2. Calculate gross pay based on an hourly wage with an overtime policy.
   3. Calculate an employee's net earnings per paycheck.
   4. Prepare an individual payroll or earnings record.
   5. Find federal tax withholding per paycheck using IRS tax tables and IRS percentage method.
   6. Calculate Social Security Tax and Medicare tax per paycheck.
   7. Find an employer's total deposit for withholding tax, social security tax, and Medicare tax per pay period and quarterly.
   8. Calculate federal and state unemployment taxes.
   9. Compute business expenses related to employees: benefits, disability insurance, travel, and employee training.

F. Investments
   1. Define investment terms such as risk, yields, P/E ratio, and rate of return.
   2. Explain the effect compounding has in an investment and lending environment.
   3. Compare investment decisions and make mathematical comparisons of investment alternatives.
   4. Calculate the net present value of an investment such as certificate of deposit, savings account, stocks, and mutual funds.
   5. Determine stock yield, earnings per share, and price-earnings ratio.
   6. Compute the anticipated rate of return on specific investments and savings accounts using various factors such as simple or compound interest, dividends, fees, etc.

G. Taxes
   1. Define tax terms such as standard deduction, itemized deductions, exemptions, and various types of taxes such as income tax, sales tax, and property tax.
   2. Define and calculate property taxes based on local percentages/guidelines.
   3. Calculate sales tax on purchase.
   4. Complete a 1040 EZ Federal Income Tax Form with a W2 form.

   5. Prepare a 1040 A using W2 and 1099 Interest form.
   6. Complete basic tax forms such as W2 and W4.

H. Bank Records

1. Compare different types of banking options such as credit unions and other banks.
2. Identify the types of banking services and their costs for meeting various needs.
3. Write a check, prepare deposits, and prepare withdrawal slips.
4. Maintain a check register including proper procedures for ATM and automatic payment withdrawals.
5. Reconcile a bank statement.
6. Utilize online banking and bill payment options securely.

I. Insurance
1. Identify and compare types of insurance.
2. Read insurance premium charts and determine the cost of a particular policy.
3. Analyze insurance proposals for auto and determine the cost of compulsory insurance and costs of optional coverage.
4. Analyze health insurance premiums and calculate based on selected options.
5. Compute the costs and benefits of specific insurance plans.
6. Analyze deductibles and their effect on policy.

J. Depreciation
1. Distinguish between straight-line method, declining balance method, sum of the year's digits method, and MACRS method.
2. Determine straight-line depreciation for a year.
3. Determine the depreciation expense on plant assets by the sum of the year's digits and declining balance.
4. Determine modified accelerated cost recovery system depreciation.
5. Use the straight-line depreciation method to find the value of an asset.

K. Inventory
1. Determine the cost and value of inventory.
2. Determine rate of inventory turnover.
3. Determine the value of ending inventory using Average Cost (weighted average), FIFO, and LIFO.

L. Ratios and Proportions
1. Define the terms ratio and proportion.
2. Use ratios to evaluate profitability, efficiency, and leverage.
3. Create ratios to express the quantitative relationship between two amounts.
4. Use ratios, proportions, and percents to solve problems involving financial calculations.
5. Analyze and explain methods for solving problems involving proportions such as scaling and finding equivalent ratios.

2024-25 Competitive Events Guidelines
Financial Statement Analysis

Financial Statement Analysis provides members with the opportunity to apply knowledge in accounting and analyzing financial information. This competitive event consists of a presentation component, with a specific topic.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

2024-25 Topic

You were just hired as the new Chief Financial Officer of Target. Provide a presentation to highlight the key changes in the financial statements from financial statements ending February 3, 2024, to identify the overall financial condition of the company and provide a strategy for upcoming business decisions and opportunities for growth.

Region

This event is a performance event. Due to space and time limitations, the presentation must be videoed and uploaded as assets in Blue Panda by the conference deadline.

State

The top three from regional competition must upload the presentation as assets in Blue Panda by the conference deadline. The top 8 will perform in person at the State Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation should include the following:
    - Analysis performed on Target's financial statements *(the actual Target Corporation, finding publicly posted financial statements from the previous year ending February 3, 2024, found at* SEC's EDGAR website*)*
    - Perform financial analysis over each of the financial statement items identified below. Analysis can include a reason for the change in the balance compared to the prior year.
    - Financial Statements

- Consolidated Statements of Financial Position
  - Cash
  - Inventory
  - Property and equipment
  - Long term debt
  - Total assets
  - Current assets vs current liaibilites (current ratio)
- Consolidated Statement of Operations
  - Sales
  - Cost of sales
  - Selling, general, and admin expenses
  - Operating income
  - Net earnings
- Consolidated Statements of Cash Flows
  - Cash provided by operating activities
  - Cash required for investing activities
  - Cash required for financing activities
- Consolidated Statements of Stockholders' Investment
  - Dividends per share

- Describe the overall financial condition of the company using insights gained from financial analysis above. Use relevant ratio analysis or benchmarks to help with gaining insights.
- Guidance for upcoming business decisions and opportunities for growth.

- The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- Competitors/teams are randomly assigned to sections.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.

- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - o Research: Facts and data must be cited and secured from quality sources.
- Final Presentation
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o The presentation should include the same information on financial statement analysis as in the preliminary presentation.
  - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Research: Facts and data must be cited and secured from quality sources.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the top winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Financial Statement Analysis Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describes each financial statement and its purpose	*No description given*	*Description given, but not of all financial statements*	*All financial statements are described*	*Each financial statements and their purposes are described using industry terminology*	
	0 points	1-9 points	10-16 points	17-20 points	
Performs financial analysis of each financial statement	*No analysis given*	*Analysis given, but not of each financial statement*	*Each financial statement is analyzed*	*Each financial statement is analyzed, using industry terminology*	
	0 points	1-9 points	10-16 points	17-20 points	
Describes financial condition of the company using insights gained from financial analysis	*No description given*	*Financial condition is described, but no details given*	*Financial condition description is given*	*Financial condition is described, using insights gained from analysis, using industry terminology*	
	0 points	1-8 points	9-12 points	13-15 points	
Offers guidance for business decision making	*No guidance given*	*Guidance is given, with little details*	*Guidance is given for future decisions of the business*	*Guidance is given about future decisions, based on the analysis, and using industry terminology*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Future Business Educator (High School)

Future Business Educator provides competitors with the opportunity to demonstrate their skills in the business education field. This competitive event consists of pre-judged materials and presentation components.

Event Overview

Division: High School
Event Type: Individual
Event Category: Presentation
Event Elements: Pre-judged Lesson Plan and Presentation
Pre-judged Component: Lesson Plan due March 15, 2025
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

2024-25 Topic

Competitors can choose a business-related topic from one of the following subject areas: Accounting, Economics, Entrepreneurship, Marketing, or Technology.

Judges will play the role as middle school or secondary students. Competitors will select one part of their lesson plan to teach to the judges during the presentation. Judge interaction is allowed throughout the lesson plan as directed by the competitor; however, judges will ask questions about the lesson and presentation during the 3-minute question and answer time.

Region

Lesson Plan will be submitted by the conference deadline for prejudging. Competitors will present onsite. The top three (3) in this event will advance to the state leadership conference.

State

Lesson Plan will be submitted by the conference deadline for prejudging. The top eight (8) will present onsite at the conference in a final round of competition. The top four (4) will advance to national competition.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has three parts: pre-judged, preliminary presentation, and final presentation
- Pre-judged Materials – The Lesson Plan
  - **Submission Deadline:** A PDF of the lesson plan must be uploaded in the conference registration system by March 15, 2025
  - The lesson plan should not be more than three pages long.
  - Competitors must use the provided lesson plan template, found on the last page of these guidelines. The lesson plan can be retyped into a different format with the same components. The lesson plan should account for a full class period.
  - Restricted Items: Links and QR codes cannot be included in the lesson plan.

- o Competitors must prepare lesson plans. Advisers and others are not permitted to assist. Lesson plans must be original, current, and not submitted for a previous NLC.
- o Facts and data must be cited and secured from quality sources.
- o Pages must be formatted to fit on 8 ½" x 11" paper.
- o The pre-judge materials are judged before the NLC.
- o Pre-judged materials will not be returned.

- Preliminary Presentation – The Lesson
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Not provided
  - o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - o Competitors/teams are randomly assigned to sections.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - ▪ Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - ▪ Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - ▪ External speakers are not allowed. Only device audio can be used.
    - ▪ Power is not available.
  - o Non-technology Items: Pre-judged lesson plans, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - o Research: Facts and data must be cited and secured from quality sources.
  - o Judges will play the role as middle school or secondary students. Competitors will select one part of their lesson plan to teach to the judges during the presentation.

- Final Presentation – The Lesson

- o **Equipment Set-up Time:** 3 minutes
- o **Presentation Time:** 7 minutes (one-minute warning)
- o **Question & Answer Time:** 3 minutes
- o **Internet Access:** Not provided
- o An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
    - ▪ Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - ▪ Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - ▪ It is up to final-round competitors to determine if they wish to use the technology provided.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Pre-judged lesson plans, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Research: Facts and data must be cited and secured from quality sources.
- o Judges will play the role as middle school or secondary students. Competitors will select one part of their lesson plan to teach to the judges during the presentation.

Scoring

- The lesson plan score will be added to the preliminary presentation score to determine the finalists.
- The normalized lesson plan score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The lesson plan score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

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Future Business Educator Pre-Judged Lesson Plan Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Documents are free of spelling, punctuation, and grammatical errors	*Three or more errors*	*Two errors*	*No spelling errors, and not more than 1 punctuation or grammatical error*	*No spelling or grammatical errors, and not more than 1 punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
Business & Academic Standards	*No standards identified*	*Standards are identified, but not business or academic related*	*Standards are identified, either business OR academic*	*Business standards are identified and connected to academic standards*	
	0 points	1-2 points	3-4 points	5 points	
Objectives (Competencies & Presentation Indicator)	*No objectives listed*	*Objectives are identified, may not be specific & measurable*	*Objectives are identified and are specific and measurable*	*Objectives are identified and relate to meaningful skills or concepts essential to student learning*	
	0 points	1-2 points	3-4 points	5 points	
Outcome & Measurement	*No outcome or measurement listed*	*Outcome or measurement listed*	*Outcome and measurement are listed*	*The measurement of the outcome reflects objectives*	
	0 points	1-6 points	7-8 points	9-10 points	
Resources & Materials	*Resources & materials are not listed or not appropriate*	*Resources & materials are listed, not effectively implemented*	*Range of resources and materials are listed with specific citation information*	*Resources and materials are selected and/or designed to meet diverse learning needs*	
	0 points	1-2 points	3-4 points	5 points	
Instructional Activities	*Plan of activities is so vague or generalized that it is unusable*	*Plan of activities lack elements or details for effective delivery*	*Plan of activities is clear and designed to promote critical thinking, problem solving or creativity*	*Plan of activities utilizes multiple strategies and includes guiding questions appropriate for engaging students in higher-level thinking*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
				Pre-judge Leson Plan Total (50 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

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Future Business Educator Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrated knowledge of subject matter	*No knowledge of the subject matter demonstrated*	*Demonstrated limited understanding of the subject matter*	*Demonstrated understanding of the subject matter*	*Demonstrated extensive understanding of the subject matter*	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material met the objectives of the lesson plan	*Presented material was not included, objectives not stated*	*Presented material was included, but not connected to the stated lesson plan objectives*	*Presented material was included and connected to the stated lesson plan objectives*	*Materials meet the stated objectives and accommodate learner differences*	
	0 points	1-8 points	9-12 points	13-15 points	
Presented material appropriate for audience and subject	*Activities/materials are not included or not appropriate for the grade level or topic*	*Activities/materials are included but do not give students clear opportunities for guided practice*	*Activities/materials are included and give students opportunities for practice*	*Activities/materials engage and motivate students with opportunities to demonstrate skills*	
	0 points	1-8 points	9-12 points	13-15 points	
Presented interesting, motivating and creative lesson plan	*Lesson plan is unorganized*	*Lesson plan is organized*	*Lesson plan is organized; and interesting, motivating, OR creative*	*Lesson plan is organized, interesting, motivating, creative, and presented professionally*	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	*Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm*	*Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm*	*Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm*	*Competitor led the teaching process and effectively used time*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates proper verbal and nonverbal communication skills	*Verbal AND nonverbal communication skills are inappropriate*	*Verbal and/or nonverbal communication skills are weak or distracting*	*All questions were clearly answered using good grammar and appropriate body language*	*Verbal communication skills are excellent; nonverbal communication is natural*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

LESSON PLAN TEMPLATE
This template may be retyped/recreated

Competitor Name:

Competitor School: **Competitor State:**

Lesson Plan Title		
Content Area		
Grade Level		
Business and/or Academic Standard		
Objectives *(What should students be able to do after your lesson?)*		
Outcome / Measurement *(How to assess that students met your learning objectives?)*		
Resources and Materials		
Anticipatory Set / Gaining Learners' Attention		Time Spent
Informing Learners of Objective		Time Spent
Teacher Input / Modeling / Check for Understanding		Time Spent
Guided Practice		Time Spent
Independent Practice		Time Spent
Closure		Time Spent
Notes		

2024-25 Competitive Events Guidelines
Future Business Leader

Future Business Leader is the premier competitive event where outstanding FBLA members who have demonstrated leadership qualities, participation in FBLA, and evidence of knowledge and skills essential for successful careers in business are recognized. This competitive event consists of pre-judged materials, objective test and presentation (interview) components.

Event Overview

Division: High School
Event Type: Individual
Event Category: Presentation
Event Elements: Pre-judged Materials, Objective Test & Presentation (Interview)
Pre-judged Component: Resume and Cover Letter due March 15, 2025
Objective Test: 50 minutes, 100 questions
Presentation Time: 10-minute interview
[NACE Connections](): Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

Objective Test Competencies

There is no test composition available for this objective test. Visit www.fbla.org for access to information about FBLA.

- FBLA Organization
- FBLA Bylaws & Handbook
- FBLA National Competitive Event Guidelines
- FBLA National Publications
- FBLA Mission, Pledge and Goals
- General Business Knowledge (including, but not limited to, accounting, banking, law, entrepreneurship, marketing, international business, management, organizational leadership)

Region

Credentials must be submitted for prejudging by the conference deadline. All competitors will take an online objective test onsite at the conference and participate in an interview round. If a preliminary round is necessary, the top six (6) will advance to a final round of interviews. The top three (3) will advance to state competition.

State

Credentials must be submitted for prejudging by the conference deadline. All competitors will take an online objective test during the preselected testing window at the home school and participate in an interview round. If a preliminary round is necessary, the top eight (8) will advance to a final round of interviews. The top FOUR (4) will advance to national competition.

2024-25 Competitive Events Guidelines
Future Business Leader

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
Preliminary & Final Round	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• N/A

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has four parts: pre-judged materials, objective test, preliminary presentation (interview), and final presentation (interview)
- Pre-judged Materials
  - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the conference registration system by March 15, 2025.
  - Cover Letter
    - Not to exceed one page.
    - Letter should state reasons for deserving the honor of this award.
    - Address letter to: President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
  - Resume Specifics
    - Not to exceed two pages.
    - Should list the competitor's education, activities, awards/honors, FBLA activities/involvement, and work/volunteer experience.
    - Photographs are not allowed.
  - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous NLC.
  - Restricted Items: QR codes cannot be included in the cover letter or resume.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The pre-judge materials are judged before the NLC.
  - Pre-judged materials will not be returned.
- Objective Test
  - **Test Time:** 50 minutes, 100 questions
  - This objective test is administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
  - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.
  - Note: There is no objective test composition/question breakdown available for this competition.
- Preliminary Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation (interview) is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.

- o No materials can be brought to the interview.

- Final Presentation – The Interview
  - o **Interview Time:** 10 minutes (one-minute warning)
  - o **Internet Access:** Not provided
  - o An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
  - o Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - o No materials can be brought to the interview.

Scoring
- The pre-judge, objective test, and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the top winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/interview time.

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Future Business Leaders of America

Future Business Leader Pre-Judged Materials Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States award applying for	*No award stated*	*Award stated does not match qualification*	*States award and shows match of award to qualifications*	*States award and shows match of award to qualifications with demonstrated experience*	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	*No self-promotion included*	*Describes skills and academic achievements, but no volunteerism or experience included*	*Describes skills, academic achievements, and volunteerism or experience*	*Describes skills, academic achievements, and multiple volunteerism or experiences*	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	*No resume statement nor interview requested*	*States resume included but does not ask for interview*	*States resume is included and asks for interview*	*States resume is included, asks for interview, provides opportunity to request more information*	
	0 points	1 point	2-3 points	4 points	
Resume: Targets award on cover letter	*No award targeted*	*Targeted award does not match cover letter*	*Targeted award matches cover letter*	*Resume supports targeted award on cover letter*	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	*Resume is unreadable*	*Resume design is distracting*	*Resume is reader friendly*	*Resume is professional in design for targeted award*	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, FBLA experience and volunteerism/work experience information	*No education, activities, volunteerism, experience information listed*	*One-two sections included*	*Three-four sections included*	*Five or more sections support targeted award*	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	*Resume not included*	*Information provided, but in paragraph form*	*Sections are clearly identified with organized information*	*Clearly identified and organized information in each section supports targeted award*	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	*Three or more errors*	*Two errors*	*No spelling errors, and not more than 1 punctuation or grammatical error*	*No spelling or grammatical errors, and not more than 1 punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
All directions followed	*Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included*		*Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included*		
	0 points		5 points		
				Pre-judge Total (50 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

FBLA
Future Business Leaders of America

Future Business Leader Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Illustrates participation and leadership experiences in FBLA	*Has not been involved in FBLA other than to pay membership dues and attend one state/national conference*	*Has limited participation in FBLA activities OR has had limited FBLA leadership opportunities*	*Can communicate participation in FBLA throughout high school and discuss leadership experiences in FBLA*	*Can explain how participation and leadership experiences in FBLA have transferred to other areas of life*	
	0 points	1-8 points	9-12 points	13-15 points	
Explains participation in other school and/or community organizations	*No evidence of participation in other school and/or community organizations*	*Participates in only one additional school and/or community organization other than FBLA*	*Explains participation in other school and/or community organizations*	*Explains how participation in FBLA has complemented or enhanced other school and/or community organizations*	
	0 points	1-8 points	9-12 points	13-15 points	
Explains and shows areas of outstanding achievement	*No other achievements outside of FBLA*	*Has limited areas of outstanding achievement other than FBLA*	*Can explain and show areas of outstanding achievement*	*Can explain how participation in FBLA has complemented or enhanced other areas of outstanding achievement*	
	0 points	1-8 points	9-12 points	13-15 points	
Indicates understanding of career knowledge and career plans	*No career plans at this time*	*May have an idea for a career but has developed no solid plans OR obtained any career knowledge*	*Knows career plans and shows some evidence that the career knowledge has been obtained*	*Can discuss how the career plans were decided and how the plans will be achieved. Can also discuss how the career knowledge was acquired and how it will be used*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Demonstrates proper greeting, introduction, and closing	*Competitor does not use proper greeting, introduction OR closing*	*Competitor greeting, introduction, OR closing was weak*	*Competitor has strong greeting, introduction AND closing*	*Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion*	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	*Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm*	*Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm*	*Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm*	*Competitor led the interview process and effectively used interview time*	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	*Verbal AND nonverbal communication skills are inappropriate*	*Verbal and/or nonverbal communication skills are weak or distracting*	*All questions were clearly answered using good grammar and appropriate body language*	*Verbal communication skills are excellent; nonverbal communication is natural*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Graphic Design

Graphic Design provides members with the opportunity to showcase their skills in designing. This competitive event consists of a presentation component where the program is demonstrated for the judges.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Your graphic design firm has been asked to create a branding package for a fictitious sports team. The package needs to showcase your creativity and highlight your skills in today's design industry.

Branding package should include:
- Team and logo design
- One uniform or jersey for the team
- Design a hat or other item to sell in the team store
- One giveaway item for a team to hand out at a game to fans
- One social media post advertising the team
- One social media post advertising a special event at a game

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • [Photo identification](#) • Attire that meets the [FBLA Dress Code](#)	• Table
	Items Competitor Must Provide	**Items FBLA Provides**
Final Presentation	• Technology and presentation items • Conference-provided nametag	• Table • Power

	• [Photo identification](#) • Attire that meets the [FBLA Dress Code](#)	• Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation

- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Presentation should cover the following aspects:
    - Emphasize graphic interpretation of the topic and design.
    - Graphics should be computer generated.
- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects:
    - Emphasize graphic interpretation of the topic and design.
    - Graphics should be computer generated.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Graphic Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	*Event topic not followed; or materials not described and/or one or more elements are missing or incomplete*	*Event topic and at least one of the materials described*	*Event topic and all materials described*	*All materials and event topic described, and the competitors connect the different pieces together*	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	*No explanation or description of the design and development process*	*Explains the design OR development process*	*Explain both the design and the development process*	*Expert industry explanation of both design and development process*	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	*Does not create interest or desire for the design*	*Describes two or more features of the design that would assist in selling the product*	*Describes four or more features of the design that would assist in selling the product*	*Describes at least four features that would assist in selling the product and identify how the design is connected to the brand of the company*	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	*Consistency in graphic design to theme not addressed*	*Explains how graphic design is consistent with theme*	*Demonstrates with visual aids the consistency between graphic design and theme*	*Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Healthcare Administration

Healthcare Administration provides members with the opportunity to demonstrate knowledge about office procedures and medical terminology. This competitive event consists of an objective test. This event aims to inspire members to learn about healthcare administration.

Event Overview
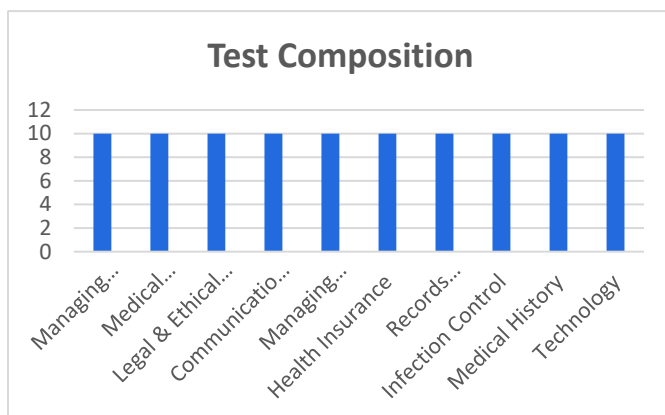
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Managing Office Procedures
- Medical Terminology
- Legal & Ethical Issues in Healthcare
- Communication Skills
- Managing Financial Functions
- Health Insurance
- Records Management
- Infection Control
- Medical History
- Technology

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three individuals qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Managing Office Procedures
1. Determine commonly used documents that are composed in a medical office.
2. List procedures to maintain healthcare provider's schedule.
3. Demonstrate procedures to schedule patient appointments.
4. Identify procedures to register patients.
5. Identify the parts of a patient chart.
6. State rules to maintain patient confidentiality according to Health Insurance Portability and Accountability Act (HIPAA) regulations.
7. Identify procedures to sort and process mail.
8. Identify procedures for handling emergencies in medical offices.
9. Prepare treatment rooms and exam tables.
10. Determine procedures to clean instruments, equipment, and work areas.
11. Determine maintenance requirements for supplies and equipment.
12. Identify procedures to maintain, stock, and inventory of supplies and equipment.
13. Identify unsafe conditions.
14. Coordinate meetings, events, and activities.
15. Select effective time management techniques.
16. Identify resources needed to complete a job assignment.

B. Medical Terminology
1. Define medical root words.
2. Define what specific suffixes mean in a medical terminology context.
3. Define what specific prefixes mean in a medical terminology context.
4. Define common medical abbreviations.
5. Communicate information using medical terms.

6. Differentiate between various medical specialties.
7. Use anatomical terminology to describe body parts and functions.

C. Legal & Ethical Issues in Healthcare
1. State healthcare facility policies and procedures.
2. Identify national, state and local standards for workplace safety.
3. Determine laws governing healthcare professionals.
4. State the purpose of a patient's "Bill of Rights".
5. Explain laws and standards associated with employment and labor.
6. Explain the purpose of Material Data Safety Sheets (MSDS) used in a healthcare setting.
7. Explain laws associated with harassment.
8. Determine licensure and certification needed by healthcare professionals.
9. Identify standards of the Health Insurance Portability and Accountability Act (HIPAA).
10. Maintain patient confidentiality.
11. Identify threats to patient confidentiality.
12. Define expressed, implied and informed consent.
13. Identify practices and behaviors that result in malpractice, liability, and/or negligence.
14. Identify ethical issues related to healthcare.
15. Identify appropriate work habits and ethics.

D. Communication Skills
1. Describe the various forms of communication common to healthcare.
2. Discuss the role of letters, memos, and reports in the healthcare business.
3. Manage telephone communications and use appropriate techniques to gather and record information.
4. Describe and analyze the impact of cultural diversity on the communication process.
5. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence and writing).
6. Identify techniques to respond to the emotional needs of patients and families (e.g., supportive listening).
7. Assist practitioner in management of communication activities.
8. Identify appropriate responses to difficult patient behavior.
9. List purposeful activities for cognitive skills.
10. Analyze the need for effective communication with members of interdisciplinary teams.

E. Managing Financial Functions
1. Identify procedures for payment on accounts.
2. Identify procedures for and complete a balance sheet.
3. List procedures to bill patient.
4. Define procedures for processing past-due accounts.
5. Identify procedures for and make a bank deposit.
6. Identify procedures to open a new patient account.
7. Identify procedures for reconciling a bank statement.
8. Process an accounts payable invoice.

9. Identify procedures to maintain a petty cash fund.
10. Identify common financial forms used in healthcare.

F. Health Insurance
1. List types of health insurance coverage (HMO, PPO, Medicare, etc.)
2. Identify procedures for obtaining insurance authorization for patient treatment or testing.
3. Identify commonly used insurance forms and statements.
4. List commonly used International Classification of Diseases (ICD-11) codes for billing purposes and insurance claims.
5. Identify procedures for processing referrals.
6. Prepare a billing statement.
7. Interpret an explanation of benefits (EOB's) form.
8. Identify procedures for submitting insurance claims.

G. Records Management
1. Identify components of the medical record.
2. Determine procedures to code medical records.
3. Identify procedures for filing medical records manually or electronically.
4. Identify the phases of the record life cycle.
5. List medical record charge-out procedures.
6. Manage electronic file storage through the use of file and disk management techniques.

H. Infection Control
1. List procedures for aseptic hand washing.
2. Identify infection control techniques to prevent transmission of infectious disease.
3. Describe OSHA and CEC standards for infection control.
4. Identify procedures to dispose of bio-hazardous materials.
5. Detail proper technique for handling clean and soiled linens and clothing.
6. Identify standard precautions used in healthcare (i.e., gown, mask, gloves, cap, and protective eyewear.)
7. Detail procedures to clean, sterilize, and prepare instruments and supplies.
8. List factors that promote and inhibit growth of microorganisms.
9. Identify ways the body protects against microorganisms and infection.

I. Medical History
1. Identify common elements of a patient's medical history.
2. List procedures to record and report vital signs.
3. Interpret readings on various metering devices.
4. List patient responses during testing or treatment.
5. Record/file patient's data or lab test results manually and electronically.
6. Answer inquiries concerning patients from medical staff using correct medical terminology.
7. Carry out plan of care/orders.
8. Identify charting techniques.
9. Identify and use the correct chart forms.

Healthcare Administration

J. Technology
1. Define basic computer terminology.
2. Identify software and its common applications to the healthcare industry.
3. Explain the purpose, operation, and care of hardware components.
4. Identify tools, diagnostic procedures and troubleshooting techniques for components and operating systems for personal computers, laptops and portable devices.
5. Apply basic commands and navigate the operating systems.
6. Input data and commands using peripherals (e.g., keyboard, touchscreen, scanner, and voice recognition.)
7. Identify key words used to search and navigate the internet using a search engine.
8. Identify the different parts of a browser window (pull-down menus, toolbar, address box, status bar, close button, maximize and minimize buttons and title bar).
9. Analyze emerging technologies used by the healthcare industry.
10. Identify tools and diagnostic procedures to troubleshoot printers and scanners.
11. Identify and use appropriate resources to obtain assistance (e.g., help menu, manuals, websites).

2024-25 Competitive Events Guidelines
Help Desk

Help Desk provides members with the opportunity to demonstrate knowledge around competencies in help desk operations. This competitive event consists of an objective test and a role-play scenario. It aims to inspire members to learn about the skills in the general operations of the various components of the help desk sector.

Event Overview

Event Type: Individual
Event Category: Role-Play
Event Elements: Objective Test and Role Play
Objective Test Time: *50 minutes*
Role Play Time: *10-minute preparation time, 5-minute presentation time*
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism

Objective Test & Role Play Competencies

- Communication
- Help Desk Operations and Procedures
- Customer Management
- Support Center Infrastructure and Procedures
- Professional Career and Leadership Skills
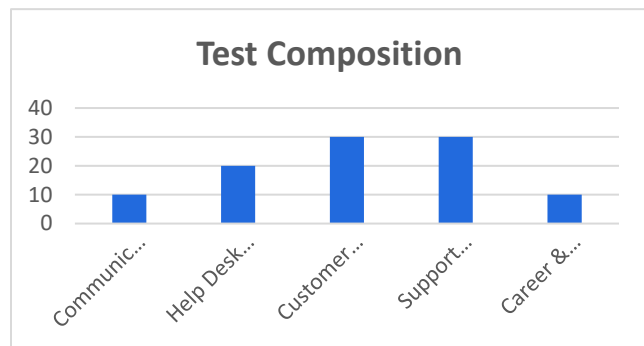
Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three individuals qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)
	Items Competitor Must Provide	**Items FBLA Provides**

Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: objective test and role-play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
- Interactive Role Play Presentation
  - **Preparation Time:** 10 minutes (one-minute warning)
  - **Presentation Time:** 5 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring individuals will advance to the role-play final round.
  - The role play will be a problem or scenario in customer service in the technical field. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The top 15 scoring individuals will advance to the final round. Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie in the final round.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Communication
1. Identify considerations for effective use of email communication.
2. Explain techniques for cross cultural communication.
3. Identify the impacts of language barriers when communicating with customers.
4. Identify options used for language assistance and explain when to obtain assistance when supporting a customer whose primary language is different than your own.
5. Define emotional intelligence and explain why emotional intelligence is important to the role of a CSR.
6. Describe an emotional hijack and explain the impact of an emotional hijack on self and customers.
7. Explain the principles and benefits of active listening.
8. Define paraphrasing.
9. Identify barriers of active listening.
10. Describe how to match a customer's communication style and the importance of doing so.
11. List the steps of the communication process.
12. Explain the difference between deductive reasoning and inductive reasoning.
13. Explain the difference between open-ended and closed-ending questioning.

B. Help Desk Operations and Procedures
1. Identify ways to promote the image of the support center.
2. Define policy and list the purpose of organizational policies.
3. Explain the role of the support center and list the responsibilities of the support center in meeting the needs of its customers.
4. Explain the value of the support center to the organization.
5. Identify common measurements used in support centers and describe how these are used.
6. List the reasons for logging all incidents or service requests.
7. Identify what information should be documented for incidents.
8. List the benefits of documentation, such as spelling and capturing complete thoughts.
9. List behaviors to avoid when documenting incidents.
10. Explain creative thinking and critical thinking and why they are important for problem solving.
11. Describe escalation and identify when to escalate.
12. Define up-selling.
13. Define cross-selling.
14. Identify the benefits of up-selling and cross-selling.

C. Customer Management
1. Identify ways a CSR can deliver consistent, quality customer service.
2. Define incidents and explain the purpose of the Incident Management process.
3. List and explain the value and activities of the Incident Management process.
4. Describe the responsibilities of the CSR in the Incident Management process.
5. Define service requests and explain the purpose of the Request Fulfillment process.
6. List and explain the value and activities of the Request Fulfillment process.
7. Describe the responsibilities of the CSR in the Request Fulfillment process.
8. List best practices for customer management during the Incident Management process.
9. Explain the benefits of using the customer's name during the call.
10. Identify techniques for keeping the customer's attention focused on the resolution.

11. Identify habits and situations to avoid when interacting with a customer.
12. List the steps for putting a customer on hold and for transferring a call.
13. List the steps for closing a call.
14. List the benefits of customer management.
15. List strategies for establishing effective relationships with customers.
16. Define customer differentiating.
17. Define customer and describe four customer levels.
18. Identify ways to adapt to customer levels and encourage and/or praise incident solving attempts by the customer.
19. List principles of negotiating with a customer.
20. Explain the difference between assertiveness, aggressiveness, and passiveness.
21. List common customer emotions or actions a representative may have to deal with.
22. Explain the difference between empathy and sympathy.
23. Identify signs that a conflict is developing.
24. Explain why demonstrating confidence is important and list techniques for doing this over the phone.
25. Identify techniques that reduce and eliminate conflict.
26. Identify strategies to use when handling an irate customer.
27. Identify strategies to use when handling an emotional customer.
28. Identify strategies to use when handling a rambling customer.
29. List steps to disengage from a customer who refuses to disengage.
30. Explain the importance of keeping the customer informed of changes in status.
31. List the steps for providing live status updates to customers.
32. Explain the steps for leaving a voicemail status update.
33. Identify the characteristics of providing consistent service.
34. Identify the characteristics of excellent customer service.

D. Support Center Infrastructure and Procedures
1. Identify common technologies used in the support center.
2. Explain the difference between public branch exchange (PBX) and automatic call distribution (ACD) systems.
3. Define computer telephony integration (CTI).
4. Define procedure.
5. Define quality assurance.
6. Describe the types of quality assurance programs typically used in a support center.
7. Identify mechanisms for call monitoring.
8. Explain the importance of customer satisfaction surveys.
9. Describe the three most common types of surveys and the importance of each type.
10. Explain the purpose of the security management process.
11. Identify types of security policies.
12. List types of data that should be protected.
13. Explain the importance of reporting security compromises.

E. Professional Career and Leadership Skills
1. Identify the characteristics of an effective leader.
2. Identify ways to exhibit personal accountability.
3. Describe ethical behavior in support center.

4. Identify strategies for multitasking in a support environment.
5. Explain how to manage the use of your time efficiently.
6. List ideas for staying informed about industry trends and best practices.
7. List responsibilities of a CSR.
8. Explain the objectives and benefits of teamwork.
9. Identify characteristics of successful teams and define responsibilities of team members.
10. List techniques for establishing effective relationships with other departments.
11. Define stress and identify its causes.
12. List common physical symptoms of stress and list techniques for managing stress.
13. Identify the characteristics of a positive service attitude.
14. List the benefits of a positive service attitude.

2024-25 Competitive Events Guidelines
Help Desk

FBLA
Future Business Leaders of America

Help Desk Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-6 points	7-8 points	9-10 points	
Communicates position on role play scenario	*No position communicated*	*Communicates position not related to problem*	*Communicates position on problem*	*Communicates in a professional manner position on problem in scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-6 points	7-8 points	9-10 points	
Displays empathy/diplomacy when responding to role play scenario	*No empathy or diplomacy displayed*	*Empathy or diplomacy displayed in response to role play scenario*	*Empathy and diplomacy displayed in response to role play scenario*	*Display of empathy and diplomacy skills add to resolution of role play scenario*	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge of terminology and components related to the role play	*No understanding of the role play demonstrated*	*Terminology is presented but not expanded on*	*Clear understanding of terminology and implementation into presentation*	*Terminology is communicated clear enough for client (judge) to proceed on their own*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates conflict resolution and closure to the role play	*No closure was provided*	*Situation was closed OR conflict was resolved*	*Conflict was resolved, the situation has closure*	*Conflict was resolved, the situation has closure, and client (judge) is satisfied*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor did not appear prepared*	*Competitor was prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor did not demonstrate self-confidence*	*Competitor demonstrated self-confidence and poise*	*Competitor demonstrated self-confidence, poise, and good voice projection*	*Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Hospitality & Event Management

Hospitality & Event Management provides members with the opportunity to gain knowledge in the hospitality management and event planning industries. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
Event Elements: Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test & Role Play Competencies

The number of questions per competency is in parentheses.

- Hospitality Marketing Concepts (5)
- Types of Hospitality Markets and Customers (5)
- Hospitality Operation and Management Functions (5)
- Customer Service in the Hospitality Industry (5)
- Human Resource Management in the Hospitality Industry (5)
- Legal Issues, Financial Management, and Budgeting for the Hospitality Industry (4)
- Current Hospitality Industry Trends (4)
- Environmental, Ethical, and Global Issues for the Hospitality Industry (4)
- Hotel Sales Process (5)
- Manage the Strategic Plan for a Meeting or Event (6)

- Project Management (5)
- Manage the Event (4)
- Hospitality Marketing Concepts (5)
- Develop Financial Resources (4)
- Manage the Event Budget (4)
- Human Resources (4)
- Train and Manage Staff and Volunteers (4)
- Manage Stakeholder Relationships (3)
- Design the Program (4)
- Engage Speakers and Performers (3)
- Food and Beverage Sales (3)
- Meeting Design and Layout (5)
- Managing Movement of Attendees (2)
- Event Site Selection and Management (5)
- Marketing the Event (5)
- Communication and Professionalism (5)

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: objective test and role play
- Objective Test
  - o **Objective Test Time:** 50 minutes
  - o **Objective Test Questions:** 100 questions
  - o This event is an objective test administered online at the NLC.
  - o No reference or study materials may be brought to the testing site.
  - o All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - o Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - o **Preparation Time:** 20 minutes (one-minute warning)
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer:** None
  - o The top 15 scoring teams will advance to the role play final round.
  - o The role play will be a problem or scenario in the hospitality management and event planning industry.
  - o Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - o No additional reference materials or props or visuals are allowed.
  - o Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - o Role play presentations are not open to conference attendees.
  - o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring
- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Hospitality Marketing Concepts
1. Describe the basic concepts of marketing as they relate to the hospitality industry.
2. Define the seven key marketing functions (Selling, Marketing Information Management, Financing, Pricing, Promotion, Product/Service Management, and Distribution).
3. Define service marketing and how it relates to the hospitality industry.
4. Explain the impact of travel and tourism on the U.S. economy as well as worldwide.
5. Describe various advertising strategies for the hospitality industry.
6. Explain public relations and publicity as they relate to the hospitality industry.
7. Explain the role of demographics as it relates to hospitality management.
8. Describe market segmentation and meeting the needs of various target markets in the hospitality industry.
9. Explain the product and service mix for various types of hospitality businesses.
10. Describe marketing strategies for the hospitality industry.

B. Types of Hospitality Markets and Customers
1. Define the impact that a conference/convention center has on the hospitality industry for a city or region.
2. Describe the latest trends regarding the leisure traveler. (Eco/environmental, etc.)
3. Define the different hotel and motel types.
4. Describe property wide amenities that meet the needs of the different target markets in the hospitality industry.
5. Explain the difference between a full-service and a limited-service hotel.
6. Differentiate needs for various markets in the hospitality industry.
7. Describe financial criteria for different target markets in the hospitality industry.
8. Analyze the importance of long-term hospitality relationships with other major industries and individuals.
9. Describe incentives and rewards for long-term repeat individuals/groups in the hospitality industry.
10. Describe the value of customer feedback in the hospitality industry as it relates to improvement to product and service.

C. Hospitality Operation and Management Functions
1. Select an accounting system using good accounting practices.
2. Describe strategies and procedures for determining room rates and prices in the hotel industry.
3. Collect and interpret financial data to prepare financial statements such as balance sheet, income statement, cash flow projections and summary of sales and receipts.
4. Interpret data from financial statements to develop short- and long-term budgetary plans, to determine point of profitability and viability and to analyze cash flow forecast (i.e., RevPAR)
5. Describe basic purchasing procedures commonly used in the hospitality industry.
6. List different sources of financing available for purchasing a hospitality business.
7. Discuss strategies for increasing occupancy rates.
8. Define occupancy rate and yield management in the hospitality industry.
9. Explain the four basic functions of hospitality management (planning, organizing, implementing, controlling).
10. Describe the importance of planning and forecasting for the hospitality industry.
11. Analyze the importance of having good hospitality personnel to support meetings, events, and lodging for the customer.
12. Explain the importance of strategic planning and synergy for successful management of hospitality events.

13. Describe the leadership characteristics and human relations skills that help managers influence employees to perform at a higher level.

D. Customer Service in the Hospitality Industry
1. Describe in-room hotel amenities and explain why they are important to guests.
2. Describe property wide hotel amenities and explain why they are important to guests.
3. Determine, maintain, and improve the marketing mix (product, price, place and promotion.)
4. Apply strategies for determining and adjusting prices to maximize on return and meet customer's perceptions of value.
5. Develop and deliver effective customer relation skills in order to provide good customer service.
6. Establish effective selling philosophies in order to develop customer loyalty and profitability.
7. Explain typical rating systems used in the lodging business.
8. Conduct research to determine customer needs and wants in the hospitality industry.
9. Gather and evaluate marketing information to make hospitality business decisions.
10. Analyze the characteristics, motivations, and behaviors of hospitality consumers.

E. Human Resource Management in the Hospitality Industry
1. Explain basic activities for front-of-the-house and back-of-the-house operations in a hotel.
2. Identify various types of employee compensation and recognition.
3. Evaluate the effects of employee absenteeism, errors or other negative employee behaviors on business productivity.
4. Plan, develop and implement employee orientation and training programs.
5. Develop an employee recruitment plan designed to identify and hire qualified employees.
6. Describe the salary and fringe benefit package that will attract the best employees to the hospitality industry.
7. Develop a plan for evaluation of employee presentation and productivity.
8. Develop separation, termination and transition procedures for processing employee personnel actions.
9. Plan and manage work schedules and personnel to maximize operations.
10. Describe safe working conditions in the hospitality industry to include OSHA Guidelines.
11. Identify and explore career opportunities to create a professional growth and development plan.
12. Exhibit positive work behaviors and personal qualities to enhance the work environment.
13. Motivate and supervise personnel to achieve completion of projects and company goals.
14. Develop an organizational chart with staffing/human resource plans including job descriptions and recruitment techniques.
15. Identify ways to improve employee morale and customer satisfaction.
16. Identify basic principles of organized labor and describe its influence on the hospitality industry.
17. Explain the impact of equal employment opportunity and affirmative action on the hospitality industry.
18. Identify personal characteristics of effective employees within the hospitality industry.
19. Identify global factors affecting the future of the hospitality workforce.
20. Identify technology and other factors affecting the future hospitality workforce.

F. Legal Issues, Financial Management, and Budgeting for the Hospitality Industry
1. Describe the type of liability insurance needed in the hospitality industry.
2. Describe accommodations that meet ADA standards.
3. Interpret the information found on financial statements in the hospitality industry.
4. Explain the relationship between occupancy rate and budget for a hospitality venue.
5. Explain rack rates, business rates, and leisure rates in the hospitality industry.
6. Demonstrate knowledge of social, ethical and legal issues of the hospitality industry.
7. Explain the legal aspects of contracts in the hospitality industry.

8. Apply legal interpretations to employee situations, retention of records, safety and security issues and financial data.
9. Demonstrate knowledge of consumer protection laws.
10. Develop procedures for the legal review of documents and procedures, such as contracts.
11. Analyze the impact of Federal, State and Local government regulations on the hospitality industry.
12. Implement safety, health, and environmental controls to minimize loss and risk.
13. Identify reasons for liability insurance and disclaimers in the hospitality industry.
14. Analyze the importance of guest security and anonymity in the hospitality industry.

G. Current Hospitality Industry Trends
1. Describe the impact of technology on the reservation business/process.
2. Describe the latest trends and technologies affecting business travelers.
3. Describe the latest trends affecting leisure.
4. Describe how advances in technology allow the hospitality industry to keep up-to-date customer records.
5. Explain hospitality industry processes for the collection of customer database information.
6. Describe advances in technology that benefit hotel guests. The latest technology available to hotel guests.

H. Environmental, Ethical, and Global Issues for the Hospitality Industry
1. Identify factors that encourage influence global tourism.
2. Explain special considerations for international travelers. ADA?
3. Describe the importance of global travel.
4. Apply ethical conduct in dealing with international business transactions.
5. Describe environmentally sound practices regarding guests in the hospitality industry.
6. Describe environmentally sound practices for hospitality industry properties.
7. Exhibit ethical and legal social behaviors when using information and technology in the hospitality industry and discuss the consequences of misuse.
8. Apply a professional code of ethics to a workplace problem or issue.
9. Explain the relationship of business ethics to product/service management.
10. Describe the role of ethics and social responsibility on decision making in the hospitality industry.
11. Explain lodging and tourism taxes imposed by states, and counties.
12. Identify current laws and regulations that impact the hospitality industry.
13. Explain the ripple direct and indirect effect of tourism dollars.
14. Demonstrate the economic impact of tourism on a state's economy.
15. Explain the economic role played by the hospitality industry in satisfying customer needs and wants in a free enterprise system.
16. Explain the importance of monitoring economic trends in the hospitality industry as it relates to sales strategies for different economic cycles.

I. Hotel Sales Process
1. Explain strategies for increasing sales in the hospitality industry as it relates to rooms, commodities, attractions etc.
2. Describe the impact of internet sales on the hospitality industry.
3. Identify markets for potential group sales.
4. List sales strategies for event marketing as it relates to business.
5. List sales strategies as it relates to leisure/industrial customers.
6. Apply the steps of the sales process in the hospitality industry.
7. Describe different sales promotions used in the lodging industry.

8. Identify successful strategies for the hospitality industry that are designed to generate repeat business.
9. Explain how sales efforts are tied to personal service.
10. Identify characteristics of an effective salesperson as it relates to the sale, communication after the sale and follow-up in the hospitality industry.
11. Identify customer prospecting strategies for the hospitality industry.
12. Describe elements of the hospitality sales contract.
13. Describe effective strategies for servicing hospitality meetings and hotel individual guests.
14. Describe sales strategies for economic downturns.

J. Manage the Strategic Plan for a Meeting or Event
1. Develop a mission statement to specify the purpose, philosophy, and target markets for the event.
2. Create goal statements to specify how the event will achieve its mission.
3. Work with, communicate, and understand the event stakeholder goals.
4. Conduct surveys or evaluations to improve future events.
5. Understand the value of networking with resource people involved with previous hosting and event organization committees.
6. Develop a profile of potential attendees.
7. Identify the planning cycle, sponsorship opportunities, human resources needs, and marketing for an event.
8. Compile financial information using balance sheets, income statements, cash flow statements, and break-even analysis.
9. Compare the meeting event progress to the mission statement, goals, and objectives.
10. Monitor cash flow to determine financial standing.
11. List professional assistance available for financial management of an event.
12. Review evaluations and feedback from previous events.
13. Determine short- and long-term impacts of events.
14. Comply with legislation (environmental, local zoning, human rights, health, and safety, labor).
15. Integrate environmental awareness into meeting or event management.
16. Apply conservation practices (reduce energy, reduce water consumption, minimize pollution.
17. Measure the value of a business or entertainment event.
18. Develop an event evaluation plan.
19. Collect and understand critical benchmarks for an event.
20. Evaluate collected event information success or failure.
21. Develop a summary report to evaluate the event and plan for future events.
22. Explain a risk management strategy for event management.
23. Identify risk associated with events that require insurance.
24. Prepare risk management strategies for events.

K. Project Management
1. Develop a project plan for an event.
2. Identify target markets, event planning tools (Gantt chart, software, etc.), stakeholder requirements, and processes to deliver the event.
3. Review previous event plans.
4. Identify financial, material, and staff resources available for an event.
5. Develop a theme, marketing plan, and public relations plan for an event.
6. Explain branding for an event.
7. Determine event stakeholders' expectations.
8. Explain the brainstorming process for developing an event.
9. Select cost effective strategies to carry out events.

10. Identify specific, realistic, measurable and achievable tasks and phases required to meet event objectives.
11. Develop an integrated communication plan for an event.
12. Explain data collection and reporting procedures for events.
13. Design event participant evaluation forms and use the feedback to improve future events.

L. Manage the Event
1. Identify specific tasks and projects required to achieve the mission, goals, and objectives of an event.
2. Prioritize tasks and projects required for an event.
3. Set critical event timelines.
4. Delegate tasks to specific individuals or groups based on skills or areas of expertise.
5. Explain key elements of event contracts.
6. Negotiate contracts that are beneficial for all parties involved.
7. Develop a sequence of activities for an event.
8. Implement risk management techniques and strategies to minimize disruption to event attendees.
9. Explain all event procedures to personnel working the event.
10. Maintain flow/sequence of activities during and event.

M. Hospitality Marketing Concepts
1. Explain risk management for an event.
2. Identify risks associated with an event.
3. Determine scope and nature of legal, ethical, and regulatory obligations associated with an event.
4. Describe insurance needed to cover an event.
5. Determine what is exposed to damage, loss or liability (property, persons, cash, reputation, environment)
6. Describe unexpected events.
7. Define risk management for an event.
8. List options to cover event risks.
9. Identify health and safety requirements associated with an event.
10. Establish risk management policies and procedures.
11. Develop emergency response plans.
12. Explain the need for law enforcement security at an event.

N. Develop Financial Resources
1. Explain the sponsorship process for an event.
2. Describe sponsorship levels.
3. Gain support of key stakeholders for the proposed sponsorship arrangements.
4. Identify potential sponsors.
5. Explain sponsor benefit packages.
6. Explain the importance of maintaining relationships with sponsors.
7. Manage contractual fulfillment by event sponsors
8. Identify potential donors and donor opportunities.
9. Determine the need for donor recognition.
10. Describe the procedure for soliciting donors.
11. Manage the event registration process.

O. Manage the Event Budget
1. Develop budget categories and format.
2. Determine potential sources of revenue 9grants, sponsorships, registration, exhibitor fees).
3. Allocate budget amounts for event activities.

4. Establish a contingency plan and funds for the events.
5. Specify fixed and variable costs for an event.
6. Determine profit requirements for an event.
7. Collect and analyze information related to current market conditions.
8. Explain cash flow requirements for an event.
9. Explain why budgets must be reviewed and adjusted.
10. Revise or reallocate funds to cover unexpected expenditures or revenues.
11. Describe security procedures for handling cash at an event.
12. Communicate policies and procedures to staff and volunteers for an event to prevent theft.

P. Human Resources
1. Develop selection process for staff.
2. Describe employment conditions.
3. Explain a job description and job requirements.
4. Explain the methods to recruit target groups.
5. Evaluate and adjust the interview process to select the best employees.
6. Understand labor laws.
7. Use effective interview protocols.
8. Explain the reference check for potential employees.
9. Communicate with all individuals who apply for a position.
10. Select and retain the best employees.

Q. Train and Manage Staff and Volunteers
1. Describe employee orientation.
2. Develop an employee training program.
3. Assess employee training needs.
4. Describe orientation and employee training procedures.
5. List the best strategies for delivering employee training.
6. Determine successful training results.
7. Create a job description.
8. Describe strategies to motivate employees and volunteers.
9. Design strategies to maximize employee and volunteer retention.
10. Define the purpose of the event management team.
11. Determine presentation indicators to evaluate employee presentation.
12. Design exit interviews to determine the reason for employee turnover.

R. Manage Stakeholder Relationships
1. Identify internal and external event stakeholders.
2. Describe the desired impact of an event.
3. Prioritize stakeholders according to power, influence, and interest.
4. Recognize and integrate varied interests and goals of stakeholders.
5. Develop a code of ethics including customer rights.
6. Determine the best channels of communication for stakeholders.
7. Monitor activities, products, and services offered by competitors.
8. Ensure staff understands expectations of stakeholders.

S. Design the Program
1. Create a mission statement, goals, and objectives for an event.
2. Determine program components for the event.
3. Evaluate previous year's event.
4. Identify the desired program components (speakers, entertainment, attractions, activities, etc.)
5. Communicate event needs with speakers and entertainers.
6. Match program format and outcomes to stakeholder objectives.

7. Determine location and duration requirements for each event component.
8. Create a program agenda.
9. Assign agenda items to appropriate staff.
10. Create agenda contingency plans.

T. Engage Speakers and Performers
1. Determine the role of speakers and performers for an event.
2. Match the speakers and performers to audience demographics.
3. Create the speaker/performer contract.
4. Communicate event expectations to the speaker/performer.
5. Determine the logistics for the speaker/performer at the event.

U. Food and Beverage Sales
1. Determine food and beverage service requirements.
2. Offer menus that meet the customer's dietary and budgetary needs.
3. Plan the appropriate food service style.
4. Select food and beverage providers.
5. Follow rules regarding alcohol sales, group size, security requirements.
6. Identify room set up.
7. Address liability and insurance requirements.

V. Meeting Design and Layout
1. Establish functional requirements for the event.
2. Select décor and furnishings for the event.
3. Coordinate meeting or event signage.
4. Determine requirements for staging and technical equipment.
5. Describe the role of meeting set-up companies.
6. Install staging and technical equipment.
7. Manage and oversee technical production operation.

W. Managing Movement of Attendees
1. Develop admittance credential systems.
2. Select crowd management techniques.
3. Understand event protocol (titles, invitations, reception room, seating arrangements, introductions, security).

X. Event Site Selection and Management
1. Determine site specifications.
2. Identify and inspect sites.
3. Design the site layout.
4. Create logistics action plan for site set-up and take-down.
5. Set up the site.
6. Monitor the site during the event.
7. Take down the site.

Y. Marketing the Event
1. Conduct a situational analysis.
2. Define target market segments.
3. Develop branding for an event.
4. Select marketing distribution channels.
5. Develop an integrated marketing strategy for the event.
6. Implement the marketing plan.
7. Determine needed marketing materials for an event.
8. Develop content and design parameters for an event.
9. Produce marketing materials for an event.

10. Develop the advertising plan for an event.
11. Coordinate sales promotions for events.
12. Tie the event to a public relations campaign.
13. Develop a media relations plan for an event.
14. Develop the sales plan for the event.
15. Conduct sales activities.
16. Determine different sales platforms for events.

Z. Communication and Professionalism
1. Define the effective elements of communication.
2. Establish lines of communication for effective events.
3. Define communication procedures and protocols.
4. Communicate verbally and in writing.
5. Use communication tools/equipment effectively.
6. Make effective presentations.
7. Plan and conduct meetings.
8. Establish and conduct business relationships.
9. Project a professional image.
10. Describe effective leadership.
11. Demonstrate ethical behavior.
12. Work effectively in a diverse environment.
13. Define time management.
14. List stress management techniques.
15. Identify issues and assess time constraints.
16. Identify and investigate problems.
17. Participate in professional development activities.

2024-25 Competitive Events Guidelines
Hospitality & Event Management

FBLA
Future Business Leaders of America

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Manage strategic plan / hospitality marketing concepts / markets & customers / operation & management / customer service / human resources / hotel sales / project management / financial resources / meeting design & layout / site selection & management / marketing / communication & professionalism / legal issues, financial management & budgeting / current trends / environmental, ethical, & global issues / train & manage staff & volunteers / design the program / manage stakeholder relationships / engage speakers & performers / food & beverage sales / managing movement of attendees	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Human Resource Management

Human Resource Management provides members with the opportunity to demonstrate knowledge about staffing, training and development. This competitive event consists of an objective test. This event aims to inspire members to learn about human resource management.

Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Staff
- Training and Development
- Employee Compensation and Benefits
- Performance Management
- Government Relations and Issues
- Human Resource Planning
- Labor Relations and Collective Bargaining

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Staff
1. Explain the importance of employee confidentiality.
2. Define transitional employees and strategies to meet their special needs.
3. Explain the planning techniques used in the hiring process (forecasting, succession, planning).
4. Describe the stages of job analysis.
5. Explain the role of labor market statistics on the recruitment process.
6. Define effective recruitment strategies to hire the best qualified employees.
7. Define team recruiting.
8. Describe the employee selection process.
9. Describe testing, interviewing, and legal issues associated with employee selection.
10. Explain the validity and importance of reference checks for the employee selection process.
11. Describe effective questions for the interview process.
12. Define contingency factors (background check, physical results) associated with the job offer.
13. Define outsourcing and its impact on personnel.
14. Define the role of Affirmative Action in the employee selection process.
15. Explain the impact of Equal Employment Opportunity legislation for women, minorities, and handicapped.
16. Describe strategies to attract and keep the top talent.
17. Explain factors associated with employee job satisfaction.

B. Training and Development
1. Explain the importance of training to maintain the competitive advantage.
2. Define the importance of orientation and training for employees.
3. Describe planning and implementation of an employee training program.

4. Determine organization and employee needs to develop appropriate training.
5. Define needs analysis and its relationship to hiring employees.
6. Determine trainee problems and develop solutions.
7. Develop strategies to reduce employee/trainee conflict.
8. Recognize different learning styles when creating training.
9. Set objectives that are observable, measurable, attainable, and specific.
10. Explain how effective training curriculum is impacted by internal and external sources.
11. Explain the impact of technology and visual aids on effective training plans.
12. Administer training delivery that focuses on the needs of trainees.
13. Define strategies for evaluation and improving the delivery of training.
14. Explain the latest training and development trends.
15. Explain the long-term benefits of employee professional development.
16. Identify online training resources.
17. Define human resource safety and security programs that are in compliance with laws and regulations.
18. Describe evaluation processes to evaluate training programs.

C. Employee Compensation and Benefits
1. Define legal aspects of employee compensation and payroll deductions.
2. List legally required benefits that employers must provide to employees.
3. Describe discretionary fringe benefits.
4. Define perception of fair compensation and its impact on employee productivity.
5. Explain the impact of rising health care costs and increased compensation expectations of employees.
6. Calculate dollar, average, and percentage labor costs.
7. Calculate dollar, average, and percentage benefit costs.
8. Explain how labor costs affect break-even point.
9. Explain a salary schedule.
10. Explain variable pay based upon level of performance.
11. Define types of benefits provided by employers.
12. Explain the difference between broad branding, strategic compensation, and comparable worth.
13. Define piecework plan, merit pay, and employe reward program.
14. Describe how pay rates are calculated.
15. Explain team-based compensation plans.
16. Define social security, unemployment compensation, and worker's compensation benefits.

D. Performance Management
1. Define coaching, counseling, and discipline in the employer/employee relationship.
2. Explain the importance of active listening.
3. Describe how influence increases performance.
4. Explain the importance of employer and employee feedback.
5. List the steps in the counseling process.
6. Describe counseling methods and techniques associated with the counseling process.
7. Explain the relationship between deficiency in knowledge and deficiency in execution.

8. Explain how performance problems are related to personal problems.
9. Explain how deficiency of knowledge relates to deficiency in execution.
10. Explain the importance of employee agreement to change.
11. Identify the purpose and components of performance management systems.
12. Explain the steps in the appraisal process.
13. Explain the advantages and disadvantages of an appraisal system.
14. Differentiate types and purposes of performance appraisals.
15. Describe strategies to improve employee morale and motivation resulting in increased productivity.
16. Describe employee behavior that requires disciplinary action.
17. Explain disciplinary techniques to address employee behavior.
18. Describe legal issues associated with employee discipline.
19. Describe best human resource practices for positive financial results.
20. Define effective performance management systems.

E. Government Relations and Issues
1. Describe personnel laws.
2. Differentiate between equal employment and Equal Employment Opportunity Act.
3. Define types of sexual, hostile environment, discrimination, and reverse discrimination.
4. Explain the requirement for verification of employability under IRCA and describe penalties for noncompliance.
5. Explain Affirmative Action.
6. Describe a human resource Code of Ethics for employees.
7. Define employee rights and responsibilities.
8. Describe habitual employee handicaps (tobacco, drugs, alcohol).
9. Differentiate between exempt and non-exempt employees.
10. Define an independent contractor.
11. Define defamation, disclosure, and negligent hiring.
12. Explain the Fair Labor Standards Act (FLSA).
13. Explain OSHA requirements.
14. Explain requirements of ADEA and its impact on early retirement programs.
15. Explain Family Medical Leave Act, Worker Adjustment and Retraining Act, Older Worker Benefit Protection Act, and Retirement Security Act.
16. Define the Americans with Disabilities Act and accommodations made by employers.
17. Define work-related injuries covered by Worker's Compensation.
18. Define the role of the National Labor Relations Act.
19. Explain workplace violence and the need for security programs.
20. Define the Privacy Act of 1974 and its impact on Human Resources management.
21. Explain the Drug Free Workplace Act of 1988.

F. Human Resource Planning
1. Define human resource planning.
2. Explain the role of human resources in a comprehensive planning process.
3. Describe the goals and policies within human resources.
4. Explain the importance of teams at work.
5. Recognize the role of diversity in an organization.

6. Evaluate and update human resource policies.
7. Identify human resource challenges and possible remedies.
8. Identify latest human resource trends impacted by work from home, flexible scheduling, job sharing, etc.
9. Explain human resources' role for maintaining a company code of ethics.
10. Discuss how changes in technology, workforce diversity, skill requirements, and world issues impact human resources.

G. Labor Relations and Collective Bargaining
1. Develop a timeline for the history of management-labor relations.
2. Compare adversarial and cooperative approaches to labor relations.
3. Describe labor legislation (Wagner Act, Taft-Hartley Act).
4. Describe case laws the prohibit certain acts by organized labor.
5. Describe case laws that prohibit certain acts by management.
6. List the steps of organizing a labor union.
7. Explain the employee grievance process.
8. Describe the negotiation process and binging arbitration.
9. Explain the role of the National Labor Relations Board.
10. List the steps of collective bargaining.
11. Define impasse and labor strike.
12. Define unions, mediation, and arbitration.
13. Explain the goal of management when negotiating with labor.
14. List the goals, structure, and management of labor unions.

2024-25 Competitive Events Guidelines
Impromptu Speaking (High School)

Impromptu Speaking provides members with the opportunity to demonstrate their skills around preparing and delivering a speech extemporaneously. This competitive event consists of a speech, with the topic being given on site.

Event Overview
Division: High School
Event Type: Individual
Event Category: Presentation
Event Elements: Speech with a topic on site
Presentation Time: 10-minute preparation time, 5-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism

Region
In-person presentation to judges onsite at the Regional Leadership Conference.

State
In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards • Pencil • Secret speech topic

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.

- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: a preliminary and final round.
- Preliminary Round (Speech)
    - **Preparation Time:** 10 minutes (one-minute warning)
    - **Presentation Time:** 5 minutes (one-minute warning)
    - **Question & Answer:** None
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors/teams are randomly assigned to sections.
    - The speech topic may be related to FBLA or business-related topics. The speech topic will be given to the competitor at the beginning of their assigned preparation time.
    - Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
    - No additional reference materials, props, or visuals are allowed.
    - Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.
- Final Presentation (Speech)
    - **Preparation Time:** 10 minutes (one-minute warning)
    - **Presentation Time:** 5 minutes (one-minute warning)
    - **Question & Answer:** None
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.

o   The presentation is judged at the NLC. Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
o   The speech topic may be related to FBLA or business-related topics. The speech topic will be given to the competitor at the beginning of their assigned preparation time.
o   Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
o   No additional reference materials, props, or visuals are allowed.
o   Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Impromptu Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Incorporates provided topic	*Provided topic is not mentioned in speech*	*Topic is not clearly incorporated into speech*	*Topic was clearly incorporated into speech*	*Topic was clearly incorporated and expanded thoroughly throughout the speech*	
	0 points	1-6 points	7-8 points	9-10 points	
Identify and execute a consistent theme	*No theme presented*	*Theme was identified, but not consistent throughout speech*	*Theme identified and consistent throughout speech*	*Personal stories are utilized to expand on the central theme*	
	0 points	1-6 points	7-8 points	9-10 points	
Include accurate and appropriate supporting information	*No supporting information provided OR inappropriate material used*	*One example of supporting information provided*	*Multiple examples of supporting information provided*	*Multiple examples of supporting information included to develop and enhance the speech*	
	0 points	1-6 points	7-8 points	9-10 points	
Introduce the topic immediately (Introduction)	*Topic was not introduced*	*Introduction was not clearly presented*	*Introduction was clearly presented, and topic was defined immediately*	*Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body*	
	0 points	1-6 points	7-8 points	9-10 points	
Support the topic throughout (Body)	*Speech did not have a topic*	*Multiple topics presented without clear connections*	*Central topics were identified, connected, and supported throughout the speech*	*Smooth transitions were effectively utilized to support the central topic*	
	0 points	1-9 points	10-16 points	17-20 points	
Provide effective conclusion (Closing)	*Speech did not have a conclusion*	*Conclusion was not clearly presented*	*Effective conclusion was presented*	*Conclusion provides connection to entire presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Delivers quality extemporaneous presentation	*Does not address audience at all*	*Reads speech directly from notes with minimal eye contact*	*Glances at notes occasionally while keeping appropriate eye contact with audience*	*Glances at notes occasionally, keeps appropriate eye contact, and utilizes appropriate body language and hand gestures*	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor did not demonstrate self-confidence*	*Competitor demonstrated self-confidence and poise*	*Competitor demonstrated self-confidence, poise, and good voice projection*	*Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-5 points	6-10 points	11-15 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Insurance & Risk Management

Insurance & Risk Management provides members with the opportunity to demonstrate knowledge about risk management processes and different types of insurance. This competitive event consists of an objective test. This event aims to inspire members to learn about insurance and risk management.

Event Overview
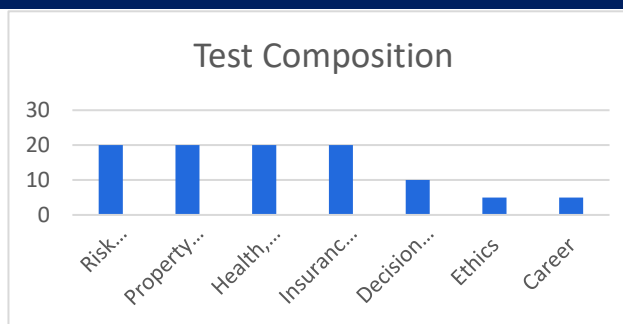
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Risk Management
- Property & Liability Insurance
- Health, Disability, & Life Insurance
- Insurance Knowledge
- Decision Making
- Ethics
- Career

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Risk Management
1. Understand the risk management model (identify hazards, assess and prioritize risks, choose control measures, implement controls, and monitor and review results).
2. Understand the enterprise risk management model – ERM (state goal, identify risks, evaluate risks, treat risks, monitor and review results, ad communicate results).
3. Adapt risk management models to meet organization's needs.
4. Understand how risk creates value.
5. Know the risk management process of creating a risk program.
6. Create valid risk forecasts.
7. Perform risk mapping and risk profiling.
8. Determine the cost of risk.
9. Apply risk control theories to create prevention, reduction, enablement, and enhancement tactics.
10. Create emergency response and business continuity plans.
11. Understand risk retention plans and risk financing transfers.
12. Understand how to prepare risk management reports.
13. Understand legal components of risk management industry.
14. Recommended insurance for the types of risk commonly faced by young adults.

B. Property and Liability Insurance
1. Differentiate between the main types of auto insurance coverage.
2. List facts that can increase or reduce auto insurance premiums.
3. Determine the legal minimum amounts of auto insurance coverage required in one's state of residence and recommended optimal amounts.
4. Calculate the amount paid on insurance claims after applying exclusions and deductibles.
5. Compare costs of auto insurance, given different deductibles and liability coverage limits.
6. Explain renter's insurance benefits.
7. What are worker's compensation benefits in states and how they are paid.

C. Health, Disability, and Life Insurance
1. Analyze conditions when people need health, disability, and life insurance.
2. Identify government programs, including social security, that provide financial assistance for income loss due to illness, disability, or premature death.
3. Compare sources of health and disability insurance.
4. Explain purpose of long-term care insurance.
5. Create a basic financial plan and explain both the benefits and how the plan will change over time.

D. Insurance Knowledge
1. Recognize basic policy types and basic policy features.
2. Determine how companies underwrite life insurance.
3. Define term insurance and permanent insurance.
4. Understand the basics of contract provisions and legal doctrines.

5. Understand claims management.
6. Create portfolios and place insurance coverage.
7. Be knowledgeable of global insurance markets.
8. Understand the importance of pricing, risk aversion, and regulation.
9. Negotiate, write, and renew insurance contracts.
10. Define regulations that ensure compliance and demonstrate adherence to insurance industry regulations.
11. Explain legal concepts pertinent to the insurance industry.
12. Describe insurance products and their benefits.
13. Discuss the nature of insurance fraud.
14. Investigate suspected insurance fraud.
15. Process a claim to fulfill company's legal obligation to client.
16. Ensure regulatory compliance of EPA, OSHA, NFPA, ERISA, and COBRA laws and regulations.
17. Discuss the insurance business cycle (agent, underwriter, claims, settlement, etc.)

E. Decision Making
1. Recognize and analyze problems and make decisions based on global environments.
2. Use benchmarking to compare data.
3. Understand the techniques and processes for optimizing risk taking decisions within an organization (Enterprise Risk Management).
4. Analyze the risk posed by potential clients in order to make insurance approval/denial decisions.
5. Demonstrate ethical decision making by compliance with fiduciary duties of care (competency and due diligence).

F. Ethics
1. Understand the process and importance of confidentiality agreements.
2. Implement data security measures for confidential records.
3. Recognize state and federal regulations regarding privacy violations and public disclosure.

G. Careers
1. Identify insurance industry jobs.
2. Recognize industry organizations.
3. Describe essential knowledge and skills needed to be employed in the insurance industry.
4. Describe roles and responsibilities in insurance (e.g., underwriter, insurance sales representative, actuary, claims personnel, and loss control specialist).
5. Describe insurance licensing and certification programs.

2024-25 Competitive Events Guidelines
International Business (High School)

The global economy is a complex; continually flowing and constantly changing network of information, goods, services, and culture. International Business offers members a chance to dive into these concepts. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
Event Elements: Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Test & Role Play Competencies

- Basic International Concepts
- Ownership & Management
- Legal Issues
- Communication
- Marketing
- Taxes & Government Regulations
- Treaties & Trade Agreements
- Currency Exchange
- Finance
- Human Resource Management
- Ethics
- International Travel
- Career Development

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

2024-25 Competitive Events Guidelines
International Business (High School)

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario in the global arena. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.

Scoring
- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Basic International Concepts
1. Define international business and explain terms and concepts related to international business and marketing.
2. Compare and contrast the types of economic systems.
3. List characteristics that define the various levels of economic development of countries.
4. Explain the impact international business has on consumers, business, and countries.
5. Define terms such as inflation, gross domestic product (GDP), purchasing power parity (PPP), balance of trade, foreign debt, and cost of living.
6. Discuss the role the U.S. has played in international trade throughout history.
7. Describe the decision-making process, opportunity costs, and scarcity as they relate to international business situations.
8. Identify major trading regions and nations within those regions.
9. Discuss the effect of literacy level, technology, natural resource availability, and infrastructure on the level of a country's economic development.

10. Identify the impact of geography on international business, including factors such as climate; time zones; distance; topography; and social, economic, and natural resources.
11. Describe how concepts (e.g., ethnocentrism, culture, social institutions, stereotyping, and cultural bias) affect conducting international business.
12. Compare and contrast international and domestic business and marketing activities.
13. Identify how economic issues (e.g., inflation, foreign debt, GD, PPP, interest rates, and cost of living) affect international business activities.
14. Explain the relationship between international events and business activities.
15. Evaluate how the political environment and geographic location of a given country impact international business and how business operates.
16. Identify international trade partners and describe the trading patterns of companies based on region, state, and country.

B. Ownership and Management
1. Identify types of ownership of selected businesses involved in international trade.
2. Analyze the importance of entrepreneurs in an international market.
3. Describe different organizational structures that a company might use in the international environment.
4. Identify how the managing functions (e.g., planning, organizing, influencing, and controlling) affect international operations and productions.
5. Identify distinctive social and cultural factors that affect business activities (e.g., time, workday, workweek, schedules, and holidays)
6. Determine appropriate business strategies for operating in foreign market situations such as pure competition, monopoly, and oligopoly.
7. Identify risks and rewards related to doing business in a foreign market.
8. Describe the advantages and disadvantages of expansion into international business activities for a given business.
9. Identify how various economic systems influence what is produced, how it is produced, and for whom it is produced.
10. Explain how social, cultural, and political factors affect the new product development process.
11. List factors that affect international business competition.
12. Describe various opportunities for conducting international business (e.g. licensing, exporting, franchising, and joint ventures).
13. Identify organizations, government agencies, and other resources that a small or medium-sized business might use to investigate international business opportunities.
14. Describe the role and purpose of the International Organization for Standardization.
15. Assess the impact of quality management standards, especially ISO 9000 and QS 9000, on the international business community.

C. Legal Issues
1. Recognize the legal issues related to managing a business in the global environment.
2. Describe the difference between the legal systems of various countries and the U.S. (e.g., codes, statutes, and common law)
3. Recognize legal differences in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation for various countries.
4. Appraise the protection provided to businesses by the components of international law.

5. Analyze the major legal aspects and ramifications of international relations with special emphasis on topics such as financial systems and reporting, licensing, judicial systems, and repatriation.
6. Identify the levels of regulation applied intellectual properties (e.g., copyrights, trademarks, and patents) in different countries.
7. Define methods for resolving legal differences (e.g. mediation, arbitration, and litigation) in different cultures.

D. Communication (including culture and language)
1. Describe information systems and communications for international business.
2. Define terms such as culture, multiculturalism, stereotyping, and cultural bias and their effects on conducting business internationally.
3. Compose effective business communications based on an understanding of the differences in tone, style, and format of other countries.
4. Identify examples of nonverbal communications affecting international business relationships and negotiations.
5. Discuss complications involved when speaking, writing, or interpreting a language incorrectly (introductions, American jargon,).
6. Identify distinctive social and cultural factors that affect business activities/etiquette in a multicultural environment (e.g. gender, time, schedules, holidays, gifts, and attire).
7. Compare the business protocol of various countries (e.g., involvement of subpopulations—women and minorities; gift giving)
8. Describe how the process of negotiating may be affected by cultural differences.
9. Describe the role and use of electronic communication tools (e.g., video and computer-conferencing, webcasts, podcasting, and blogging) in international business activities.
10. Analyze the effect of security measures and practices related to electronic business communication.

E. Marketing
1. Define international marketing and apply technical words that pertain to international marketing.
2. Describe what a company must consider when marketing a product/service in other countries.
3. Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures.
4. Describe how language, culture, media availability, and regulations affect international advertising and marketing.
5. Describe how consumer behavior and foreign markets can affect the elements of the marketing mix.
6. List the importance of marketing research and describe data collection methods appropriate for various international marketing research situations.
7. Define the steps in the marketing research process—from defining a problem to communicating results.
8. Identify promotion strategies that can be used to promote products internationally.
9. Explain how product packaging is affected by culture and how it may need to be altered before the product is marketed in a new environment.
10. Explain quality standards as they relate to product development and packaging.

11. Describe how the product life cycle can be affected in an international business environment.
12. Compare the pricing strategy for a product sold both domestically and internationally.
13. Explain how currency exchange rates, economic conditions, and the international business environment affect prices charged in international markets.
14. Identify differences in the roles of agents, wholesalers, retailers, freight forwarders, export companies, trading companies, and customs' brokers.
15. Contrast direct and indirect distribution channels for international marketing.
16. Discuss the factors in determining the appropriate mode of transportation for international shipments (e.g., cost, time, size, and perishability).
17. Describe shipping terms (e.g., FOB and CIF) and explain the purpose of shipping documents used for transporting products to other countries.
18. Explain how political risks can disrupt selling and buying across borders.
19. Design a marketing strategy for selling a product or a service in an international market.

F. Taxes and Government Regulations
1. Differentiate between types of governments.
2. Debate the various strategies governments use to control international trade.
3. Describe the role of federal and state agencies and other agencies and organizations that provide export information and assistance.
4. Discuss the impact of inflation and tax structures on international business decisions.

G. Treaties and Trade Agreements
1. Describe the economic effects of foreign trade.
2. Identify activities and risks associated with importing and exporting.
3. Discuss the benefits to countries for entering into trade agreements.
4. Describe the basic structure of the U.S. Customs Service.
5. Recognize the government's role and assistance in international trade.
6. Explain how historical events have contributed to the formation of strategic trade alliances.
7. Discuss why governments impose trade barriers (e.g., quotas, tariffs, licensing requirements, and exchange rate controls) and offer trade incentives.
8. Describe several international trade agreements and organizations (e.g., WTO GATT, EU, NAFTA, and MERCOSUR).
9. Analyze the effects of a trade barrier on the company, product category, and economics involved in a specific transaction.
10. Analyze a country's balance of trade and the specific conditions that can improve its trading potential.
11. Identify information and sources of financial assistance for facilitating the import/export process.
12. Define procedures and documentation associated with foreign trade and the transportation of goods.
13. Discuss how companies comply with U.S. customs regulations related to their product or service.

H. Currency Exchange
1. Identify factors that affect the value of currency and calculate foreign exchange rates of various currencies.
2. Explain how currency exchange rates affect international trade and business transactions.

3. Distinguish between currencies (e.g., floating versus fixed and convertible versus nonconvertible).
4. Explain how fluctuating currency and interest rates affect international trade.

I. Finance
   1. Define terms related to international finance.
   2. List sources of capital for international, transnational, multinational, and global companies.
   3. Explain how a business finances trade with a business in another country.
   4. Analyze the global impact of the stock and bond markets.
   5. Identify countertrade, offset, and noncash transactions in world trade.
   6. Describe the international monetary system, including the International Monetary Fund and the World Bank.
   7. Identify essential components of payment documents used in payment for international trade activities.
   8. Critically examine equity and debt capital and their use in international businesses.
   9. Compare the international financial institutions and markets.
   10. Identify the risks associated with international business activities (e.g., commercial, political, and foreign exchange) and discuss strategies to minimize this risk.
   11. Describe the impact of direct foreign investment on local economics.

J. Human Resource Management
   1. Describe the different living and working conditions found in various countries.
   2. Assess how social and cultural factors influence the human resource functions (e.g., recruitment selection; employee development; evaluation; compensation, promotion, benefit, and incentives; and separation, termination, and transition).
   3. Identify how motivational techniques for workers may differ when used in different cultures.
   4. Assess the impact of various occupational health and safety standards on conducting international business.
   5. Analyze methods used to resolve management-labor conflicts in different cultures/countries.
   6. Explain the advantages and disadvantages to a company of having access to a global labor pool.

K. Ethics
   1. Define ethics and social responsibility.
   2. Identify ethical character traits and values shared by various cultures (e.g., honesty, integrity, compassion, and justice.)
   3. Explain how a country's culture, history, and politics can influence ethical decisions.
   4. Identify current and emerging ethical issues in the global business environment.
   5. Identify pressures that international firms may face when dealing with ethical business issues.
   6. Discuss potential consequences of unethical business dealings in various international settings.
   7. Analyze the effect of an international business organization's actions on a host country, the company's home country, owners, employees, consumers, and society.

L. International Travel
   1. Describe the major types of agreements among countries that affect travel.

2. Use technology and international travel resources to access information on international travel (e.g., travel restrictions and health requirements, transportation, travel documents, etc.).
3. Identify the requirements for securing travel and employment documents.
4. Identify and locate major U.S. representational offices and sources of assistance located abroad.
5. Explain the role of U.S. Customs and the customs agencies of other countries.
6. Assess risk involved in international business travel.

M. Career Development
1. Identify sources of international career information.
2. Research and analyze career opportunities in international business.
3. Describe the skills and qualifications needed for success in the international business career path.
4. Compare the application, interview, and hiring practices of various cultures.

FBLA
Future Business Leaders of America

International Business Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Basic international concepts, ownership and management, marketing, finance, communication (including culture and language), ethics, taxes and government regulations, currency exchange, international travel, career development	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2024-25 Competitive Events Guidelines
Introduction to Business Communication

Introduction to Business Communication provides members with the opportunity to demonstrate knowledge around introductory competencies in communication. This competitive event consists of an objective test. It aims to inspire members to learn about the process of sharing information in and outside of a company.

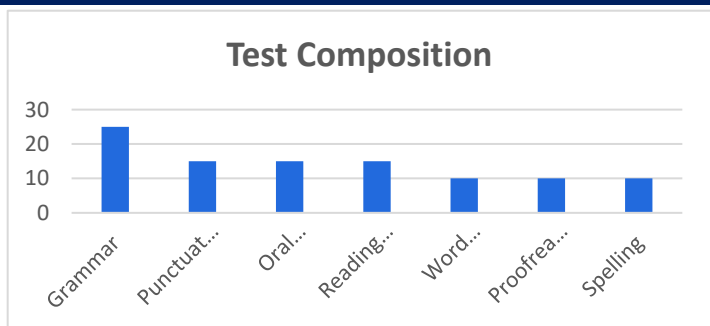## Event Overview

Division: High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Grammar
- Punctuation & Capitalization
- Spelling
- Proofreading & Editing
- Word Definition & Usage
- Oral Communication Concepts
- Reading Comprehension

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Grammar
1. Describe and identify the eight parts of speech in context sentences.
2. Identify the difference between adverbs and adjectives.
3. Identify the categories of pronouns and uses of reflexive pronouns.
4. Identify features of prepositions and uses of prepositional phrases.
5. Identify types of conjunctions.
6. Use a verb that correctly agrees with the subject of a sentence.
7. Describe the types of verbs and demonstrate the six tenses.
8. Use irregular verbs and their different forms properly and distinguish between transitive and intransitive verbs.
9. Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.
10. Select pronouns properly and use them correctly in a sentence.
11. Correctly use a possessive noun in a sentence.
12. Create the plural form of a noun.
13. Identify and correct misplaced and dangling modifiers.
14. Describe and write the four kinds of sentences—declarative, interrogative, imperative, and exclamatory.
15. Recognize types of sentence fragments, run-on sentences, and double negatives.
16. Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, reference, and form.
17. Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compound-complex).
18. Write logical, coherent phrases, sentences, and paragraphs, incorporating correct spelling, grammar, and punctuation.

B. Punctuation and Capitalization

1. Determine appropriate use of periods, question marks, and exclamation points.
2. Explain the use of commas, colons, and semicolons.
3. Recognize and correct problems in punctuation including, but not limited to, commas, semicolons, and apostrophes.
4. Use apostrophes to indicate contractions and possessive constructions.
5. Use quotation marks to set off the words of a speaker or writer and to set off titles of short works and use punctuation with quotation marks.
6. Define the grammatical rules that govern the use of special punctuation marks such as the dash, hyphen, and parentheses.
7. Use appropriately ellipsis, italics, and underlining.
8. Identify how to capitalize sentences, proper nouns, abbreviations, adjectives, and titles correctly.
9. Write and use numbers according to standard practice in a sentence.

C. Spelling
1. Illustrate the ability to correctly spell the words regularly used in writing.
2. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
3. Identify prefixes and suffixes.
4. Explain plural spelling rules.
5. Apply spelling rules to homonyms and commonly confusing words such as effect and affect.
6. Find silent letters in a word.
7. Recognize letter patterns in words.
8. Demonstrate application of spelling rules such as i before e, silent e, words ending in y, etc.

D. Proofreading & Editing
1. Proofread a paragraph and identify spelling, grammatical, and punctuation errors.
2. Proofread written communications with errors, using proofreader's marks.
3. Compare drafts to final documents and make editorial changes.
4. Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistent, and courteous.
5. Review sentence structure and the style of writing.
6. Review and edit for the effectiveness of word choices.

E. Word Definition and Usage
1. Deduce the meanings of words and idiomatic phrases.
2. Recognize how word selection and usage affects communication.
3. Recognize slang, jargon, and clichés.
4. Recognize common errors in word usage.
5. Use proper sentence structure.
6. Illustrate the proper way to divide words.
7. Identify homophones.
8. Create new words using root words.
9. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
10. Use contextual clues to recognize word meaning.

F. Oral Communication Concepts
1. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation)

2. Illustrate sensitivity to audience needs and desires.
3. Differentiate between pronunciation and enunciation.
4. Correctly choose and pronounce words used in verbal communication.
5. Provide a clear description of a simple system or process or give clear, concise directions.
6. Use proper techniques to make an oral presentation.
7. Express opinions and discuss issues positively and tactfully.
8. Identify major listening barriers and effective active listening techniques.
9. Ask questions to clarify information.
10. Interpret nonverbal cues in messages.
11. Follow spoken directions.
12. Listen objectively and record major points of a speaker's message.

G. Reading Comprehension
1. Read and follow directions.
2. Demonstrate reading comprehension by restating or summarizing.
3. Differentiate between fact and opinion.
4. Determine if a text is descriptive, informative, instructional, or persuasive.
5. Summarize the important points of a document.
6. Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.
7. Interpret information from articles, manuals, etc.
8. Select the appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation.
9. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size).
10. Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.
11. Evaluate the quality and reliability of source information.
12. Analyze information presented in a variety of formats such as tables, lists, and figures.
13. Use note-taking skills that incorporate critical listening and reading techniques.

2024-25 Competitive Events Guidelines
Introduction to Business Concepts

Introduction to Business Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in business. This competitive event consists of an objective test. It aims to inspire members to learn about the different functions of businesses.

Event Overview

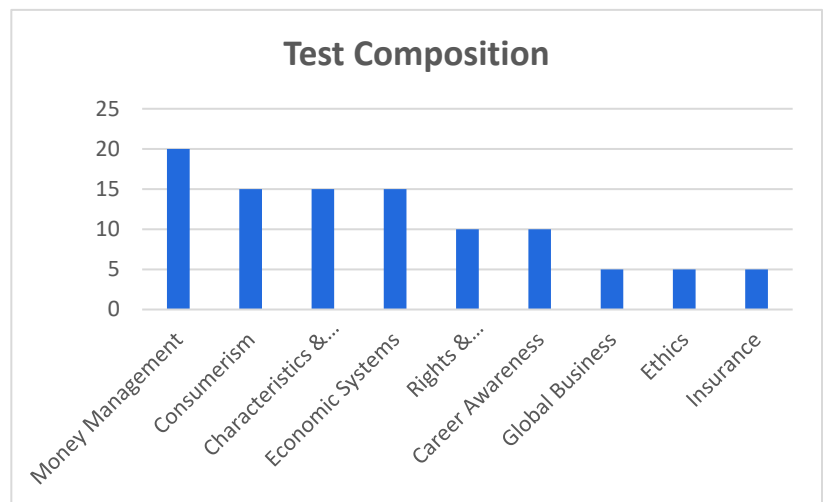**Division:** High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Money Management, Banking, and Investments
- Consumerism
- Characteristics and Organization of Business
- Economic Systems
- Right and Responsibilities of Employees, Managers, Owners, and Government
- Career Awareness
- Insurance
- Ethics
- Global (International) Business

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

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- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be

reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Money Management, Banking, and Investments
1. Discuss the nature of monetary policy and the role of the Federal Reserve System.
2. Discuss the general methods of financing business ventures and various sources of financing.
3. Develop, evaluate, and modify a spending/savings plan.
4. Describe the purpose of budgets and identify the steps in preparing a good budget.
5. Demonstrate proper procedures for managing a checking account (e.g., writing checks, balancing check register, making deposits, electronic funds transfers, and debit cards).
6. Compare services provided by banks, credit unions, and other financial institutions.
7. Define the difference between fixed expenses and variable expenses.
8. Prepare and interpret financial statements such as a balance sheet and an income and expenditure record.
9. Evaluate savings and investment options (e.g., stocks, bonds, mutual funds, real estate, etc.) to meet short- and long-term goals.
10. Describe source of securities information.
11. Compare and contrast various sources of credit.
12. Explain the advantages and disadvantages of using credit.
13. Compute simple interest loans.
14. Explain how a good credit record can be established and maintained.

B. Consumerism
1. List sources of consumer information.
2. Identify rights and responsibilities of consumers and list ways to protect consumer rights.
3. Explain the function of organizations such as the Better Business Bureau and the Federal Trade Commission.
4. Analyze the characteristics, motivations, and behaviors of consumers.
5. Interpret financial elements to determine impact on consumer behavior.

6. Describe the use of advertisements and other marketing strategies.
7. Explain the importance of comparative shopping.
8. Describe the difference between a promotional and a clearance sale.

C. Characteristics and Organization of Business
1. Define the main goals and functions of a business.
2. Explain the difference between gross profit and net profit.
3. List and describe the steps in organizing a business.
4. Define the main features, advantages, and disadvantages of various types of business ownership.
5. Describe the major functions of business and their relationship to one another.
6. Identify current business trends to recognize changes needed in business operations.
7. Develop a business plan that facilitates growth and business success.

D. Economic Systems
1. Define key economic terms.
2. Analyze the role of supply and demand in the economy.
3. Identify major components of the free enterprise system.
4. Explain the economic role played by business in satisfying customer needs and wants in a free enterprise system.
5. Recognize effects of competition on businesses, consumers, and society.
6. Explain characteristics, including strengths and weaknesses of various types of economic systems (e.g., traditional, communist, socialist, etc.).
7. Identify factors affecting business profit.
8. Explain the importance of productivity and how finances, labor, and technology affect productivity.
9. Identify economic trends/indicators to measure economic conditions.
10. Examine current events (regional, national, and international) to determine their impact on business.
11. Analyze the economic impact of e-commerce.

E. Rights and Responsibilities of Employees, Managers, Owners, and Government
1. Identify ways for businesses to demonstrate their social responsibility.
2. Identify ways to improve employee morale and customer satisfaction.
3. Discuss procedures and consequences when on-the-job rules and laws are not followed.
4. Identify basic principles of organized labor and describe its influence on government and business.
5. Explain the impact of equal employment opportunity and affirmative action on business.
6. Recognize bias, vested interest, stereotyping, and the manipulation and misuse of information
7. Determine the relationship between government and business to ascertain government's role in a market economy.
8. Analyze impact of government regulation and rights on business.

F. Career Awareness
1. Identify personal qualities and characters and match to business careers.
2. Identify factors affecting the future of the workforce.
3. Identify sources of information about careers and job leads.
4. Write a letter of application.
5. Prepare a resume or personal data sheet.
6. Demonstrate how to properly fill out a job application form.

       7.   Implement job-interview strategies.

G. Insurance

       1.   Identify reasons for buying personal and business insurance.

       2.   Distinguish among the various types of insurance (e.g., home, life, medical automobile, liability, disability, etc.).

       3.   Compare basic types of insurance policies to determine appropriate use.

       4.   Implement safety, health, and environmental controls to minimize loss and risk.

H. Ethics

       1.   Identify current and emerging ethical issues in the global business environment and the consequences of unethical business dealings.

       2.   Exhibit legal and ethical behaviors when using information and technology and discuss consequences of misuse.

       3.   Apply a professional code of ethics to a workplace problem or issue.

       4.   Apply ethics and government regulations to protect the business.

       5.   Explain the relationship of business ethics to product/service management.

       6.   Examine the role of ethics and social responsibility on decision making.

I. Global (International) Business

       1.   Explain the difference between foreign trade and domestic trade.

       2.   Describe some of the ways in which social, cultural, economic, legal, and political differences among nations affect international business.

       3.   Discuss how current world events impact international business.

       4.   Recognize the impact of international trade on business.

       5.   Demonstrate an understanding of global competition.

       6.   Describe how tariffs, quotas, and embargoes affect world trade.

2024-25 Competitive Events Guidelines
Introduction to Business Presentation

Introduction to Business Presentation provides members with the opportunity to showcase their skills in using a presentation software program as an aid in delivering a business presentation. This competitive event consists of a presentation component.

Event Overview

Division: High School (9th or 10th grade only)
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

You have been asked to give a presentation at the high school career fair. The topic for the presentation is *Smart Money Management Tips for High School Students*.

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology

- Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Research: Facts and data must be cited and secured from quality sources.
- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.

- It is up to final-round competitors to determine if they wish to use the technology provided.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Research: Facts and data must be cited and secured from quality sources.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Introduction to Business Presentation

FBLA
Future Business Leaders of America

Introduction to Business Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic in presentation	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent from the event guidelines*	*Demonstrates the topic throughout presentation*	*Demonstrates use of industry terminology throughout presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the purpose with a logical sequence of ideas	*No evidence of purpose and logical sequence*	*Purpose stated OR logical sequence of ideas given*	*Purpose is described using a logical sequence of ideas*	*Purpose is well-defined and in a logical sequence of ideas*	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and identifies recommendations	*No summary or recommendations identified*	*Recommendations or summary provided, but plan not developed*	*Summary was effective and logical recommendations developed*	*Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified*	
	0 points	1-8 points	9-12 points	13-15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	*No use of technology or design*	*Proper formatting and design elements are consistent with theme*	*Demonstrates with visual aids proper formatting and design elements*	*Emphasize interpretation of the topic through proper formatting and design of the presentation*	
	0 points	1-8 points	9-12 points	13-15 points	
Uses suitable and accurate statements of information in presentation	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Introduction to Business Procedures

Introduction to Business Procedures provides members with the opportunity to demonstrate knowledge around introductory competencies in the procedures of a business. This competitive event consists of an objective test. It aims to inspire members to learn about office skills, procedures, and business decisions.

Event Overview

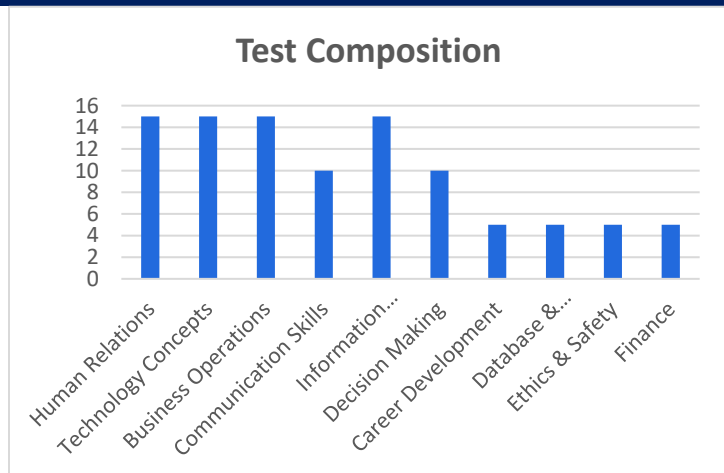**Division:** High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Human Relations
- Technology Concepts
- Communication Skills
- Decision Making/Management
- Career Development
- Business Operations
- Database/Information Management
- Ethics/Safety
- Finance
- Information Processing

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

2024-25 Competitive Events Guidelines
Introduction to Business Procedures

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be

reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A.   Human Relations
1. Identify appropriate work habits and ethics including appropriate dress.
2. Identify, evaluate, and select training resources for employee training programs.
3. Develop/explain work processes and procedures (organizational and prioritizing skills).
4. Coordinate staff work schedule and workload distribution.
5. Contribute to development of job descriptions for staff.
6. Discuss and analyze an employee performance evaluation.
7. Maintain employee records.
8. Update policy and procedures manual.
9. Conduct new employee orientation and employee training.
10. Create and maintain effective and productive work relationships.
11. Work in a team to solve problems and share knowledge.
12. Exhibit behaviors and actions to effectively motivate and lead people.

B.   Technology Concepts
1. Conduct a needs assessment of hardware, software, furniture, equipment, and supplies.
2. Evaluate and recommend hardware, vendors, warranties, and purchasing options to solve specific problems.
3. Remove, upgrade, store, and install computer hardware and supportive software.
4. Navigate the basic operating system and internet applications.
5. Manage files and folders.
6. Identify and use appropriate help resources to learn software and hardware and to solve problems (e.g., help desks, online help, and manuals).
7. Select and apply the appropriate productivity software to complete tasks.
8. Identify, evaluate, and select software specific to an organizational function and/or industry.
9. Select and apply multimedia software appropriate for specific tasks.

C.   Communication Skills
1.   Compose, give, and follow oral and written instructions.
2.   Identify good listening skills.
3.   Interpret verbal and nonverbal cues/behaviors to enhance communication.
4.   Locate/maintain telephone numbers and addresses.
5.   Identify proper techniques for answering, screening, and placing calls, including conference calls.
6.   Identify proper techniques for placing a caller on hold, transferring a call, and/or taking a message.
7.   Identify, analyze, and evaluate emerging communications technologies for use in organizations.
8.   Process electronic communications (e.g., fax, e-mail, file transmissions).
9.   Prepare and deliver oral presentations.
10.   Receive/greet visitors and clients; make introductions, and direct inquiries.
11.   Locate, organize, and reference information from a variety of sources to communicate with co-workers and customers/clients.
12.   Communicate with customers and other employees to foster positive relations, clarify workplace objectives, and provide feedback.
13.   Compose business documents such as agendas, reports, and correspondence.
14.   Develop and interpret tables, charts, and figures to support written and oral communications.

D.   Decision Making/Management
1.   Identify different types of leadership styles and describe characteristics of effective leaders.
2.   Identify the functions of management.
3.   List the responsibilities involved at the different levels of management.
4.   Interpret an organizational chart.
5.   Set priorities and develop efficient procedures for workflow and monitor workloads.
6.   Develop efficient office teams and apply skills to assigned activities and to resolve conflicts.
7.   Examine potential problems facing business and offer alternative solutions including contingency plans.
8.   Acquire, analyze, access, exchange, organize, and synthesize information to guide business decision making and to increase workplace efficiency and effectiveness.
9.   Identify, write, and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.
10.   Manage quality-control processes to minimize errors and to expedite workflow.

E.   Career Development
1.   Explore business careers and examine job opportunities through various sources, including newspapers, employment agencies, personal inquiries, and the Internet.
2.   Develop a career plan.
3.   Prepare a letter of application, resume, employment application, and follow-up letter.
4.   Identify behaviors considered to be appropriate or inappropriate in a job interview.
5.   Identify the steps to follow in resigning from a position.
6.   Develop and maintain a portfolio and personal professional documents and certifications.
7.   Identify potential employment barriers for nontraditional groups and ways to overcome the barriers.
8.   Utilize career-advancement activities to enhance professional development.

F.   Business Operations

1. Identify characteristics of an efficiently organized workstation and recommend improvements in physical layout.
2. Make decisions on best reprographics methods to use for a specific task including appropriate paper.
3. Process incoming and outgoing mail, including electronic mail.
4. Identify and coordinate special mail services and alternative courier and electronic mail services.
5. Arrange and coordinate travel arrangements for supervisor or staff (e.g., reservations, itinerary).
6. Demonstrate time management skills.
7. Coordinate meetings, events, and activities related to the office.
8. Use Personal Information Management applications (notes, calendars, contact information) to increase workplace efficiency and to facilitate on-time, prompt completion of work activities.
9. Establish procedures to maintain workstation, equipment, materials, and supplies.
10. Troubleshoot problems with office equipment to make repairs and/or to obtain technical support.
11. Maintain office equipment such as printers, copiers, and fax machines (add toner, load paper, clear paper path, change cartridge).
12. Manage preventive maintenance and repair of equipment.
13. Implement processes for purchasing business supplies, equipment, and services.
14. Identify types of business ownership.

G. Database/Information Management
1. Establish and maintain document and information storage and retrieval system.
2. Prepare and maintain an inventory record of software, furniture, hardware, equipment, and supplies.
3. Maintain (index, code, sort, and file) alphabetical, subject, numerical, and chronological filing system and retrieve information from files.
4. Maintain tickler file system and retrieve information from files.
5. Maintain reference library, clippings, and historical records.
6. Purge records and/or files.
7. Convert and save data using scanning equipment.

H. Ethics/Safety
1. Identify major causes of office-related accidents and establish safety and security measures to maintain office safety.
2. Adhere to privacy, safety and security policies and legislation (e.g., acceptable use policy, Web page policies, student photo policies, computer crime, fraud, abuse).
3. Implement organizational policies and procedures for security, privacy, and risk management.
4. Demonstrate knowledge of an emergency/disaster plan.
5. Discuss basic issues related to responsible use of technology and describe personal or legal consequences of inappropriate use.
6. Identify confidentiality concepts and policies in an office.
7. Identify characteristics of professional conduct and work ethics (integrity, loyalty, honesty, courtesy, etc.).
8. Analyze various ethical issues and problems related to the office including acceptable/unacceptable office behavior.
9. Examine factors related to ergonomics and its importance to the office worker.

10. Read, interpret, and adhere to software license agreements and legal mandates (e.g., ADA, Sarbanne-Oxly).

I. Finance
1. Prepare banking transactions (deposit slips, reconcile bank statement, etc.).
2. Use manual and electronic methods to complete payroll documents and other financial transactions.
3. Apply uses of calculator or computer numeric keypad in solving business problems.
4. Develop budgets for office and/or specific events and manage expenses.
5. Complete purchase requisitions and vouchers for payment.
6. Implement expense-control strategies to enhance a business's financial well-being (budgets, expenses, contracts).
7. Manage business records to maintain needed documentation.
8. Record transactions to manage cash fund accounts such as petty cash.
9. General finance terms and conditions.

J. Information Processing
1. Utilize software to revise, edit, save, and output documents.
2. Transcribe business correspondence (correspondence, reports, minutes of meetings, etc.).
3. Dictate notes and correspondence.
4. Create and format tables, charts, and graphs.
5. Perform a variety of word processing functions (merge text, sort data, search/replace data, create macros, use templates, etc.).
6. Convert document from one operating system to another or one software program to another.
7. Create, edit, and enhance spreadsheets.
8. Create and edit a database.
9. Extract useful information using search queries and generate reports.
10. Integrate database, spreadsheet, graphic, and word processing files.
11. Complete preprinted and electronic forms (applications, invoices, purchase orders, purchase invoices, checks, credit memos, and labels).
12. Scan documents, data, or graphics for document use.
13. Proofread and edit documents for accuracy and content, grammar, spelling, and punctuation.
14. Develop a presentation and/or visual aids that include multiple slides with text and graphics.
15. Demonstrate ability to use office and online references.
16. Employ collaborative/groupware applications to facilitate group work (shared files, instant messaging, or virtual meetings).
17. Reproduce and distribute documents and information.

2024-25 Competitive Events Guidelines
Introduction to Event Planning

FBLA
Future Business Leaders of America

Introduction to Event Planning provides members with the opportunity to gain knowledge in the event planning industry. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School (9th and 10th grades only)
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
Event Elements: Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test & Role Play Competencies

- Event Management Customer Service Skills
- Management Skills for Successful Event Planners
- Legal Aspects of Event Planning
- Event Staffing
- Designing and Executing the Event
- Convention Management
- Crowd Control at the Event
- Pricing for Events
- Event Planning Careers
- Supply Chain Management of an Event

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is two rounds: objective test and role play
- Objective Test
    - **Objective Test Time:** 50 minutes
    - **Objective Test Questions:** 100 questions
    - This event is an objective test administered online at the NLC.
    - No reference or study materials may be brought to the testing site.
    - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
    - **Preparation Time:** 20 minutes (one-minute warning)
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer:** None
    - The top 15 scoring teams will advance to the role play final round.
    - The role play will be a problem or scenario that includes a decision-making problem in the event planning industry. The role play will be given to the competitors at the beginning of their assigned preparation time.
    - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
    - No additional reference materials or props or visuals are allowed.
    - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
    - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
    - Role play presentations are not open to conference attendees.
    - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A.   Event Management Customer Service Skills
1. Explain the importance of listening to the customer.
2. Understand the value that the customer associates with their personal event.
3. Understand the demographics of customers for different types of events.
4. Plan events that fit the budget of customers.
5. Meet the expectations of event customers.
6. Explain the event contract to the customer.
7. Explain important communication skills for event planners.
8. Demonstrate an appreciation of the event value for the customer.
9. Understand related needs and services for event participants.
10. Manage customer expectations and implement communication check points.
11. Explain how to handle objections and difficult clients.
12. Determine strategies to help indecisive clients make firm decisions.
13. Explain the power of customer service feedback on social media.

B.   Management Skills for Successful Event Planners
1. Describe the skills needed for a successful event planning career.
2. Explain the importance of multitasking for event planning.
3. Explain the financial management skills required by event planners.
4. Understand the importance of following a budget for the event customer.
5. Define the importance of time management skills for event planners.
6. Describe the creativity possessed by successful event planners.
7. Explain strategies to diffuse challenges and difficult situations.
8. Create staffing schedules to accomplish tasks.
9. Manage vendors and understand their duties.
10. Create budgets to meet clients' expectations.
11. Explain the importance of professional networking in the event planning industry.
12. Explain the importance for developing leadership skills by actively participating in organizations like FBLA.

C.   Legal Aspects of Event Planning
1. Explain the elements of a contract.
2. Explain how the event deposit works.
3. Understand the impact of food permits on event planning.
4. Describe the role of the fire marshal for an event.
5. Explain the need for security for all types of events.
6. Explain the legal implications of special effects (example: fireworks at an event)
7. Explain how a pandemic impacts events of all sizes.
8. Explain the importance of risk management for events.
9. Describe the importance of customer safety at events.
10. List risk management requirements for events that may cause issues.
11. Explain the rational for event insurance.

D.   Event Staffing
1. Explain the importance of adequate staffing for an event.
2. Describe the dress code for events.
3. Define a staff timeline and needs list.
4. Define Job descriptions for all staff members.
5. List required permits for events involving food service (Food handlers, TABC, etc.)
6. Describe check-in and check-out procedures for event planning.
7. List pay ranges for event employees.
8. Manage labor costs and hours to meet the budget.
9. Minimize amount paid for employee overtime.
10. Define a code of ethics for event staff.
11. Describe training and development for event staff.

E.   Designing and Executing the Event
1. Describe event design.
2. Define effective event flow.
3. Describe personnel needs for designing and implementing the event.
4. Define ultimate customer service during the planning and execution of the event.
5. Explain décor design and execution.
6. Manage the stress associated with the day of the event.

7. Create ROS (Run of Show) and manage the tasks.
8. Create the BEO to handle Food, beverage, and set ups.
9. Manage moving parts on stage or live feed via script and prompts.

10. Close out events with full reports of attendee counts, over/under budgets, and liabilities.

F. Convention Management

1. Explain the financial value of a convention for a city.
2. Describe all businesses financially impacted by convention events.
3. Explain why and how cities compete for major conventions.
4. Describe the relationship between number of hotel rooms and cities hosting convention events.
5. Explain security concerns for large convention events.
6. Explain how the chamber of commerce gets involved with convention events.
7. Define room block minimums and attritions.
8. Understand food and beverage min and how it effects the over budget and cost.
9. Handle attendee registration.
10. Explain convention handbooks, goodie bags, etc.
11. Handle sponsorships and onsite marketing
12. Explain management of audio visual and sound requirements associated with event management.

G. Crowd Control at the Event

1. Explain event traffic flow.
2. Describe how to streamline an event.
3. Explain the importance of attendee flow at an event.
4. Describe the role of the fire marshal at an event.
5. Create an event layout and flow diagram.
6. Follow fire marshal guidelines for events not to block exits.
7. Explain special security for the events attended by political leaders (President, Congress, and Major).
8. Manage crowd control and develop the process for unwanted guests.
9. Explain maximum event capacity and the need for accessible exits at events.

H. Pricing for Events

1. Explain the importance of working with the customer's budget.
2. Describe the demographics for different event customers.
3. Explain billing procedures for event management.
4. Describe the need for payment plans for events.
5. Describe the cost of events (weddings, celebrations, etc.)
6. Explain cost ranges for product and services (Cake for 100ppl $200-$3,000), etc.
7. Define guest counts and cost per person.
8. Explain non-guest costs like entertainment, venue, etc.
9. Match event prices to the budget for the event.

I. Event Planning Careers

1. Define the role of an event planner.
2. Describe the huge wedding planner industry.
3. Explain the role of event space for venue managers.
4. Explain the wide range of event careers ranging from detailed planning to high-level multitasking during event execution.
5. Find salary ranges of event planners.

6. Find companies that are hiring planners and their required qualifications.
7. Explain certifications or degrees related to becoming an event planner.
8. List different event planning sectors.

J.   Supply Chain Management of an Event
1. Define vendors for event planning.
2. Explain the importance of relationships with the vendors.
3. Describe financial negotiation with vendors.
4. Describe vendor contracts and what should be on there.
5. Explain vendor set up, presentation, and tear down timeline.
6. Explain the reason for vetting vendors to determine their qualifications and reliability.
7. Explain vendor insurance and liability.

FBLA — Future Business Leaders of America

Introduction to Event Planning Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Customer service skills / management skills / event staffing / legal aspects / convention management / designing & executing an event / crowd control / pricing / careers in event planning / supply chain management	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Introduction to FBLA

Introduction to FBLA provides members with the opportunity to demonstrate knowledge around introductory competencies in the FBLA organization. This competitive event consists of an objective test. It aims to inspire members to learn about the background and current information of FBLA.

Event Overview

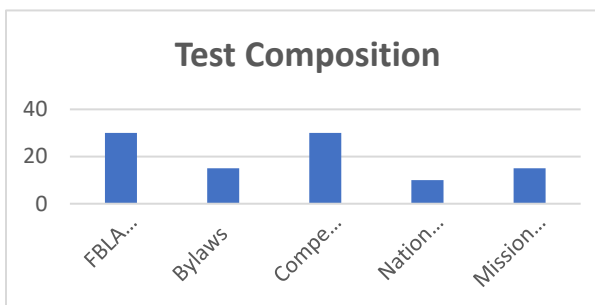**Division:** High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- FBLA Organization (History, Programs, Leadership)
- FBLA Bylaws
- FBLA Competitive Events
- FBLA National Publications
- FBLA Mission, Pledge, Creed, and Goals

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Visit www.fbla.org for more information about the organization

2024-25 Competitive Events Guidelines
Introduction to Financial Math

Introduction to Financial Math provides members with the opportunity to demonstrate knowledge around introductory competencies around math relating to business. This competitive event consists of an objective test. It aims to inspire members to learn about various math concepts used in business and industry.

Event Overview

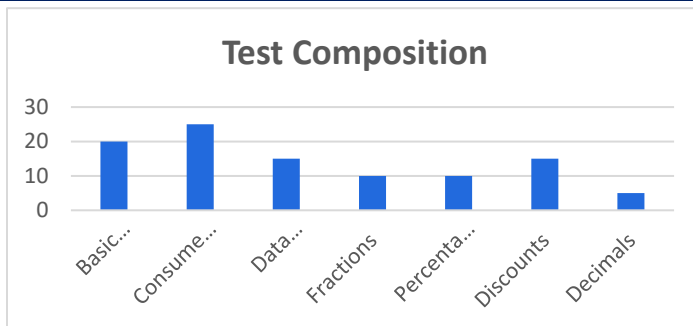**Division:** High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
[NACE Connections](#): Career & Self-Development

Objective Test Competencies

- Basic Math Concepts
- Consumer Credit
- Data Analysis and Probability
- Decimals
- Discounts
- Fractions
- Percentages

Test Composition bar chart showing values: Basic... 20, Consume... 25, Data... 15, Fractions 10, Percenta... 10, Discounts 15, Decimals 5.

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Basic Math Concepts
1. Develop fluency in addition, subtraction, multiplication, and division of basic operations with and without calculators.
2. Solve one- and two-step problems involving whole numbers, fractions, and decimals using addition, subtraction, multiplication, and division.
3. Solve practical computation problems for business such as calculating wages after taxes, developing a budget, and balancing a checkbook.
4. Analyze problem statements for missing/irrelevant data; estimate/exact values, and inconsistent parameters.
5. Identify business math terms.
6. Prove that results of computations using whole numbers, fractions, decimals, percents, and proportions are correct.
7. Recognize patterns and relationships among numbers.
8. Estimate the results of rational number computations and judge the reasonableness of the results.
9. Identify and use relationships between operations, such as division as the inverse of multiplication to solve problems.
10. Apply relational (equal, greater than, less than, etc.) and logical operations in a logical expression.
11. Select appropriate methods and tools for computing with whole numbers from mental computation, estimation, calculators, and paper and pencil.
12. Convert within and between measurement systems (metric and customary) and monetary systems using technology where appropriate.
13. Estimate conversions between the customary and metric systems.
14. Use the appropriate type of unit to calculate measurement of length, area, weight, volume, angles, and perimeter.
15. Construct or draw figures with given perimeters and areas.
16. Interpret scale drawings and models using maps and blueprints.

17. Use touch method on calculator to solve math problems that relate to business and industry.

B. Consumer Credit
1. Define credit and credit terms.
2. Identify the costs and benefits of various types of credit.
3. Calculate sales tax.
4. Compute total purchase price with interest added.
5. Compute the costs involved in owning and buying an item such as an automobile.
6. Compute finance charges for single payment loans.
7. Compare installment and revolving credit costs.
8. Calculate installment loan costs such as amount financed the installment price, finance charge, and installment payment.
9. Find the estimated annual percentage rate (APR) using a table.
10. Find the finance charge and new balance using the average daily balance method.

C. Data Analysis and Probability
1. Using a data set, determine mean, median, and mode.
2. Determine the type of average that best represents the measure of central tendency.
3. Distinguish between a simple average and a weighted average and calculate each.
4. Identify and construct various types of graphs and charts.
5. Compile and arrange facts in an organized manner for a table, chart, or figure.
6. Explain or prepare written summary of findings expressed in tables, charts, graphs, and figures.
7. Make predictions and decisions based on data and communicate their reasoning.

D. Decimals
1. Round decimals to the nearest tenth and nearest hundredth.
2. Add, subtract, multiply, and divide decimals.
3. Convert a decimal to a fraction.
4. Convert a fraction to a decimal.
5. Read and write decimals using the place-value structure of the base-ten number system.
6. Solve business problems with currency.

E. Discounts
1. Identify the various types of discounts.
2. Calculate the percentage of a discount of an item.
3. Calculate a chain discount and net selling price.
4. Calculate trade discounts and net selling price.
5. Calculate cash discounts and net selling price.

F. Fractions
1. Add, subtract, divide, and multiply fractions and mixed numbers with like (common) and unlike denominators.
2. Work flexibly with fractions to solve application problems.
3. Convert fractions to decimals, decimals to fractions, and use properties of basic operations to simplify fractional arithmetic expressions.
4. Convert an improper fraction to a whole or mixed number.
5. Convert a whole or mixed number to an improper fraction.
6. Reduce a fraction to lowest terms and raise a fraction to higher terms.
7. Apply appropriate methods for computing with fractions from among mental computation, estimation, calculators, or computers and paper and pencil.

G.   Percentages
1. Define the terms base, rate, and percentage and identify them in word problems.
2. Solve for base, rate, or part in a percent problem.
3. Convert a whole number, fraction, or decimal to a percent.
4. Convert a percent to a whole number, fraction, or decimal.
5. Use the percentage formula to find the unknown value when two values are known.
6. Find the rate or the base in the increase or decrease of an item.
7. Calculate markup and markdown of original value of item.
8. Calculate simple interest.

2024-25 Competitive Events Guidelines
Introduction to Information Technology

FBLA
Future Business Leaders of America

Introduction to Information Technology provides members with the opportunity to demonstrate knowledge around introductory competencies information technology. This competitive event consists of an objective test. It aims to inspire members to learn about the various aspects of technology to manage and deliver information.

Event Overview

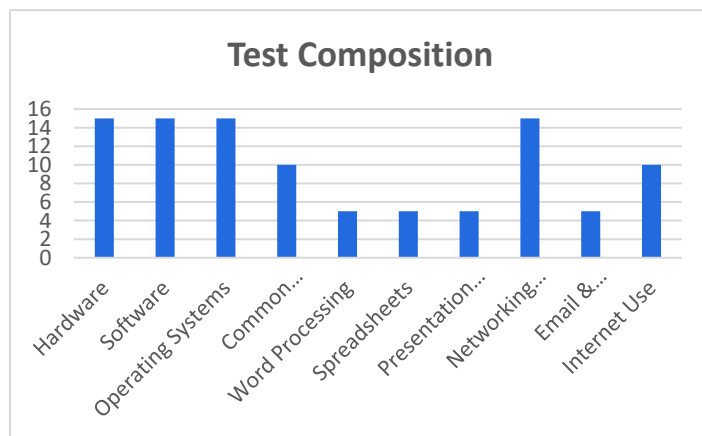**Division:** High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Computer Hardware
- Computer Software
- Operating Systems
- Common Program Functions
- Word Processing
- Spreadsheets
- Presentation Software
- Networking Concepts
- E-mail and Electronic Communication
- Internet Use

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

2024-25 Competitive Events Guidelines
Introduction to Information Technology

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
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- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be

reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Computer Hardware
1. Identify different types of computers.
2. Identify the function of various computer hardware components.
3. Identify factors that go into an individual or organizational decision on how to purchase computer equipment.
4. Identify how to maintain computer equipment and solve common problems relating to computer hardware.
5. Identify how different computers process information and how individual computers interact with other computing systems and devices.
6. Describe the characteristics and functions of CPUs, motherboards, random access memory (RAM), expansion connections hard drives, and CD-ROM drives.
7. Explain the functions and characteristics of system expansion devices (e.g., graphics cards, sound cards, modems).
8. Investigate basic issues affecting system purchases and upgrade decisions.
9. Compare categories of computers based on their size, power, and purpose.
10. Identify the various types of computer storage devices and compare the advantages and disadvantages of various storage devices.
11. Install and configure hardware and basic hardware applications in a computer system.
12. Clean and perform routine maintenance on computer systems.
13. Evaluate the performance of core computer systems components.
14. Demonstrate the use of connectivity devices and peripheral equipment (e.g., portable storage, devices, printers, cable modem, and wireless technologies).
B. Computer Software
1. Identify different types of general software concepts relating to software categories, and the tasks to which each type of software is most suited or not suited.

2. Identify how software is developed and upgraded.
3. Complete workplace applications that integrate word processing, spreadsheet, database, and multimedia software.
4. Produce documents integrating and manipulating graphic files and multimedia with other application software.
5. Identify how software and hardware work together to perform computing tasks.
6. Compare and contrast the appropriate use of specialized software applications.
7. Use system utilities and explain system utility software and cite examples.

C. Operating Systems
1. Identify what an operating system is and how it works.
2. Manipulate and control Windows desktop, files, and disks.
3. Identify how to change system settings.
4. Solve common problems related to operating systems (e.g., blue screen, system lock-up, and input/output device, application install, start, or load, Windows-specific printing problems).
5. Install and remove software.
6. Explain operating system software and site examples of different operating systems including DOS, Windows, and Macintosh.
7. Identify how the four components of a network operating system (server platform, network services software, network redirection software, and communications software) support network operations.
8. Identify names, purposes, and characteristics of the primary operating system components including registry, virtual memory, and file system.
9. Use command-line functions and utilities to manage operating systems, including proper syntax.
10. Compare different options of baking up, securing data, and restoring a system.
11. Identify the basic parts of a computer system and describe the functions and relationships among components.
12. Recognize file sizes in terms of kilobytes, megabytes, and gigabytes.

D. Common Program Functions
1. Be able to start and exit a Windows application.
2. Explain the purpose and functions of computer programming.
3. Identify common on-screen elements of Windows applications, change application settings, and manage files within an application.
4. Perform common editing and formatting functions.
5. Perform common printing and outputting functions.
6. Demonstrate how to utilize sources of online help.
7. Perform basic computer filing tasks (e.g., naming, saving, deleting, moving files).

E. Word Processing
1. Be able to format text and documents, including the ability to use automatic formatting tools.
2. Be able to insert, edit, and format tables in a document.
3. Explain the purpose, function, and common features of commonly used word processing programs.
4. Design, create, retrieve, proofread, edit, and save workplace documents using word processing software.

F. Spreadsheets
1. Be able to modify worksheet data.

2. Structure and format data in a worksheet.
3. Be able to sort and manipulate data using formulas and functions.
4. Be able to add and modify charts in a worksheet.
5. Explain the purpose, function, and features of commonly used spreadsheets.
6. Define spreadsheet terminology (e.g., cell, row, column, range, label, value, formula, function, worksheet, relative, absolute, legend).
7. Design, create, and use spreadsheets for workplace applications.

G. Presentation Software
1. Be able to create and format simple presentations.
2. Identify common features of presentation software.

H. Networking Concepts
1. Identify network fundamentals and the benefits and risks of network computing.
2. Identify the relationship between computer networks, other communication networks, and the Internet.
3. Identify types of networks (e.g., LAN, WAN, MAN) and their features and applications.
4. Explain principles of basic network security (e.g., IP spoofing, packet sniffing, password compromise, encryption).
5. Identify names, purposes, and characteristics (e.g., definition, speed, connections) of technologies for establishing connectivity.
6. Understand the functions of various network devices, including network connectivity hardware.
7. Identify the types of wireless network media and the uses, advantages, and disadvantages of each.
8. Install, configure, optimize, and upgrade networks.
9. Identify tools, diagnostic procedures, and troubleshooting techniques for networks.
10. Understand the differences between various network environments (e.g., peer-to-peer, client-server, thin client, n-tier, internetworks, intranets, and extranets).
11. Identify the purposes and interrelationships among the major components of networks (e.g., servers, clients, transmission media, network operating system, network boards).
12. Identify how computers share data, files, hardware, and software.
13. Understand the role of clients and servers in a network.
14. Demonstrate knowledge of the open system interconnection (OSI) standard.
15. Differentiate between various current protocols (e.g., TCP/IP, IPX/SPX, NETBEUI, and DHCP).
16. Explain network topologies (e.g., star, bus, ring, broadband, baseband).

I. E-mail and Electronic Communication
1. Identify how e-mail works.
2. Identify how to use an e-mail application.
3. Identify the appropriate use of e-mail and e-mail related "netiquette."
4. Use e-mail to send and receive messages and attachments.
5. Identify different types of electronic communication and electronic collaboration and how they work.
6. Identify common problems associated with electronic communication (e.g., delivery failure, junk mail, fraud, viruses).
7. Explain major current issues and trends in data communications.

J. Internet Use
1. Identify different types of information sources on the Internet.

2. Demonstrate proficiency in using the basic features of GUI browsers (e.g., setting bookmarks, basic configurations, e-mail configurations, address book).
3. Define Universal Resource Locators (URLs) and associated protocols (e.g., com, org, edu, gov, net, mil).
4. Demonstrate proficiency using various web tools (e.g., downloading of files, transfer of files, telnet, PDF).
5. Identify effective Boolean search strategies.
6. Demonstrate the ability to navigate the Internet using a variety of search engines to conduct research.
7. Understand how content is created, located, and evaluated on the World Wide Web.

2024-25 Competitive Events Guidelines
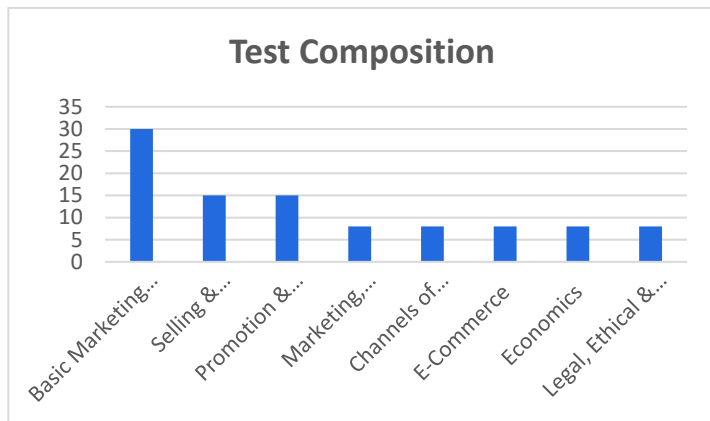## Introduction to Marketing Concepts

Introduction to Marketing Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in marketing. This competitive event consists of an objective test. It aims to inspire members to learn about basic marketing principles, actions needed to promote and sell products or services.

Event Overview

Division: High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Basic Marketing Functions
- Selling and Merchandising
- Promotion and Advertising Media
- Marketing Information, Research, and Planning
- Channels of Distribution
- E-commerce
- Economics
- Legal, Ethical, and Social Aspects of Marketing

Test Composition

(Bar chart with y-axis from 0 to 35 in increments of 5; categories: Basic Marketing... = 30, Selling &... = 15, Promotion &... = 15, Marketing... = 8, Channels of... = 8, E-Commerce = 8, Economics = 8, Legal, Ethical &... = 8)

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be

reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. **Basic Marketing Functions**
1. Explain the marketing concept and describe the benefits of marketing and their importance.
2. Explain the seven functions involved in marketing goods and services.
3. Identify the elements of the marketing mix (e.g., product, price, place, and promotion) and describe its contribution to successful marketing.
4. Explain the concept of product mix and describe types of product mix strategies for various product classifications.
5. Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).
6. Describe the importance of branding, packaging, and labeling.
7. Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.
8. Identify and explain the factors that influence a product's price (e.g., cost, quality, competition, and brand loyalty).

B. **Selling and Merchandising**
1. Describe the purpose and importance of selling.
2. Describe the concepts and techniques used in selling and explain the steps in the selling process.
3. Demonstrate the ability to translate product knowledge/customer service information into customer benefits.
4. Explain the factors that influence customer buying motives and decisions.
5. Examine the role of salespersons in building customer relationships.
6. Demonstrate completing the sales transaction, including method of payment, and counting back change; the proper way to fold, wrap, and bag merchandise after a sale; and thanking customers and inviting them to return.
7. Apply appropriate methods of handling customer inquiries, complaints, or difficult situations.

C. **Promotion and Advertising Media**

1. Explain the role of promotion as a marketing function and identify the major purpose of advertising.
2. Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).
3. Explain the concept of promotional mix and identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, and personal selling).
4. Explain concept and purpose of visual merchandising, display, and trade shows to communicate with targeted audiences.

D. Marketing Information, Research, and Planning
1. Identify the reasons for conducting market research.
2. Explain marketing research methods and procedures.
3. Identify sources of primary and secondary data.
4. Identify ways to obtain market data for market research (e.g., surveys, interviews, and observations).
5. Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, and geographic) and describe how it is used.
6. Explain why a marketing plan is essential and identify the components of a marketing plan.
7. Describe how marketing information is used in business decisions.

E. Channels of Distribution
1. Explain the concept of distribution and identify the channels of distribution.
2. Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.
3. Identify shipping and receiving processes.
4. Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution.
5. Explain storing (e.g., cold storage, commodity, bulk) and warehousing options (e.g., distribution centers, public, and private) and procedures to store merchandise until needed.

F. E-commerce
1. Identify ways that technology including the Internet impacts marketing.
2. Explain the impact of the Internet on marketing.
3. Explain considerations in Web site pricing.
4. Explain how a Web site presence can be used to promote a business or product.

G. Economics
1. Explain the concept of competition and describe ways competition affects marketing decisions.
2. Explain the concept of profit in private enterprise and identify factors (e.g., economics, human, and nature) affecting a business' profit.
3. Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship).
4. Explain the principles of supply and demand.
5. Compare and contrast the types of economic systems (e.g., capitalism, socialism, and communism).

H. Legal, Ethical, and Social Aspects of Marketing
1. Identify ethical issues and their impact on marketing.
2. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.
3. Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of marketing in society.

2024-25 Competitive Events Guidelines
Introduction to Parliamentary Procedure

Introduction to Parliamentary Procedure provides members with the opportunity to demonstrate knowledge around introductory competencies in principles of parliamentary procedure. This competitive event consists of an objective test. It aims to inspire members to learn about the structure, the order, and the rules of how to conduct a meeting.

Event Overview

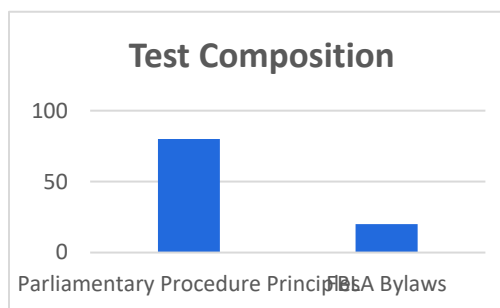**Division:** High School (9th & 10th graders only)
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Parliamentary Procedure Principles
- FBLA Bylaws

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guides

- Visit the National Association of Parliamentarians website for more information about parliamentary procedure principles.
- Purchase Roberts Rules of Order, Newly Revised for the official handbook on parliamentary procedure.
- Visit www.fbla.org for more information about the FBLA Bylaws.

2024-25 Competitive Events Guidelines
Introduction to Programming

Introduction to Programming provides members with the opportunity to code a program based on a specific topic. This competitive event consists of a presentation component where the program is demonstrated for the judges.

Event Overview

Division: High School (9th and 10th grades only)
Event Type: Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Write an interactive story that occasionally asks the user what they'd like to do, and changes where the story goes based on user input. Allow the user to stop interacting with the story by saying "stop."

This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at this link.

Region
In-person presentation to judges onsite at the Regional Leadership Conference.

State
In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

2024-25 Competitive Events Guidelines
Introduction to Programming

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - Competitors/teams are randomly assigned to sections.

  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the program:
  - The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - Solution must run standalone with no programming errors.
  - Data must be free of viruses/malware.
  - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - The presentation should follow the rating sheet and include the following:
    - Code Quality: What are the specifics of and the big picture of the code?
    - User Experience: What focus is on the ease-of-use and accessibility of the interface?
    - Functionality: Speak to all aspects of the topic

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes

- **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
- An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
- Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the program:
  - The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - Solution must run standalone with no programming errors.
  - Data must be free of viruses/malware.
  - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - The presentation should follow the rating sheet and include the following:
    - Code Quality: What are the specifics of and the big picture of the code?

- User Experience: What focus is on the ease-of-use and accessibility of the interface?
- Functionality: Speak to all aspects of the topic

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
Introduction to Programming

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Introduction to Programming Presentation Rating Sheet					
Expectation Item	**Not Demonstrated**	**Below Expectations**	**Meets Expectations**	**Exceeds Expectations**	**Points Earned**
Code Quality					
Appropriate use of comments, naming conventions, and proper formatting	*No comments provided*	*Comments provided but are not logical*	*Comments provided assist judges throughout the demonstration*	*Comments provided are logical, useful, and complete*	
	0 points	1-6 points	7-8 points	9-10 points	
The program is modular in a way that makes logical, readable sense	*Program does not make logical, readable sense*	*Program is either logical or readable, but not both*	*Program is logical and readable*	*Program exhibits an advanced knowledge of programming*	
	0 points	1-6 points	7-8 points	9-10 points	
User Experience					
User interface is intuitive or clear instructions are provided	*No instructions provided and is not intuitive*	*Instructions provided or program is not intuitive*	*Appropriate & clear instructions are provided*	*Program is intuitive and clear instructions are provided*	
	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	*No help menu or navigation system incorporated*	*Includes basic help menu and usable navigation*	*Interface contains no spelling errors, has interactive help menu, and has no navigation errors*	*Program use also includes an intelligent feature such as an interactive Q&A*	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	*User input isn't validated*	*User input validation attempted, but does not catch important edge cases or is not done correctly*	*User input is validated*	*Input validation applied on both syntactical and semantic levels*	
	0 points	1-2 points	3-4 points	5 points	
Functionality					
Program addresses all parts of the prompt	*Program does not address the topic/problem*	*Program addresses the topic/problem at a minimal level*	*Program fully addresses the topic/problem*	*Program fully addresses the topic/problem, and the correlation is explained in the instructions*	
	0 points	1-6 points	7-8 points	9-10 points	
Program generates a presentable report	*Output reports are not accurate or not available*	*Output reports are not sufficient to analyze data*	*Output reports are error free and provide all necessary information to analyze data*	*Output reports allow user to customize and analyze information*	
	0 points	1-6 points	7-8 points	9-10 points	
Data storage	*There is no storage of data*	*Variables are used inconsistently, or in a way that is unclear*	*Variable name and usage is clear. Variables store data that updates when necessary. Each variable performs only one job, and the correct data type is used*	*More complex data storage such as arrays and lists are used where appropriate and variable scope makes sense*	
	0 points	1-2 points	3-4 points	5 points	

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Introduction to Public Speaking

Introduction to Public Speaking provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation component.

Event Overview

Division: High School (9th and 10th grades only)
Event Type: Individual
Event Category: Presentation
Event Elements: Speech
Presentation Time: 5-minute presentation time
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism

2024-25 Topic

Develop and deliver a speech based on the following topic:

How volunteerism and community service can shape your future as a leader.

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• N/A

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Competitors/teams are randomly assigned to sections.

- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information: The Speech
  - **Presentation Time:** 5 minutes (one-minute warning)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors are randomly assigned to sections.
  - The speech must be developed around the topic.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation Information
  - **Presentation Time:** 5 minutes (one-minute warning)
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - The speech must be developed around the topic.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/speech time.

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Introduction to Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic Incorporates provided topic	Provided topic is not mentioned in speech	Topic is not clearly incorporated into speech	Topic was clearly incorporated into speech	Topic was clearly incorporated and expanded thoroughly throughout the speech	
	0 points	1-6 points	7-8 points	9-10 points	
Theme Identify and execute a consistent theme	No theme presented	Theme was identified, but not consistent throughout speech	Theme identified and consistent throughout speech	Personal stories are utilized to expand on the central theme	
	0 points	1-6 points	7-8 points	9-10 points	
Introduction Introduce the topic immediately	Topic was not introduced	Introduction was not clearly presented	Introduction was clearly presented, and topic was defined immediately	Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body	
	0 points	1-6 points	7-8 points	9-10 points	
Supporting Information (Body) Include accurate and appropriate supporting information such as research	Speech did not include supporting information	Competitor included one example of supporting information	Competitor included two examples of supporting information	Competitor included three or more examples of supporting information	
	0 points	1-9 points	10-16 points	17-20 points	
Conclusion Provide effective conclusion connected to the topic & theme	Speech did not have a conclusion	Conclusion was not clearly presented	Effective conclusion was presented	Conclusion provides connection to entire presentation	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	Does not have varied facial expressions and/or poor posture	Minimal varied facial expressions and/or poor posture	Appropriate varied facial expressions and posture	Appropriate varied facial expressions and posture that keeps audience fully engaged	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not make eye contact	Minimal eye contact	Appropriate eye contact	Appropriate eye contact and didn't use notecards	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not have voice projection	Minimal voice projection	Appropriate voice projection	Appropriate voice projection and diction	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor did not demonstrate self-confidence	Competitor demonstrated self-confidence	Competitor demonstrated elevated self-confidence and poise	Competitor demonstrated elevated self-confidence, poise, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Introduction to Social Media Strategy

Introduction to Social Media Strategy provides members with the opportunity to showcase their skills in developing a marketing strategy using one social media platform. This competitive event consists of a presentation component.

Event Overview

Division: High School (9th or 10th grade only)
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Develop one social media strategy aimed at increasing donations and support for a local non-profit organization in your community. Highlight specific projects, success stories, and behind-the-scenes content to build a connection with the audience.

Do not create live accounts without permission from the non-profit organization.

Region
In-person presentation to judges onsite at the Regional Leadership Conference.

State
In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

• Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.

- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects:
    - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
    - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
    - Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
    - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
    - Planned metrics to measure the campaign.
    - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
    - Effectively communicate required information and drive the campaign toward a clear call-to-action.
    - Research: Facts and data must be cited and secured from quality sources.
- Final Presentation Information
    - o **Equipment Set-up Time:** 3 minutes
    - o **Presentation Time:** 7 minutes (one-minute warning)

- o **Question & Answer Time:** 3 minutes
- o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
- o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
    - ▪ Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - ▪ Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - ▪ It is up to final-round competitors to determine if they wish to use the technology provided.
    - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects:
    - ▪ Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
    - ▪ Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
    - ▪ Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.

- Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
- Planned metrics to measure the campaign.
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Research: Facts and data must be cited and secured from quality sources.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
Introduction to Social Media Strategy

FBLA
Future Business Leaders of America

Introduction to Social Media Strategy Presentation Rating Sheet					
Expectation Item	**Not Demonstrated**	**Below Expectations**	**Meets Expectations**	**Exceeds Expectations**	**Points Earned**
Demonstrates understanding of the event topic	*No understanding of event topic OR incorrect topic used*	*Understanding of topic inconsistent during the presentation*	*Demonstrates the topic throughout presentation*	*Demonstrates use of industry terminology and expertise throughout presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of a social media strategy and metrics throughout	*No knowledge demonstrated*	*Unclearly demonstrated knowledge of social media or metrics*	*Demonstrates knowledge of social media and metrics*	*Demonstrates knowledge of social media strategies and metrics with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Explains the design and development process	*No explanation or description of the design and development process*	*Explains the design OR development process*	*Explains both the design and the development process*	*Expert industry explanation of both design and development process*	
	0 points	1-9 points	10-16 points	17-20 points	
Incorporates campaign into presentation	*Does not present campaign*	*Campaign is presented but contains less than 3 models of social media OR contains 3 models that are not well developed*	*Campaign is presented with 3 models of social media and is developed*	*Campaign is presented with 3 models of social media and is fully developed*	
	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Job Interview (High School)

Job Interview is a competitive event demonstrating members creation of job materials and interviewing techniques. This competitive event consists of pre-judged materials and presentation (interview) components.

Event Overview

Division: High School
Event Type: Individual
Event Category: Presentation
Event Elements: Pre-judged Materials and Presentation (Interview)
Pre-judged Component: Resume and Cover Letter due March 15, 2025
Presentation Time: 10-minute interview
[NACE Connections](#): Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

Region

Credentials must be submitted for prejudging by the conference deadline. All competitors will participate in an interview round. If a preliminary round is necessary, the top six (6) will advance to a final round of interviews. The top three (3) will advance to state competition.

State

Credentials must be submitted for prejudging by the conference deadline. All competitors will participate in an interview round. If a preliminary round is necessary, the top eight (8) will advance to a final round of interviews. The top FOUR (4) will advance to national competition.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• N/A

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.

2024-25 Competitive Events Guidelines

Job Interview (High School)

- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged, preliminary presentation (interview), and final presentation (interview)
- The selected job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job.
- Pre-judged Materials
  - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the conference registration system by March 15, 2025.
  - Cover Letter Specifics
    - Not to exceed one page.
    - Address letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041
    - *Note: Merit Corporation is a fictitious company*
  - Resume Specifics
    - Not to exceed two pages.
    - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
    - Photographs are not allowed.
  - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous NLC.
  - Restricted Items: QR codes cannot be included in the cover letter or resume.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The pre-judge materials are judged before the NLC.

- o Pre-judged materials will not be returned.
- Preliminary Presentation – The Interview
  - o **Interview Time:** 10 minutes (one-minute warning)
  - o **Internet Access:** Not provided
  - o The presentation (interview) is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - o Competitors are randomly assigned to sections.
  - o No materials can be brought to the interview.
- Final Presentation – The Interview
  - o **Interview Time:** 10 minutes (one-minute warning)
  - o **Internet Access:** Not provided
  - o An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
  - o Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - o No materials can be brought to the interview.

Scoring
- The pre-judge and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the top winners.
- Pre-judge scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.

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Future Business Leaders of America

Job Interview Pre-Judged Materials Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States job applying for	*No job stated*	*Job stated does not match qualification*	*States job and shows match of job to qualifications*	*States job and shows match of job to qualifications with demonstrated experience*	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism experiences, etc.	*No self-promotion included*	*Describes skills and academic achievements, but no volunteerism/work experience included*	*Describes skills, academic achievements, and volunteerism/work experience*	*Describes multiple skills, academic achievements, and volunteerism/work experiences*	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	*No resume statement nor interview requested*	*States resume included but does not ask for interview*	*States resume is included and asks for interview*	*States resume is included, asks for interview, provides opportunity to request more information*	
	0 points	1 point	2-3 points	4 points	
Resume: Targets job on cover letter	*No job targeted*	*Targeted job does not match cover letter*	*Targeted job matches cover letter*	*Resume supports targeted job on cover letter*	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	*Resume is unreadable*	*Resume design is distracting*	*Resume is reader friendly*	*Resume is professional in design for targeted job*	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, and volunteerism/work experience information	*No education, activities, volunteerism, experience information listed*	*One-two sections included*	*Three-four sections included*	*Five or more sections support targeted job*	
	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	*Resume is longer than two pages*	*Information provided, but in paragraph form*	*Sections are clearly identified with organized information*	*Clearly identified and organized information in each section supports targeted job*	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and grammatical errors	*Three or more errors*	*Two errors*	*No spelling errors, and not more than 1 punctuation or grammatical error*	*No spelling or grammatical errors, and not more than 1 punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
All directions followed	*Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included*		*Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included*		
	0 points		5 points		
				Pre-judge Total (50 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

Job Interview Presentation Interview Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates the ability to understand and respond to interview questions	*Does not answer questions*	*Answers are not relevant to questions asked*	*Answers are relevant to the questions asked*	*Answers are relevant and fully support knowledge of position/duties*	
	0 points	1-8 points	9-12 points	13-15 points	
Relates previous experiences/activities with position's duties and skills necessary to succeed	*No evidence of previous experience/activities*	*One previous experience/activity mentioned but not related to position's duties or skills necessary for success*	*One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success*	*Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success*	
	0 points	1-8 points	9-12 points	13-15 points	
Possesses knowledge about the position and career field	*No evidence of position or career field knowledge*	*Has limited knowledge of the organization or understanding of the position*	*Comprehensive knowledge of the organization or understanding of the position demonstrated*	*Extensive knowledge of both the organization and career field demonstrated*	
	0 points	1-8 points	9-12 points	13-15 points	
Asks questions that demonstrate an interest in the organization and understanding of the position	*No questions asked*	*Questions asked, but are not related to the organization or understanding of the position*	*Questions asked that are related to the organization or understanding of the position*	*Questions asked that are directly related to both the organization and understanding of the position*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Demonstrates proper greeting, introduction, and closing	*Competitor does not use proper greeting, introduction, OR closing*	*Competitor greeting, introduction, OR closing was weak*	*Competitor has strong greeting, introduction, AND closing*	*Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion*	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm	*Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm*	*Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm*	*Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm*	*Competitor led the interview process and effectively used interview time*	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	*Verbal AND nonverbal communication skills are inappropriate*	*Verbal and/or nonverbal communication skills are weak or distracting*	*All questions were clearly answered using good grammar and appropriate body language*	*Verbal communication skills are excellent; nonverbal communication is natural*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Journalism

Journalism provides members with the opportunity to demonstrate knowledge around competencies around journalism. This competitive event consists of an objective test. It aims to inspire members to learn about the economics and business of journalism.

Event Overview
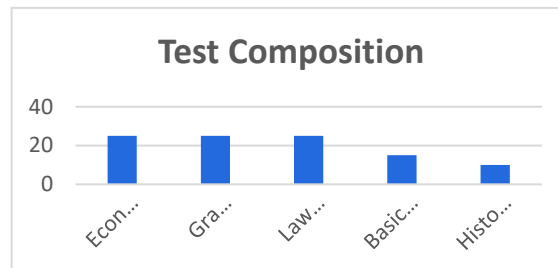
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Economics & Business of Journalism
- Grammar & Format
- Law & Ethics
- Basic Journalism Principles
- History of Journalism

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Economics and Business of Journalism
1. Identify the major funding sources that impact journalism, journalists, and publications.
2. Examine the economic impacts of social media on the journalism industry.
3. Identify the funding sources that allow for publications and news reporting.
4. Identify the education needed for different careers in journalism.
5. Understand the ranking structure and hierarchy of a journalistic environment.
6. Identify the potential salary opportunities for careers in journalism.
7. Identify the major funding sources for journalism.
8. Identify the major expenses for journalism.
9. Examine the economic impacts of digital and social media on the journalism industry.

B. Grammar & Format
1. Identify perspectives and how they are used in journalism.
2. Understand different types of abbreviations and how they are used correctly.
3. Understand what type of formats are used in different media sources.
4. Understand media terminology such as alliteration, onomatopoeia, simile, metaphor.

C. Law and Ethics
1. Identify major laws that impact journalism.
2. Understand the ethical boundaries most important to journalists, specifically when it relates to sources and sharing of information.
3. Understand the impacts of ethical decisions made by journalists on society and the individuals involved.
4. Identify major historical events related to journalism ethics.

D. Basic Journalism Principles
1. Define journalism.
2. Understand common principles that determine newsworthiness of an item.
3. Explain how news values remain true year over year, regardless of societal changes.
4. Explain the basic questions used in news gathering.

5. Define the role of sources in journalism.
6. Understand how strong leads define a story.

E. History of Journalism
   1. Explain the constitutional amendments as they relate to the practice of journalism.
   2. Identify the major players in the history of journalism and what role they played in the industry.
   3. Explain the role of journalists in war and battle.
   4. Understand the history of the major players in the journalism industry and the impacts they have had.
   5. Understand timelines and transitions in style, medium, and circulation of different types of publications.
   6. Identify and understand different awards presented in journalism, including major recipients and milestones in the industry related to these awards.

2024-25 Competitive Events Guidelines
Local Chapter Annual Business Report

Local Chapter Annual Business Report provides chapter members with the opportunity to share their chapter's Program of Work and activities for the year. This competitive event consists of a pre-judged report and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members present the chapter project
Event Category: Chapter Event
Event Elements: Pre-judged Report & Presentation
Pre-judged Component: 17-page report due March 15, 2025
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Region

Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top three (3) qualify to advance to the State Leadership Conference.

State

Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top four (4) qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.

- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.
- The Local Chapter Annual Business Report Award is named after Hamden L. Forkner. Dr. Forkner was a professor of education at the Teachers College at Columbia University, where he developed the concept of what would become the Future Business Leaders of America.

Event Administration
- This event has three parts: pre-judged, preliminary presentation, and final presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by March 15, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
    - Restricted Items: QR codes and links cannot be included in the report.
  - Reports should follow the rating sheet sequence.
  - Chapter activity artifacts are included and accurately and professionally displayed.
  - Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.

- Pages must be formatted to fit on 8 ½" x 11" paper.
- The report is judged before the NLC.
- Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.

- Preliminary Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not provided
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not provided
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of

preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - ▪ Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - ▪ The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - ▪ Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - ▪ It is up to final-round competitors to determine if they wish to use the technology provided.
  - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring
- The report score will be added to the preliminary presentation score to determine the finalists.
- The normalized report score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The report score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.

- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
Local Chapter Annual Business Report

FBLA
Future Business Leaders of America

Local Chapter Annual Business Report Pre-Judged Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Include "State of the Chapter" remarks to current member by chapter president. **Report on membership numbers and population size of school and community.**	*This section is missing in the report*	*Part of this information is missing*	*All the information is included and easy to find*	*All the information is included, easy to find, and additional school and/or community information is given*	
	0 points	1-6 points	7-8 points	9-10 points	
Program of Work	*Program of Work not included in report*	Program of Work is a calendar of activities/events	*Program of Work is a calendar with some objectives*	*Program of Work is an extensive document with alignment to specific chapter goals & objectives*	
	0 points	1-8 points	9-12 points	13-15 points	
Report activities to benefit chapter and its members: • **Recruitment** • **Leadership Development** • **Career Exploration & Preparation** • **Business Partnerships** • **Chapter Fundraising** • **Public Relations & Chapter Publicity**	*This section is missing in the report*	*There is at least one activity mentioned in each component listed in this section*	*There are two activities reported in each component listed in this section, with details shared*	*There are three or more activities reported in each component listed in this section, with details shared*	
	0 points	1-8 points	9-12 points	13-15 points	
Describe activities to benefit other individuals and organizations: • **State Projects & Programs** • **National Projects & Programs** • **Other community service projects**	*This section is missing in the report*	*There is at least one activity mentioned in each component listed in this section*	*There are two activities reported in each component listed in this section, with details shared*	*There are three or more activities reported in each component listed in this section, with details shared*	
	0 points	1-8 points	9-12 points	13-15 points	
Include conferences attended and recognition received: • **Participation in FBLA conferences** • **Other chapter and individual recognitions earned** • **Competitive event winners and participation**	*This section is missing in the report*	*There is at least one activity mentioned in each component listed in this section*	*There are two activities reported in each component listed in this section, with details shared*	*There are three or more activities reported in each component listed in this section, with details shared*	
	0 points	1-8 points	9-12 points	13-15 points	
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	*Had more than specified page count, missing one or more sections and/or does not follow rating sheet*	*All information presented, but order inconsistent with rating sheet*	*Information arranged according to rating sheet*	*Presented in the correct order, correct page count, and includes written transitions between sections*	
	0 points	1-6 points	7-8 points	9-10 points	

2024-25 Competitive Events Guidelines
Local Chapter Annual Business Report

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Formatted and designed as business report	*Does not format document*	*Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos*	*Consistent formatting throughout the report*	*Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting*	
	0 points	1-2 points	3-4 points	5 points	
Chapter activity artifacts included accurately and professionally displayed.	*No artifacts included*	*Artifacts included, but not professionally displayed*	*Artifacts included*	*Artifacts included and enhance the written report*	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	*More than 5 grammar, punctuation, or spelling errors*	*3-4 grammar, punctuation, or spelling errors*	*No spelling errors, and not more than 2 grammar or punctuation errors*	*No spelling error, and not more than 1 grammar or punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Local Chapter Annual Business Report

FBLA
Future Business Leaders of America

Local Chapter Annual Business Report Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Describe chapter's program of work and summary of year's activities	*No evidence of chapter's program of work and summary of year's activities presented*	*Chapter's program of work and summary of year's activities explained briefly*	*Chapter's program of work and summary of year's activities clearly outlined*	*Chapter's program of work and summary of year's activities clearly outlined. Activities are chronological, related to chapter goals/objectives and clearly explained*	
	0 points	1-8 points	9-12 points	13-15 points	
Describe activities to benefit chapter and its members: • Recruitment • Leadership Development • Career Exploration & Preparation • Business Partnerships • Chapter Fundraising • Public Relations & Chapter Publicity	*No evidence of activities*	*There is at least one activity described in two of the components listed*	*There is at least one activity described in four of the components listed*	*There is at least one activity described in all components listed*	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: • State Projects & Programs • National Projects & Programs • Other community service projects	*No evidence of activities*	*There is at least one activity described in one of the components listed*	*There is at least one activity described in each component listed*	*Multiple activities are described in all components listed*	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: • Participation in FBLA conferences • Other chapter and individual recognition earned • Competitive event winners and participation	*No evidence of activities*	*There is at least one activity described in one of the components listed*	*There is at least one activity described in each component listed*	*Multiple activities are described in all components listed*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Local Chapter Name Tag

FBLA activities should encourage creative thinking and promotion of the organization. The theme for the Local Chapter Name Tag design will be the FBLA state (not national) theme for the year. This is announced in the State Program of Activities. Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview
Division: High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Name Tag is prejudged

Region
Two copies of the name tag must be submitted according to directions in the conference memo by the conference deadline. The top three (3) will advance to state competition. These 3 will be taken directly from the regional conference to the state conference for judging.

State
Eligible name tags will be taken by the state adviser from the regional conference for prejudging for the state conference. The top five (5) will be recognized on stage at the Awards Program but will not advance to further competition. This event is specific to Kentucky. There is no national component.

Eligibility
- Each chapter may enter one (1) name tag with up to five (5) members registered in this event.
- The name tag must be the work of the chapter.
- The members working on the name tag must be posted as having paid local, state, and national dues by the membership deadline of February 1.
- The person(s) responsible for the name tag must be listed on the Event Participation Summary Form which must be submitted by the designated date.
- The local chapter name tag must be prepared by chapter members, not advisers. Local advisers should serve as consultants.
- Two nametags must be submitted ready-to-wear (in a nametag holder, attached to a lanyard, etc. It must be able to be attached to clothing as submitted.)
- The name tag must be no larger than 4"x 4".
- It must incorporate the current *State* theme: Navigating the Landscape with Kentucky FBLA
- *Note: FBLA must be on the name tag BUT NOT as part of the theme.
- Submitted name tag for judging must include:
  o A Member's Name
  o School
  o Chapter Number
  o The Current State Theme
- Any name tag not adhering to these regulations will receive point deductions.

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Local Chapter Name Tag

Local Chapter Name Tag Rating Sheet
(REGIONAL AND STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. The name tag exceeds 4"x4" (Not including the form of attachment to the clothing)

_____ b. The name tag is not submitted "ready-to-wear" in a name tag holder, on a lanyard, etc. It must be able to be attached to clothing as submitted.

_____ c. Name tag does not contain:
- Member Name
- School Name

_____ d. Name tag does not include the current state theme:
- Navigating the Landscape with Kentucky FBLA

Up to 20 pts per item	Excellent 16-20 pts	Good 11-15 pts	Fair 6-10 pts	Poor 0-5 pts
CONTENT				
OVERALL APPEARANCE				
NEATNESS				
ACCURACY: Free of spelling, keying or other errors				
CREATIVE DESIGN				

MAXIMUM TOTAL SCORE _____

MINUS DEDUCTIONS _____

FINAL SCORE _____

Chapter Name: _____

Judge's Signature: _____

Judge's Comments:

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Local Chapter Newsletter

FBLA activities should emphasize the importance of basic communication skills and promotion of the organization**.** Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview
Division: High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Newsletter is prejudged

Region
Two editions of the newsletter must be submitted according to directions in the conference memo by the conference deadline. The top three (3) will advance to state competition. These 3 will be taken directly from the regional conference to the state conference for judging.

State
Eligible newsletters will be taken by the state adviser from the regional conference for prejudging for the state conference. The top five (5) will be recognized on stage at the Awards Program. This event is specific to Kentucky. There is no national component.

Eligibility

- The local chapter must submit the original of two different newsletters in one letter-size manila folder properly labeled with school name and event title. It must be received by the designated date.
- The local chapter name, chapter number and date must be included in the masthead.
- The local chapter newsletters must be prepared by chapter members, not advisers. Local advisers should serve as consultants to ensure that the newsletters are well organized, contain substantial statements, and are written in a business style.
- No more than five (5) members may be entered in this event.
- The newsletters must describe activities of the local chapter which were published between the previous year's State Leadership Conference and the current year's Regional Leadership Conference.
- No professional publishing company is to be used in the creation of the local newsletter.
- Newsletters are not to exceed four printed pages. (Four one-sided or two front and back)
- The original newsletters must be submitted for judging.
- Copies of the original should be distributed to the members.
- Newsletters not adhering to these regulations may be disqualified.

Local Chapter Newsletter Rating Sheet
(REGIONAL AND STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. Two (2) different issues of the local chapter newsletters are not submitted in one letter sized manilla folder.

_____ b. Folder is not labeled: school name and event title.

_____ c. Chapter name and date are not included in the masthead.

_____ d. Newsletters exceed four printed pages (four one-sided or two front and back)

_____ e. Newsletters do not describe the activities of the local chapter which were published between the previous year's State Leadership Conference and the current year's Regional Leadership Conference.

Up to 25 pts per item	Excellent 20-25 pts	Good 14-19 pts	Fair 7-13 pts	Poor 0-6 pts
CONTENT: Appropriate news articles of chapter activities/business topics				
FORMAT OF NEWSLETTERS: Creative use of headlines/titles, type size/style				
OVERALL APPEARANCE AND ARRANGEMENT: Photos/graphics meaningfully and effectively displayed				
ACCURACY: Correct grammar/spelling, acceptable style				

MAXIMUM TOTAL SCORE _____

MINUS DEDUCTIONS   _____

FINAL SCORE   _____

Chapter Name: _____

Judge's Signature: _____

Judge's Comments:

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Local Chapter Scrapbook Digital

FBLA activities should encourage creative thinking and challenge the ingenuity of its members. These FBLA activities should be recorded in a historical manner to be kept as a permanent record of the FBLA chapter. Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview
Division: High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Digital scrapbooks are prejudged

Region
Virtual Scrapbooks must be uploaded as assets in Blue Panda by the Regional Leadership Conference deadline according to directions in the conference memo. Top three (3) will advance to state competition.

State
Virtual Scrapbooks must be uploaded as assets in Blue Panda by the State Leadership Conference deadline according to directions in the conference memo. This event is specific to Kentucky. There is no national component.

Eligibility
- The scrapbook must be the work of chapter members.
- Failure to adhere to the following guidelines will result in point deductions of the scrapbook:
- Submission by February 1
- PDF must be uploaded
- Number of slides should not exceed forty (40)
- Local chapter scrapbooks must be planned, constructed, and prepared by chapter members. Scrapbooks may not be prepared by advisers or persons outside the chapter.
- All slides (excluding Title Slide) must be numbered including table of contents and dividers.
- The Title Slide must be the first slide and must contain the name of the local chapter. It may contain the names of the members who prepared the scrapbook and any other material.
- Digital Scrapbooks must have a table of contents.
- Items included in the scrapbook should portray chapter activities from Regional Leadership Conference to Regional Leadership Conference. It may not be added to, changed, or brought up to date between the Regional and State Leadership Conferences.
- PowerPoint or other presentation software may be used.
- A general theme may be used throughout the scrapbook.
- Scrapbooks must be submitted digitally.

Local Chapter Scrapbook Digital Rating Sheet
(REGIONAL AND STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. Scrapbook exceeds 40 slides.

_____ b. Slides not numbered including table of contents and dividers.

_____ c. Title page does not contain the name of the local chapter.

_____ d. Missing a table of contents.

Up to 20 pts per item	Excellent 16-20 pts	Good 11-15 pts	Fair 6-10 pts	Poor 0-5 pts
CONTENT: Record of activities from regional to regional conference				
ARRANGEMENT: Orderly presentation of contents				
NEATNESS: Fonts easy to read, uniformity of design				
ACCURACY: Free of spelling, keying or other errors				
CREATIVITY: Creativity of slide layout/theme				

MAXIMUM TOTAL SCORE _____

MINUS DEDUCTIONS   _____

FINAL SCORE   _____

Chapter Name: _____

Judge's Signature: _____

Judge's Comments:

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Local Chapter Scrapbook Traditional

FBLA activities should encourage creative thinking and challenge the ingenuity of its members. These FBLA activities should be recorded in a historical manner to be kept as a permanent record of the FBLA chapter. Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview
Division: High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Traditional scrapbooks are judged onsite.

Region
Deliver to designated area by the time indicated in the program. No one from local chapters will be permitted to be present before or during judging. Scrapbooks will not be available for viewing at the Regional Conference. Top three (3) will advance to state competition.

State
Deliver to designated area by the time indicated in the program. No one from local chapters will be permitted to be present before or during judging. Scrapbooks will be open for viewing after judging at the State Conference. This event is specific to Kentucky. There is no national component.

Eligibility
- The scrapbook must be the work of chapter members.
- Failure to adhere to the following guidelines will result in point deductions of the scrapbook:
    o Local chapter scrapbooks must be planned, constructed, and prepared by chapter members. Scrapbooks may not be prepared by advisers or persons outside the chapter.
    o The scrapbook must be contained in the 12" x 12" or 11.75" x 12" FBLA scrapbook cover obtained through the FBLA shop or generic cover of equivalent size.
    o Nothing may be written on or added to either side of the front or back covers of the 12" x 12" or 11.75" x 12" scrapbook.
    o Pages must not be pre-printed with words, figures, designs, etc. Everything must be affixed to a blank scrapbook page. No computer-generated pages are allowed.
    o The scrapbook must not exceed 100 pages, excluding cover. Each side of the paper upon which information is given is counted as a page.
    o All pages must be numbered including title page, table of contents, and dividers.
    o The title page must be the first page and must contain the name and number of the local chapter. It may contain the names of the members who prepared the scrapbook and any other material.
    o Scrapbooks must have a table of contents.
- Items included in the scrapbook should portray chapter activities from Regional Leadership Conference to Regional Leadership Conference. It may not be added to, changed, or brought up to date between the Regional and State Leadership Conferences.
- Any quality and color paper may be used within the scrapbook.
- A general theme may be used throughout the scrapbook.
- Scrapbooks will not be available for viewing at the regional conference. They will be available for viewing after judging at the state conference.

Local Chapter Scrapbook Traditional Rating Sheet
(REGIONAL AND STATE EVENT ONLY)

Deductions. The following items will be verified before actual judging begins. Five points should be deducted for each occurrence.

_____ a. Not contained in the standard FBLA cover, may use a generic cover of the same size.

_____ b. Pages must not be pre-printed with words, figures, designs, etc. or computer generated.

_____ c. Scrapbook exceeds 100 pages, excluding cover.

_____ d. All pages not numbered including title page, table of contents and dividers.

_____ e. Title page is not the first page and does not contain the name and number of the local chapter.

_____ f. Scrapbook does not have a table of contents.

Up to 20 pts per item	Excellent 16-20 pts	Good 11-15 pts	Fair 6-10 pts	Poor 0-5 pts
CONTENT: Record of activities from regional to regional conference				
ARRANGEMENT: Orderly presentation of contents				
NEATNESS: Smudge free no visible glue spots, uniformity of lettering, etc.				
ACCURACY: Free of spelling, keying or other errors				
CREATIVITY: Creativity of page layout/theme				

MAXIMUM TOTAL SCORE _____

MINUS DEDUCTIONS   _____

FINAL SCORE   _____

Chapter Name: _____

Judge's Signature: _____

Judge's Comments:

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Talent Show

Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Talent Show is judged onsite.

Region

Each chapter may have up to two entries of 1-5 participants each. See the Talent Show Submission Form for things provided at the regional level. Any other props/equipment must be provided by the chapter. The Talent Show will take place during the Regional Conference. The top two (2) acts in the region will advance to state competition.

State

The top two (2) acts from each region are eligible for state competition. See the Talent Show Submission Form for things provided by the state. Any other props/equipment must be provided by the chapter. The Talent Show will take place during the State Conference. This event is specific to Kentucky. There is no national component.

Eligibility

- Failure to adhere to the following guidelines will result in the point deductions:
  o The performance may be up to five (5) minutes in length.
  o Talent show acts may consist of one (1) to five (5) Individuals.
  o Chapter advisers must preview the act and costumes prior to the conference to ensure their suitability.
  o Participants failing to report on time for the event may be disqualified.
- Participants will meet at a designated time to receive instructions pertaining to the Talent Show.
- Acts will be assigned performance times at random.
- Equipment may or may not be available on-site. Refer to the regional/state mailing for specific information.
- The number of awards presented at the Regional Conference is three (3) for the Talent Show. Only Regional 1st and 2nd place will advance to the State Leadership Conference. The number of awards presented at the State Leadership Conference is two (2).
- Any act deemed inappropriate by the designated conference worker while being performed at the conference will be stopped and disqualified immediately.

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Talent Show

Talent Show Rating Sheet
(REGIONAL AND STATE EVENT ONLY)

School Name   _____

Act Preformed _____

Item		Points Possible	Points Awarded
Showmanship	Stage Presence, confidence, poise	40	
Talent	Ability to do what the activity or skill requires; memorization, choreography	40	
Entertainment	Audience appeal	20	

*Judges must adjust scores to avoid any ties.

JUDGE'S TOTAL   _____

Judge's Signature: _____

Judge's Comments:

2024-25 Competitive Events Guidelines
Management Information Systems

Management Information Systems provides members with the opportunity to gain knowledge around outlining a small business' environment and needs. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
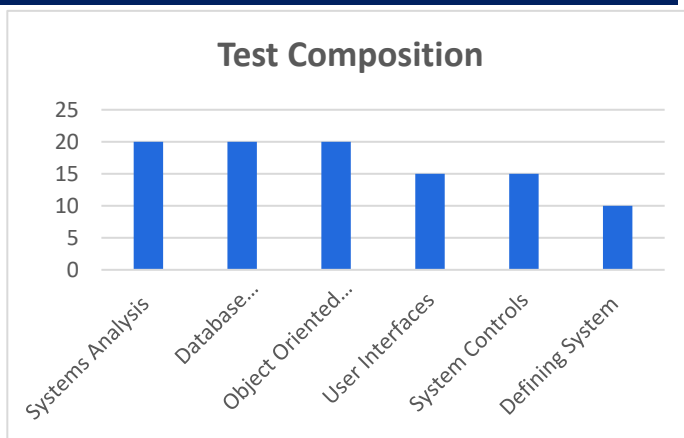**Event Elements:** Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test & Role Play Competencies

- Systems Analysis & Design (Systems Development Life Cycle)
- Database Management and Modeling Concepts
- Object Oriented Analysis and Design
- User Interfaces
- System Controls
- Defining System and Business Requirements

Test Composition

Category	Value
Systems Analysis	20
Database...	20
Object Oriented...	20
User Interfaces	15
System Controls	15
Defining System	10

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing	• One piece of scratch paper per competitor • Internet access

	Items Competitor Must Provide	Items FBLA Provides
	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Test login information (link & password)
	Items Competitor Must Provide	**Items FBLA Provides**
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario • Flip chart paper/markers

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario that includes a decision-making problem outlining a small business' environment and needs. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. One piece of flip chart paper and a marker will also be provided. Notecards and flip chart paper will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Systems Analysis & Design (Systems Development Life Cycle)
1. Demonstrate knowledge of the key functions and subsystems of the network system.
2. Demonstrate knowledge of the system life-cycle approach and identify and explain the steps in the system's development life cycle.
3. Identify the functions of systems analysts.
4. Select basic fact-gathering techniques to be used and conduct a preliminary investigation.
5. Record facts gathered through the system investigation.
6. Define the scope of the systems project.
7. Identify time, technology, and resource constraints.
8. Perform appropriate diagnostic tests.
9. Investigate system alerts.
10. Design system output, system input, files, and processing.
11. Analyze the interaction of the operating system and hardware architecture.
12. Justify the communications selections for the system (e.g., single PCs, LANS, and/or WANS).
13. Identify the system components and their relationships.
14. Specify the workflow system.
15. Develop programming specifications and program the system.
16. Test and document the system.
17. Design a framework for evaluating information system function and individual applications.
18. Compare the capabilities of an application with the requirements it is intended to meet.
19. Identify alternative outcomes of the application verification process.
20. Evaluate processes and outcomes including the results and probabilities of errors.
21. Modify inputs, outputs, and processing to refine an application.
22. Determine needed follow-up actions including recommendations for new features or enhancements to existing tools.

B. Database Management and Modeling Concepts
1. Demonstrate knowledge of the features, functions, and architecture of a database management system.
2. Identify the uses of a DBMS in business organizations.
3. Demonstrate knowledge of how a DBMS ensures data integrity through transaction-control techniques.
4. Trace the evolution of DBMS models and their implementation.
5. Produce single- and multiple-level control break reports and subtotal and final totals.
6. Write programs that allow the user to make a menu choice, that require statements to be executed multiple times, and that access multiple files.
7. Design an information system within a database environment.
8. Build database applications and distribute data across a distributed DBMS.
9. Analyze/model organizations using Entity-Relationship and Object technologies.
10. Create/update and query a relational database using Structured Query Language.
11. Manage and monitor implementation of a database management system.

12. Identify and document problems and propose solutions that are congruent with application requirements.

13. Apply databases to actual situations and business problems.
14. Create conceptual data models.
15. Identify and select logical and physical structures appropriate for specific applications.
16. Create and normalize a logical data model in accordance with established company policy.
17. Plan, develop and normalize a database schema.
18. Explain the options for converting legacy records to electronic database management systems.

C. Object Oriented Analysis and Design
1. Identify and define object-oriented programming terminology.
2. Describe the fundamental object-oriented principles and identify the characteristics and uses of object-oriented processing.
3. Describe the object-oriented software development process.
4. Explain the purpose, activities, and artifacts of the following Object-Oriented Software Development workflows: requirements gathering, requirements analysis, architecture, design, implementation, testing, and deployment.
5. Choose an object-oriented methodology that best suits the project.
6. Create a project vision document from the results of interviews and risk analysis.
7. Document the system in the System Requirements Specifications.
8. Create and refine the diagram for a software system based on the System Requirements Specifications.
9. Identify the key abstractions based on the analysis.
10. Describe the Analysis Model, the Architecture Model and the Component (Design) Model.
11. Construct the problem domain model.
12. Create the Analysis Model using Robustness analysis.
13. Distinguish between architecture and design.
14. Create the Architecture workflow artifacts.
15. Create an architecture model for presentation.
16. Create a solution model for GUI and Web UI application.
17. Refine the attributes, relationships, and methods of the Domain model.
18. Apply design patterns (e.g., composite, strategy, observer, and abstract factory) to the Solution Model.
19. Model complex object state using state chart diagrams.

D. User Interfaces
1. Define hardware-software interface issues for a system.
2. Describe interface techniques and standards.
3. Demonstrate knowledge of version management and interface control.
4. Assess the impact of changes that affect interfaces.
5. Integrate human factors and user interfaces in visual design.
6. Develop user interfaces.
7. Develop programs that interface with a data store.
8. Understand the characteristics of potential users, their tasks, and their environments.
9. Relate to the ways in which the users define themselves and their roles (e.g., jobs, tasks, and tools they use).

10. Conduct tasks analysis to review the workflow and other aspects of the user's job.
11. Interpret the results of tasks analysis.
12. Select techniques that are appropriate to a project and the user's environment.

13. Analyze and document data by creating representations such as workflows, task hierarchies, and task scenarios.
14. Reorganize results using such techniques as affinity diagrams and insight sheets to clarify relationships.
15. Form the design using storyboarding, sketching, and video presentations.
16. Test and document user interface usability.

E. System Controls
1. Set up/maintain user accounts on multiple systems.
2. Provide technical product support and facilitate the delivery of technical services.
3. Manage inventory and assets.
4. Participate in evaluation of the total system.
5. Identify new application requirements within the system.
6. Document presentation problems.
7. Analyze historical data to identify trends.
8. Formulate technical procedures.
9. Prepare documentation manuals.
10. Prepare required reports.
11. Apply data structure concepts to the storage and retrieval of data (e.g., map a model, create, and enter records and logical files).
12. Query a database and create reports and/or files from queries.
13. Transfer files between mid-range and microcomputer systems.
14. Implement hardware and software network security solutions (e.g., VPN, SSL, and firewall).
15. Maintain technical industry knowledge.

F. Defining System and Business Requirements
1. Identify information technology needed to support given sets of tasks and activities for individuals, workgroups, and the organization.
2. Define the role of Information Systems within strategic plan for the total company.
3. Develop a short-range Information System plan and a continuous improvement plan.
4. Determine functional structures (internal vs. outsourcing).
5. Establish goals and objectives for an Information System.
6. Define mission and critical success factors.
7. Formulate Information System operating procedures.
8. Identify hierarchical and flow models of the organization.
9. Define the roles and function of Information System personnel within the organization.
10. Identify drivers and inhibitors of information technology change in the organization.
11. Describe how information technology affects worker-management relationships.
12. Explain how information technology has contributed to worker productivity and teamwork.

FBLA
Future Business Leaders of America

Management Information Systems Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Business size and scope / systems analysis and design / object-oriented analysis and design / user interfaces / system controls / defining systems	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Marketing

Marketing provides members with the opportunity to gain knowledge around marketing. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
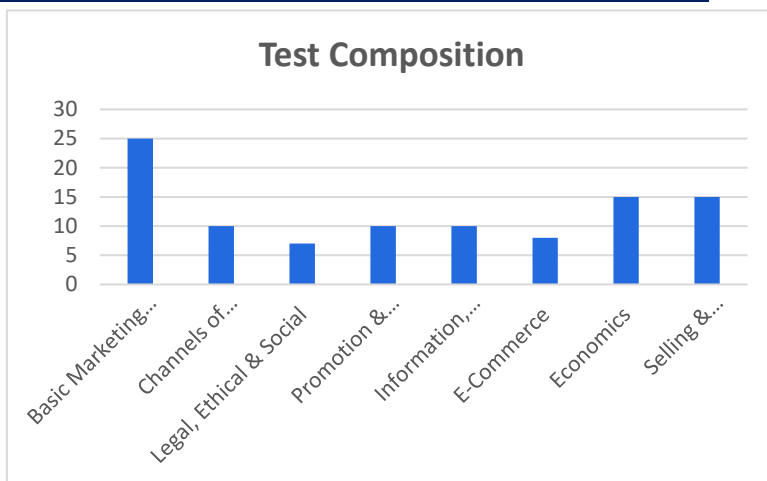**Event Elements:** Objective Test and Role Play
***Objective Test Time:** 50 minutes*
***Role Play Time:** 20-minute preparation time, 7-minute presentation time*
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test & Role Play Competencies

- Basic Marketing Functions
- Channels of Distribution
- Legal, Ethical, and Social Aspects of Marketing
- Promotion and Advertising Media
- Marketing Information, Research, and Planning
- E-Commerce
- Economics
- Selling and Merchandising

Test Composition

Categories (left to right): Basic Marketing…, Channels of…, Legal, Ethical & Social, Promotion &…, Information,…, E-Commerce, Economics, Selling &…

Values: 25, 10, 7, 10, 10, 8, 15, 15

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing	- One piece of scratch paper per competitor - Internet access

	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Test login information (link & password)
	Items Competitor Must Provide	**Items FBLA Provides**
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: objective test and role play
- Objective Test
  o **Objective Test Time:** 50 minutes
  o **Objective Test Questions:** 100 questions
  o This event is an objective test administered online at the NLC.
  o No reference or study materials may be brought to the testing site.
  o All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  o Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  o **Preparation Time:** 20 minutes (one-minute warning)
  o **Presentation Time:** 7 minutes (one-minute warning)
  o **Question & Answer:** None
  o The top 15 scoring teams will advance to the role play final round.
  o The role play will be a problem or scenario encountered in marketing. The role play will be given to the competitors at the beginning of their assigned preparation time.
  o Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  o No additional reference materials or props or visuals are allowed.
  o Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  o Role play presentations are not open to conference attendees.
  o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Basic Marketing Functions
1. Analyze the differences between a production-oriented company, a sales-oriented company, and a marketing-oriented company.
2. Explain the marketing concept and describe the benefits of marketing and their importance.
3. Explain the functions involved in marketing goods and services.
4. Identify, explain, compare, and contrast the different types of business ownership (e.g., sole-proprietorship, partnership, corporation, franchise, and licensing).
5. Identify the elements of the marketing mix (e.g., product, price, place, and promotion) and describe its contribution to successful marketing.
6. Explain the concept of product mix and describe types of product mix strategies for various product classifications.
7. Describe the process for new product and service development (e.g., conception, development, and test marketing).
8. Explain the advantages and disadvantages of extending product lines and of product line diversification.
9. Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).
10. Explain the functions of packaging and why each is important.
11. Describe the importance of branding, packaging, and labeling.
12. Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.
13. Identify and explain the factors that influence a product's price (e.g., cost, quality, competition, and brand loyalty).
14. Explain how consumer practices (e.g., shoplifting, improper returns, and product liability claims) affect prices.
15. Explain ways that government regulations/laws affect pricing practices (e.g., price discrimination and collusion).
16. Describe the influences of supply and demand on pricing and the concept of price elasticity.

B. Channels of Distribution
1. Explain the concept of distribution and identify the channels of distribution.
2. Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.
3. Identify the most efficient means (e.g., cost benefit analysis) for distributing different types of products and services.
4. Identify shipping and receiving processes.
5. Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution.
6. Explain storing (e.g., cold storage, commodity, bulk) and warehousing options (e.g., distribution centers, public, and private) and procedures to store merchandise until needed.
7. Describe the methods of handling merchandise and inventory control.

C. Legal, Ethical, and Social Aspects of Marketing
1. Describe the impact of specific marketing regulations/laws on both domestic and international business.
2. Identify ethical issues and their impact on marketing.
3. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.
4. Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of marketing in society.
5. Discuss the role of federal regulatory agencies (e.g., Food and Drug Administration, Consumer Product Safety Commission, Environmental Protection Agency).

D. Promotion and Advertising Media
1. Explain the role of promotion as a marketing function and identify the major purpose of advertising.
2. Identify major promotional activities used in marketing and the benefits of each.
3. Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).
4. Identify ethical issues (e.g., false and misleading advertising, copyright infringement, and age group discrimination) in marketing.
5. Identify various forms and purposes of sales promotion (e.g., sweepstakes, coupons, contests, and specialty products).
6. Explain the concept of promotional mix and identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, and personal selling).
7. Explain concept and purpose of visual merchandising, display, and trade shows to communicate with targeted audiences.

E. Marketing Information, Research, and Planning
1. Identify the reasons for conducting market research.
2. Explain marketing research methods and procedures.
3. Identify sources of primary and secondary data.
4. Identify ways to obtain market data for market research (e.g., surveys, interviews, and observations).
5. Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, and geography) and describe how it is used.
6. Explain why a marketing plan is essential and identify the components of a marketing plan.
7. Describe how marketing information is used in business decisions.

F. E-Commerce
1. Identify ways that technology including the Internet impacts marketing.
2. Explain the impact of the Internet on marketing.
3. Identify online shopping techniques for sales and purchasing.
4. Discuss the role e-commerce will play in the marketing of goods and services.
5. Explain considerations in Web site pricing.
6. Explain how a Web site presence can be used to promote a business or product.

G. Economics
1. Analyze the impact of changing economic conditions on marketing strategies.
2. Explain the concept of competition and describe ways competition affects marketing decisions.
3. Distinguish between consumer and capital economic goods and services.
4. Explain the concept and characteristics of private/free enterprise.
5. Explain the concept of profit in private enterprise and identify factors (e.g., economics, human, and nature) affecting a business' profit.
6. Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship).
7. Explain the principles of supply and demand.
8. Compare and contrast the types of economic systems (e.g., capitalism, socialism, and communism).
9. Identify and examine economic indicators and business cycles (e.g., GDP, GNP, and Consumer Price Index).
10. Explain the concepts of scarcity and elasticity of demand.
11. Discuss balance of trade, trade barriers, and concepts of tariffs.
12. Describe the importance of marketing in a global economy.

H. Selling and Merchandising
1. Describe the purpose and importance of selling.
2. Describe the concepts and techniques used in selling and explain the steps in the selling process.
3. Demonstrate the ability to translate product knowledge/customer service information into customer benefits.
4. Explain the factors that influence customer buying motives and decisions.
5. Explore the ethical issues involved in selling (e.g., high pressure sales and misrepresenting product information).
6. Examine the role of salespersons in building customer relationships.
7. Demonstrate completing the sales transaction, including method of payment, and counting back change; the proper way to fold, wrap, and bag merchandise after a sale; and thanking customers and inviting them to return.
8. Apply appropriate methods of handling customer inquiries, complaints, or difficult situations.
9. Identify consumer protection agencies (e.g., FTC, Better Business Bureau, and Consumer Product Safety Commission) and explain their services.
10. Identify examples of service extensions (e.g., product warranty, technical support, or service contract).

Marketing Role Play Presentation Rating Sheet					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned

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Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*
	0 points	1-8 points	9-12 points	13-15 points
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*
	0 points	1-9 points	10-16 points	17-20 points
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*
	0 points	1-9 points	10-16 points	17-20 points
Demonstrates knowledge and understanding of the event competencies: Basic marketing fundamentals / economics / selling & merchandising / channels of distribution / marketing, information research, & planning / promotion & advertising media / legal, ethical, & social marketing aspects / e-commerce	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*
	0 points	1-9 points	10-16 points	17-20 points

Presentation Delivery

Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*
	0 points	1-6 points	7-8 points	9-10 points
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*
	0 points	1-2 points	3-4 points	5 points
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*
	0 points	1-6 points	7-8 points	9-10 points
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)				
Presentation Total (100 points)				

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Mobile Application Development

Mobile Application Development provides members with the opportunity to develop a mobile application based on a given topic. This competitive event consists of a presentation component where the application is demonstrated for the judges.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Design a mobile application that gamifies learning for subjects like math, science, history, or language arts, offering interactive quizzes, puzzles, and progress tracking.

The following skills are emphasized: Game development, educational content creation, interactive design, and user feedback mechanisms.

This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at this link.

Region

Prejudged only for the Regional Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline.

State

Prejudged for the State Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline. The top eight (8) from prejudged scores will present in person at the SLC.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)

- The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- Competitors/teams are randomly assigned to sections.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the application:
  - The platform used to develop the application. The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
  - The solution must run standalone with no programming errors.
  - Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
  - Applications do not need to be available for download from a digital-distribution multimedia-content service.
  - The usability and functionality of the program must be demonstrated to the judges.
  - Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
  - The presentation should follow the rating sheet and include the following:
    - Design and Code Quality: Explain the design and implementation of the application.

- User Experience: How do users experience the interface? Is there an ease-of-use and accessibility?
- Application Functionality: Social media integrations
- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Presentation should cover the following aspects of the application:
    - The platform used to develop the application. The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.

- The solution must run standalone with no programming errors.
- Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable.
- Applications do not need to be available for download from a digital-distribution multimedia-content service.
- The usability and functionality of the program must be demonstrated to the judges.
- Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
- The presentation should follow the rating sheet and include the following:
  - Design and Code Quality: Explain the design and implementation of the application.
  - User Experience: How do users experience the interface? Is there an ease-of-use and accessibility?
  - Application Functionality: Social media integrations

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

2024-25 Competitive Events Guidelines
Mobile Application Development

Mobile Application Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Code Quality					
Planning Process	*No explanation or description of the planning process*	*Explains the process but does not share tangible planning documents*	*Explains the process and shares tangible planning documents*	*Explains process using industry terminology and displays tangible planning documents*	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	*No use of classes, modules, or components*	*Use of classes, modules, and/or components*	*Appropriate use of classes, modules, and/or components*	*Expert use of classes, modules, and/or components*	
	0 points	1-2 points	3-4 points	5 points	
Appropriate use of mobile app architectural patterns	*No use of architectural patterns*	*Unclear use of architectural patterns*	*Appropriate use of architectural patterns*	*Expert use of architectural patterns*	
	0 points	1-2 points	3-4 points	5 points	
Innovation and Creativity	*No innovation or creativity is demonstrated*	*Very little innovation or creativity is demonstrated*	*App is innovative or creative*	*App is innovative and creative*	
	0 points	1-2 points	3-4 points	5 points	
User Experience					
Users can easily navigate between pages	*App navigation is unclear*	*App navigation contains errors*	*App navigation is clear and contains no more than one error*	*App navigation is error free and can be used without instruction*	
	0 points	1-2 points	3-4 points	5 points	
User interface is intuitive or clear instructions are provided	*No instructions provided and is not intuitive*	*Instructions provided or app is not intuitive*	*Appropriate & clear instructions are provided*	*App is intuitive and clear instructions are provided*	
	0 points	1-2 points	3-4 points	5 points	
Icons/graphical elements are appropriate and consistent	*App does not have a custom icon or graphics*	*App has a basic custom icon and graphics*	*App has an icon that tells something about the app*	*App has an icon that tells something about the app and is integrated into app graphics*	
	0 points	1-2 points	3-4 points	5 points	
User input is validated	*User input isn't validated*	*User input is somewhat validated*	*User input is validated*	*Input validation applied on both syntactical and semantic levels*	
	0 points	1-2 points	3-4 points	5 points	
Application Functionality					
Program addresses all parts of the prompt	*Application does not address the topic/problem*	*Application addresses the topic/problem at a minimal level*	*Application fully addresses the topic/problem*	*Application fully addresses the topic/problem, and the correlation is explained in the instructions*	
	0 points	1-6 points	7-8 points	9-10 points	
Integrated with social media	*Social media is not incorporated*	*One social media platform is incorporated*	*Two or more social media platforms are incorporated*	*App is integrated to work directly with at least one social media application*	
	0 points	1-2 points	3-4 points	5 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Data Handling and Storage	*No consideration of data handling and storage practices*	*Minimal consideration of data handling and storage practices with basic implementation*	*Adequate data handling and storage practices implemented with attention to data integrity and security*	*Comprehensive and secure data handling and storage practices implemented, ensuring data integrity, accessibility, and protection*	
	0 points	1-2 points	3-4 points	5 points	
Documentation and copyright compliance	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-2 points	3-4 points	5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Network Design

Network Design provides members with the opportunity to gain knowledge around networking in technology. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
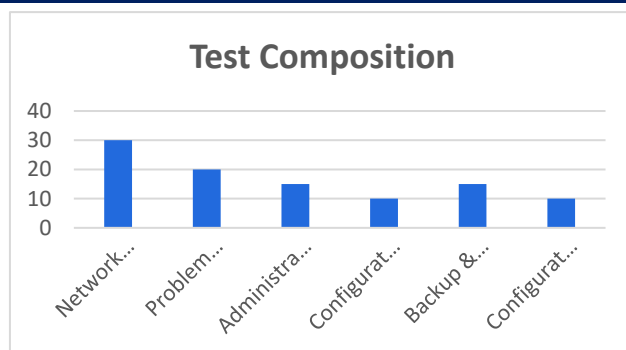**Event Elements:** Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 7-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test & Role Play Competencies

- Network Installation – Planning and Configuration
- Problem Solving/Troubleshooting
- Network Administrator Function
- Configuration of Internet Resources
- Backup and Disaster Recovery
- Configuration Network Resources & Services

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

	Items Competitor Must Provide	Items FBLA Provides
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario • Flip chart paper/markers

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario that includes an analysis of a computing environment situation and recommendation for a network solution. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. One piece of flip chart paper and a marker will also be provided. Notecards and flip chart paper will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Network Installation—Planning and Configuration
1. Demonstrate knowledge of the key functions and subsystems of the network.
2. Define the types of network architecture: work group (e.g., peer to peer) and server based (e.g., domain controlled) and explain how to determine what to use.
3. Identify services delivered by a server, such as application server, communication server, domain/directory server, fax server, file and print server, mail server, and Web server.
4. Gather data to identify customer requirements.
5. Identify and analyze system and network requirements.
6. Identify time, technology, and resource constraints.
7. Identify physical requirements for system implementation.
8. Research product and vendor architecture and equipment specifications/limitations.
9. Prepare cost/benefit/risk analysis.
10. Develop testing strategy.
11. Prepare overall plan for integrating new processes, protocols, and equipment.
12. Analyze facilities' bandwidth requirements and capacity planning (e.g., power cable/wire conduit).
13. Revise processes/structure based on testing and certification.
14. Identify hardware/software selection criteria.
15. Select and install a LAN/WAN technology that meets defined set of requirements.
16. Assess user needs to determine which network operating systems (OS) to use.
17. Set up/configure workstation-network connections and test network connectivity using a network analyzer.

18. Set up/configure network components (e.g., interface cards, routers, switches).
19. Plan, configure, and optimize a TCP/IP physical and logical network.
20. Install network cabling with proper termination according to appropriate standards.
21. Set up a network-wide printing strategy to meet the needs of users.
22. Identify major considerations faced when installing a network operating system (OS).
23. Install a server operating system.
24. Identify and upgrade desktop and server computer hardware and peripherals.
25. Determine methods for segmenting and balancing the network load including number of servers needed.
26. Describe and give examples of application-specific servers.
27. Identify software licensing requirements and categories.
28. Configure and manage file systems and desktop settings and customize.
29. Evaluate the correctness and effectiveness of implementing the network system.
30. Design security for computers, accounts, and authentication.
31. Determine threats and analyze risks to network perimeters.
32. Design an audit policy and incident response procedures.
33. Basic network topologies.
34. IEEE/Network standards.

B. Problem Solving/Troubleshooting
1. Identify and analyze potential hardware compatibility problems.
2. Identify and analyze precautions included in programs used on networks (e.g., self-metering, security keys, and required configuration settings).
3. Identify network areas in which application problems could exist (e.g., memory allocation, file lock settings, and resource availability).
4. Perform preventative maintenance on computers and peripherals using available diagnostic tools.
5. Perform software license audits.
6. Coordinate security procedures.
7. Restore LAN operating systems and replace LAN hardware components.
8. Execute testing in accordance with established plans and schedule and interpret test results.
9. Document errors reported/tracked and develop central log strategy.
10. Use the appropriate network utility to troubleshoot various connectivity issues.
11. Demonstrate the use of visual indicators and diagnostic utilities to interpret problems.
12. Identify and resolve a network configuration with incorrect protocols, client software misconfiguration, authentication misconfiguration, and insufficient rights/permissions.
13. Describe the sequential steps needed to identify and resolve a wiring or infrastructure problem.
14. Identify TCP/IP routing trouble shooting tools and troubleshoot TCP/IP routing.
15. Optimize and troubleshoot DNS.
16. Minimize impact of problems on productivity (e.g., minimize downtime).
17. Demonstrate knowledge of basic troubleshooting steps.
18. Evaluate problem-solving outcomes to determine whether the problem was solved as intended and to determine needed follow-up actions.
19. Select the most appropriate solution and fix recoverable problems.

20. Assess the impact of changes that affect interfaces.

21. Identify new or replacement networking components needed.

C. Network Administrator Functions

1. Determine file organization (e.g., by owners, users, and privileges).
2. Establish naming conventions for the network, files, accounts, and services.
3. Determine methods for increasing presentation (e.g., segmenting and balancing the network load, resolving channel, and cable bottlenecks).
4. Describe and analyze the role of the network manager and the basic principles of network management.
5. Determine procedures for network optimization and tuning.
6. Determine procedures for managing network assets (e.g., users, groups, and printers).
7. Perform administration functions using network management software.
8. Install and monitor server software applications.
9. Perform system analysis and bandwidth optimization.
10. Perform resource management (e.g., apply standards, address protocols, monitor network activity, perform trend analyses, functional verifications, audits, and monitoring).
11. Respond to system messages.
12. Document actions taken (e.g., backups, virus prevention, and software distribution).
13. Evaluate software activities and execute network diagnostic program for software and hardware.
14. Manage disk resources by planning how resources are shared and by setting up and administering rights (e.g., permissions and quotas).
15. Identify uses and features of e-mail and calendaring and appropriate policies and procedures for implementation.
16. Provide technical support and orientation to network system.
17. Manage and distribute critical software updates that resolve known security vulnerabilities and other stability issues.

D. Configuration of Internet Resources—Web Service, DMZ, FTP, etc.

1. Configure Internet access for a network.
2. Configure IP addresses and name resolution (DHLP, static, etc.).
3. Describe and implement IPP (Internet Printing Protocol) services.
4. Explain and implement Secure Sockets Layer (SSL) authentication.
5. Describe the structure and architecture that make up the domain name system (DNS).
6. Plan, manage, and monitor DNS servers to ensure that they are functioning properly and to optimize network presentation.
7. Explain the characteristics, uses, and benefits of software firewalls and hardware firewalls.
8. Describe the key features of Web servers.
9. Install and configure Web-based services using utilities and HTML-based administration tools.
10. Establish WWW service, FTP service, SNMP service, and NNTP service.
11. Illustrate Virtual Private Networks (VPN) and the purpose of remote access protocols, including Point-to-Point Tunneling Protocol (PPTP), and Layer 2 Tunneling Protocol (L2TP).

12. Distinguish among the following security methods: DMX (including dual-homed and triple-homed firewalls), VLAN, intranet, extranet, PKI.
13. Demonstrate knowledge of the principles and operation of wire (e.g., coaxial and fiber optics) and wireless systems.

14. Demonstrate knowledge of the principles and operation of fiber optics, analog, and digital circuits.
15. Distinguish between different port numbers.
16. Identify classes of IP addresses.
17. Identify classes of subnets.
18. Identify classes of TCP and UDP.

E. Backup and Disaster Recovery

1. Describe the purpose of a disaster recovery plan for a network.
2. Differentiate between disaster recovery and business continuity.
3. Compare different options of backing up and securing data and restoring a system and perform system backup.
4. Identify common backup devices.
5. Identify the criteria for selecting a backup system.
6. Establish process for archiving files.
7. Select and test a disaster recovery plan.
8. Identify methods for avoiding common computer system disasters (e.g., UPS and RAID).
9. Use the features of a server operating system to prevent a disaster or recover when one occurs.
10. Develop backup process and backup and restore data.
11. Implement backup procedures in accordance with a regular schedule.
12. Configure a shadow copy.
13. Identify and maintain battery backup equipment.
14. Install surge suppression protection.
15. Implement recovery procedures as needed.

F. Configuration Network Resources and Services

1. Identify the purpose of network services and protocols.
2. Identify and monitor your network perimeter including rogue devices, VPN servers and wireless access points.
3. Determine the impact of modifying, adding, or removing network services for network resources and users.
4. Design remote connectivity.
5. Configure network cards and network settings.
6. Describe the purpose and benefits of using a proxy service.
7. Describe the functions of remote access protocols and services, such as telnet, SSH, and remote desktop.
8. Identify and investigate emerging networks and technologies.
9. Configure VLAN to map an IP network.
10. Provide accurate tracking and monitoring of VLAN.
11. Implement security controls such as MAC or DAC to ensure user policies are enabled.
12. Identify common routing protocols.

2024-25 Competitive Events Guidelines
Network Design

FBLA
Future Business Leaders of America

Network Design Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Network installation / network function / configuration of internet resources / backup and recovery / configuring networks / services	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
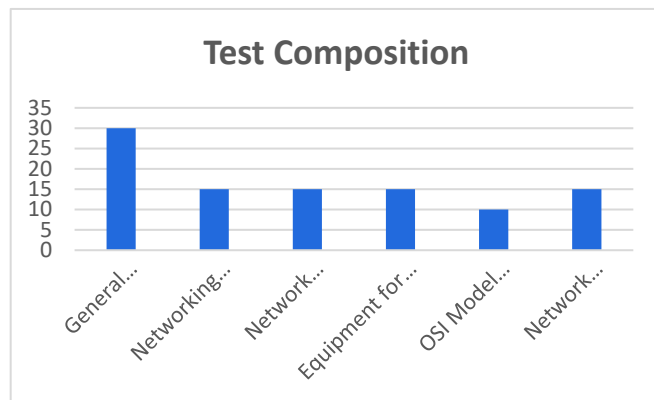## Networking Infrastructures

Networking Infrastructures provides members with the opportunity to demonstrate knowledge around competencies in network administration. This competitive event consists of an objective test. It aims to inspire members to learn about networks in today's connected workplace.

Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- General Network Terminology and Concepts
- Network Operating System Concepts
- Network Security
- Equipment for Network Access (Wi-Fi, wireless)
- OSI Model Functionality
- Network Topologies & Connectivity

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

2024-25 Competitive Events Guidelines
Networking Infrastructures

Important FBLA Documents
- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be

reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. General Network Terminology and Concepts
1. Demonstrate knowledge of the purposes, benefits, and risks for installing a network.
2. Identify types of networks (e.g., LAN, WAN, MAN) and their features and applications.
3. Interpret basic networking terminology and concepts.
4. Identify various network operating systems (i.e., Novell, Linux, Apple, and Mac).
5. Identify the relationship between computer networks and other communications networks (i.e., telephone system).
6. Understand the differences between various network environments (e.g., peer-to-peer, client-server, thin client, n-tier, Internetworks, intranets, and extranets).
7. Analyze the advantages and disadvantages of peer-to-peer and client/server networks.
8. Identify services delivered by a server, such as application server, communication server, domain/directory server, fax server, file and print server, mail server, and Web server.
9. Identify applications and server services, including printer, DNS, DHCP and Internet services.
10. Know the functions of common help-desk tools and resources such as incident tracking, knowledge database, and staffing.
11. Describe the role of the ISP.
12. Define and explain the function of DNS, DHCP, WINS and host files.
13. Differentiate between various current protocols (e.g., AppleTalk, TCP/IP, IPX/SPX, NETBEUI, and DHCP).
14. Explain current network standards and pseudo-standards (e.g., IEEE, RFCs, and ISO).
15. Describe the role of the NIC (Network Interface Card) including explanation of the MAC (Media Access Control) address and its uses.
16. Define terms related to network media (e.g., shielding, crosstalk, and attenuation).
17. Identify standard high-speed networks (e.g., broadband, ISDN, SMDS, ATM, FDDI).

18. Identify names, purposes, and characteristics of network connectors (e.g., RJ45 and RJ11, ST/SC/LC, MT-RJ, USB).
19. Identify tools, diagnostic procedures, and troubleshooting techniques for networks.

B. Network Operating System Concepts
1. Identify the general characteristics and functions of network operating systems (i.e., window NT, LINUX, UNIX, etc.).
2. List and describe the function of the system files for major operating systems.
3. Navigate the desktop operating system environment by using system utilities, system administrative tools, file-structure tools, and hardware-management tools.
4. Identify tools, diagnostic procedures, and troubleshooting techniques for operating systems.
5. Properly setup protocols, clients, and adapters on a network operating system.
6. Identify major considerations faced when installing a network operating system.

C. Network Security
1. Identify security requirements and the need for data protection.
2. Develop, document, and implement a network security plan (install, configure, upgrade and optimize security).
3. Perform preventative maintenance for computer and network security.
4. Demonstrate understanding of physical and logical security issues and solutions.
5. Understand the security procedures and policies necessary to maintain, monitor, and support a network.
6. Know common potential risks and entrance points, including internal and external risks and the tools used to neutralize them (e.g., firewalls, monitoring, antivirus, spyware, and spam protection).
7. Know common techniques for disaster prevention and recovery (backup and restore).
8. Explain principles of basic network security (e.g., IP spoofing, packet sniffing, password compromise, encryption).
9. Describe the importance and demonstrate forms of network security (e.g., password strategies, user accounts).
10. Explore the characteristics, uses, and benefits of software firewalls and hardware firewalls.
11. Illustrate what fundamental legal issues involved with security management.
12. Identify various security, video, building utility monitoring systems and how they link to the network.
13. Describe and implement various forms of malware protection for servers, including antivirus software; spam, adware, and spyware filtering; and patch management.

D. Equipment for Network Access (Wi-Fi, wireless)
1. Explain different functions of network communications equipment (e.g., modems, DSL/CSU, NIC, bridges, switches, routers, and hubs.)
2. Discuss various types of network adapters.
3. Install and configure necessary hardware and software for a basic network installation, including the creation of a shared resource.
4. Explain the uses of current and emerging specialized server hardware, including RAID, blades, SMP, storage devices ultra-SCSI, and hot-swappable technologies.
5. Identify the types of wireless network media (e.g., Wi-Fi, WiMAX, and GSM).
6. Differentiate between broadband and baseband.
7. Describe types of modems (e.g., analog, cable, DSL) and standards.
8. Identify uses of virtual machines.

E. OSI Model Functionality

1. Demonstrate knowledge and identify the properties of the open system interconnection (OSI) standard.
2. Describe the evolution of OSI from its inception to the present and into the future.
3. Describe the primary function of each layer of the OSI model and the way each relates to networking activities.
4. Describe devices in a network environment and their place in the OSI model.
5. Describe the network processes that use protocols and map these to the appropriate OSI levels.
6. Identify the OSI layers at which the following network components operate: Hubs, Switches, bridges, routers, NICs and WAPs.

F. Network Topologies & Connectivity

1. Explain network topologies (e.g., star, bus, ring, broadband, baseband).
2. List advantages and disadvantages and distinguish between the topologies and protocols of local area networks and those of wide area networks.
3. Compare and contrast wireless networking to wired networking.
4. Explain advantages and disadvantages of wireless technologies.
5. Explore the concept of broadband and various incarnations, including DSL, cable, and high-speed wireless (e.g., satellite, Wi-Fi, WiMAX, GSM).
6. Identify components and features of the IEEE (Institute of Electrical and Electronics Engineers) 802 Networking Specifications.
7. Demonstrate knowledge of the principles and operation of fiber optics, analog and digital circuits.
8. Identify the principles and operation of wire (coaxial, fiber optics, etc.) and wireless systems and install.
9. Identify different types of network cabling such as CAT5, Coax, fiber, and select the appropriate type of connectors for each.
10. Install and configure network cards (physical address).
11. Identify names, purposes, and characteristics (e.g., definition, speed and connections) of technologies for establishing connectivity.
12. Demonstrate the use of connectivity methods (cable modem, DSL, T1, dial-up, Wi-Fi) and peripheral equipment (e.g., portable storage devices, printers, and cable modem and wireless technologies).
13. Specify the general characteristics (e.g., carrier speed, frequency, transmission type and topology) of the following wireless technologies: 802.ll, 802.11x, infrared, and Bluetooth.
14. Identify factors which affect the range and speed of wireless service (e.g., interference, antenna type and environmental factors).
15. Test, validate, and troubleshoot IP connectivity using TCP/IP utilities.
16. Demonstrate use of remote access (VPN, teleconferencing, etc.)

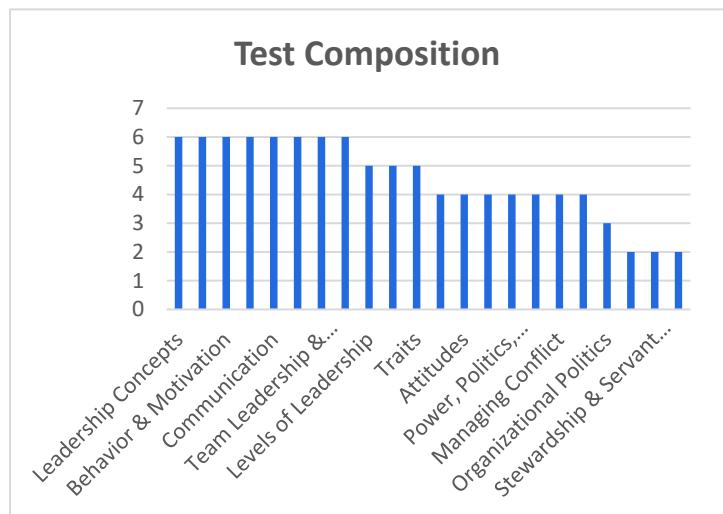# 2024-25 Competitive Events Guidelines
Organizational Leadership

Organizational Leadership provides members with the opportunity to demonstrate knowledge around competencies in the leadership of an organization. This competitive event consists of an objective test. It aims to inspire members to learn about the different leadership concepts in the business environment.

Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Leadership Concepts
- Leadership Managerial Roles
- Leadership Behavior and Motivation
- Networking
- Communication Skills
- Leader/Follower Relations
- Team Leadership and Self-Managed Teams
- Strategic Leadership for Managing Crises and Change
- Levels of Leadership
- Leadership Theory
- Traits of Effective Leaders
- Personality Profile of Effective Leaders
- Leadership Attitudes
- Ethical Leadership
- Relationship Between Power, Politics, Networking, and Negotiation
- Coaching
- Managing Conflict
- Leadership and Team Decision Making
- Organizational Politics
- Charismatic and Transformational Leadership
- Stewardship and Servant Leadership
- Leadership in a Diverse Setting
-

Test Composition

2024-25 Competitive Events Guidelines
Organizational Leadership

Region
This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State
This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
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- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Leadership Concepts
1. Explain why leadership is important.
2. Define leadership.
3. Explain how self-assessment is used to determine leadership potential.
4. Describe characteristics of leaders (initiative, ability to function independently, follow-through, ethics, and ability to respond to ambiguity and change, resiliency, positive attitude, confidence, record of excellence).

B. Leadership Managerial Roles
1. Describe interpersonal roles for managerial leadership.
2. Explain informational roles for managerial leadership.

3. Describe decisional roles of managerial leaders.
4. Understand the importance of effective research for leadership decisions.
5. Appreciate the perspectives of other individuals within an organization.
6. Explain how successful leaders use reflection and application for future challenges.
7. Explain the importance of analyzing situations to gain a more comprehensive understanding.
8. Explain how leaders connect individual thinking with systems thinking.
9. Explain the importance of evaluating different alternatives to make the best decisions.
10. Describe how leaders generate new ideas by expanding their thinking beyond convention.
11. Explain how problem solving and decision making are key duties for leaders.
12. Explain how self-understanding (personal values, personal contributions, scope of competence) determines leadership capabilities.

C. Leadership Behavior and Motivation
1. Compare leadership styles.
2. Explain the difference between job-centered and employee-centered behavior.
3. Explain the motivation process for leadership.
4. Compare and contrast motivation theories.
5. Define Maslow's Hierarchy of Needs Theory.
6. Explain the need for individuals to balance professional and personal needs.
7. Define the Equity Theory, Expectancy Theory, Reinforcement Theory, and Goal-Setting Theory for motivation.

D. Networking
1. Define professional networking.
2. Explain the relationship between professional networking and leadership.
3. Explain the leadership advantages of forming professional networks.
4. Describe the power of productive interpersonal interaction.
5. Describe characteristics of productive leaders (appropriate interaction with others, empathy, mentoring, helping others, motivation, empowerment, feedback, supervision, collaboration, and other's contributions).

E. Communication Skills
1. Explain how successful leadership is based upon solid communication.
2. Define the elements of the communication process (sender, receiver, message, and feedback).
3. Explain common approaches to getting feedback on messages.
4. Explain the power of nonverbal communication.
5. Explain the role of conflict negotiation for groups.
6. Explain the importance of listening skills.

F. Leader/Follower Relations
1. Define the Leader-Member Exchange (LMX) Theory.
2. Describe how group dynamics impact team building for leadership.
3. Explain strategies for developing positive leader-member relations.
4. Explain the importance of effective leader feedback.
5. List characteristics of an effective follower.
6. Explain the dual role of being a leader and a follower.

G. Team Leadership and Self-Managed Teams
1. Explain the use of teams in organizations.
2. Explain the difference between a group and a team.
3. Explain advantages and disadvantages of teamwork.

4. Describe characteristics of effective teams and the role of leadership.
5. Differentiate characteristics of different teams (functional, cross-functional, and self-managed).

H. Strategic Leadership for Managing Crises and Change
1. Explain the need to analyze the environment to form a strategic vision.
2. Explain the importance of mission statement, objectives, and strategic planning/implementation for leadership.
3. Explain the importance of evaluating leadership strategies.
4. Explain the need for leadership in crisis situations.
5. Define crisis management.
6. List the five-step process for crisis management (risk identification, risk assessment and ranking, risk reduction strategies, crisis prevention simulations, crisis management).
7. Recognize the need for change.
8. Understand why people resist change.
9. Define the change process.
10. Explain the mission, vision, goals, plan, and organization for making leadership decisions.

I. Levels of Leadership
1. Explain individual leadership.
2. Describe leadership within a group.
3. Define organizational leadership.
4. Describe interrelationships among individual, group, and organizational leadership.

J. Leadership Theory
1. Describe leadership theory.
2. Explain application of leadership theory.
3. Explain leadership skill development and the need for flexibility.

K. Traits of Effective Leaders
1. Define traits of effective leaders.
2. Explain how leadership traits can be acquired.

L. Personality Profile of Effective Leaders
1. Explain the Achievement Motivation Theory.
2. Define the Leader Motive Profile.
3. Explain how self-assessment is used to determine leadership qualities.

M. Leadership Attitudes
1. Differentiate Theory X and Theory Y styles of leadership.
2. Explain how attitudes influence leadership styles.
3. Explain the Pygmalion Effect on Leadership.

N. Ethical Leadership
1. Explain ethical leadership behavior.
2. Explain how personality traits and attitudes, moral development, and the situation affect ethical behavior.
3. Describe how people justify unethical behavior.
4. Describe simple guides to ethical behavior.
5. List characteristics of ethical leaders.

O. Relationship Between Power, Politics, Networking, and Negotiation
1. Describe sources of power for leaders.
2. Explain types of power, influencing tactics, and ways to increase personal power.

P. Coaching

   1. Explain the relationship between coaching and leadership.
   2. Describe why criticism does not work.
   3. Explain how mentoring is used to prepare future leaders.
Q. Managing Conflict
   1. Describe conflict management styles.
   2. Define conflict resolution and mediation.
R. Leadership and Team Decision Making
   1. Describe the difference between leader-centered and group-centered decision making.
   2. Explain the difference between individual and team decision making.
S. Organizational Politics
   1. Explain the nature of organizational politics.
   2. Explain the relationship between political behavior and leadership.
T. Charismatic and Transformational Leadership
   1. Describe factors that determine personal meaning.
   2. Describe characteristics of charismatic leaders.
   3. Explain the effects of charismatic leadership.
   4. Define attributes and behaviors for transformational leadership.
U. Stewardship and Servant Leadership
   1. Explain the nature of stewardship and servant leadership.
   2. Describe the framework for stewardship and servant leadership.
V. Leadership in a Diverse Setting
   1. Understand the power of culture.
   2. Differentiate characteristics of low-performance and high-performance culture.
   3. Describe how leaders are culture creators.
   4. Explain how culture, values, diversity, and the learning organization influence the role of leaders.
   5. Define diversity and explain the importance of inclusion for decision making.
   6. Explain the importance of social responsibility.

2024-25 Competitive Events Guidelines
Parliamentary Procedure (High School)

FBLA
Future Business Leaders of America

Parliamentary Procedure provides members with the opportunity to showcase their knowledge around parliamentary procedure concepts. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 4 or 5 members
Event Category: Role Play Event
**Event Elements:** Objective Test and Role Play
Objective Test Time: 50 minutes
Role Play Time: 20-minute preparation time, 9-11-minute presentation time
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Objective Test Competencies

- Parliamentary Procedure Principles
- FBLA Bylaws

The objective test and presentation criteria for this event will be based on *Robert's Rules of Order, Newly Revised, 12th edition*

Test Composition

Bar chart showing Parliamentary Procedure Principles at 80 and FBLA Bylaws at 20, vertical axis 0 to 100.
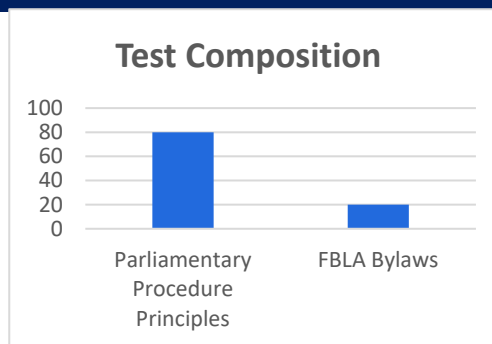
Region

On-site online objective test. Competitors test separately with scores averaged. In-person presentation to judges onsite at the Regional Leadership Conference.

State

Objective test administered at the home school during the preselected testing window. Competitors test individually with scores being averaged. The top eight (8) objective test team scores have an in-person presentation to judges onsite at the State Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

	Items Competitor Must Provide	Items FBLA Provides
Role Play	• Reference materials • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code • Gavel and sounding block	• Pencils for prep and presentation room • Secret role play problem/scenario • Paper for secretary's notes

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- All team members are expected to actively participate in the presentation.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of teams will determine the number of winners. The maximum number of winners for each competitive event is 10.
- The Parliamentary Procedure award is named after Dorothy L. Travis. Dorothy was one of the founders of North Dakota FBLA and was appointed as the first State Chairperson in 1967.

Event Administration

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time**: 9-11 minutes (one-minute warning)
  - **Question & Answer**: None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be given to simulate a regular chapter meeting. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Parliamentary procedure reference materials may be used during the preparation period but not during the presentation itself. No script can be brought into or used in the preparation room.
  - The following items may be taken into the prep and presentation room: a gavel/sounding block, a copy of the role play, the treasurer's report, and a copy of the minutes from a preceding meeting. The treasurer's report and minutes are created prior to the competition time.
  - Presentations must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the role play must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be transcribed into minutes.
  - The role play may or may not include class of motions, but all five classes of motions listed in the role play – main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly – must be demonstrated during the presentation.

- o No script, reference materials, visual aids, or electronic devices may be brought to or used during the presentation, except for a gavel/sounding block. Competitors may not adjust seats at the table in the presentation room.
- o Teamwork: All team members are expected to actively participate in the role play.
- o Role play presentations are not open to conference attendees.
- o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The final role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

FBLA
Future Business Leaders of America

Parliamentary Procedure Role Play Presentation Rating Sheet

Motions Classification	Not Completed	Completed	Completed & Correct	Points Earned
Main Motion	*0 points*	*1-6 points*	*7-10 points*	
Subsidiary Motion	*0 points*	*1-6 points*	*7-10 points*	
Privileged Motion	*0 points*	*1-6 points*	*7-10 points*	
Incidental Motion	*0 points*	*1-6 points*	*7-10 points*	
Bring Again Motion	*0 points*	*1-6 points*	*7-10 points*	
Business of Meeting				
Problem Addressed	*0 points*	*1-16 points*	*17-25 points*	
Proper Use of Parliamentary Terms	*0 points*	*1-6 points*	*7-10 points*	
Voices Projected and Expressions Clear	*0 points*	*1-3 points*	*4-5 points*	
Presiding Official Remained Impartial	*0 points*	*1-3 points*	*4-5 points*	
Members took initiative in meeting	*0 points*	*1-3 points*	*4-5 points*	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)				
Presentation Total (100 points)				

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Partnership with Business Project

Partnership with Business Project provides chapter members with the opportunity to share their chapter's development and implementation of an innovative, creative, and effective partnership with a business to benefit the greater good. This competitive event consists of a pre-judged report and presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members present the chapter project
Event Category: Chapter Event
Event Elements: Pre-judged Report & Presentation
***Pre-judged Component:** 17-page report due March 15, 2025*
***Presentation Time:** 3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Region

This event is state and nationals only. There is no regional competition.

State

Reports are to be uploaded as Assets in Blue Panda by the conference deadline. This event is prejudged only. The top four (4) qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.

- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has three parts: pre-judged, preliminary presentation, and final presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 13,2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - Reports should follow the rating sheet sequence.
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - In the remaining fifteen (15) pages, share the following content:
      - Explain the responsibilities of the business and chapter leaders and their degree of involvement (hours spent, personal contact, executives and department heads contacted)
      - Describe planning, development, and implementation of project.
      - Provide examples of publicity and recognition for the project.
      - Discuss benefits and concepts learned from the partnership and degree of impact on both partners and FBLA chapter because of the project.
      - Evaluate the project for its impact on the chapter, business, and community.
    - Divider pages and appendices are optional and must be included in the page count.

- ▪ Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
        - ▪ Restricted Items: QR codes and links cannot be included in the report.
    - o Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
    - o Pages must be formatted to fit on 8 ½" x 11" paper.
    - o The report is judged before the NLC.
    - o Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
    - o **Equipment Set-up Time:** 3 minutes
    - o **Presentation Time:** 7 minutes (one-minute warning)
    - o **Question & Answer Time:** 3 minutes
    - o **Internet Access:** Not provided
    - o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - o Competitors/teams are randomly assigned to sections.
    - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - o Technology
        - ▪ Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - ▪ Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - ▪ Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - ▪ External speakers are not allowed. Only device audio can be used.
        - ▪ Power is not available.
    - o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - o Presentation should cover the following aspects of the project:

- Description of the partnership goals and planning activities
- Roles of business leaders and chapter members in developing and implementing the partnership
- Results, concepts learned, and impact of the project
- Provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
- Examples of publicity and recognition received as a result of the partnership

- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Presentation should cover the following aspects of the project:
    - Description of the partnership goals and planning activities

- Roles of business leaders and chapter members in developing and implementing the partnership
- Results, concepts learned, and impact of the project
- Provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
- Examples of publicity and recognition received as a result of the partnership

Scoring
- The report score will be added to the preliminary presentation score to determine the finalists.
- The normalized report score (using standard deviation) will be added to the final presentation score to determine the top winners.
- The report score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Partnership with Business Project Pre-judge Report Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Goals Project has specific partnership goals involving a business and FBLA chapter	*This partnership does not involve a FBLA chapter and a business*	*Partnership goals are listed but not well defined*	*Project has specific partnership goals*	*Project has quantitatively defined goals and indicate future activities or steps that could be taken to further the work started*	
	0 points	1-2 points	3-4 points	5 points	
Roles & Responsibilities Explain the responsibilities of the business and chapter leaders	*Roles & responsibilities were not explained or included*	*Roles & responsibilities of business & chapter leaders along with their degree of involvement was included but not explained in detail*	*Roles & responsibilities of business & chapter leaders along with their degree of involvement was included and explained*	*Roles & responsibilities of business & chapter leaders along with their degree of involvement was included, explained and evident throughout the entire project*	
	0 points	1-6 points	7-8 points	9-10 points	
Planning, Development, and Implementation Describe planning, development, and implementation of project	*Planning is not evident or included*	*Planning explanation is not clearly described*	*Planning activities/steps are clearly described*	*Planning activities/steps are clearly described including rationale with evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
	Development is not evident or included	*Development explanation is not clearly described*	*Development activities/steps are clearly described*	*Development activities/steps are clearly described including rationale with evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
	Implementation is not evident or included	*Implementation explanation is not clearly described*	*Implementation activities/steps are clearly described*	*Implementation activities/steps are clearly described including rationale with evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Publicity Provide examples of publicity and recognition for the project	*No evidence of publicity received*	*Information about publicity included in the report without evidence*	*Information about publicity included in the report with evidence*	*Information about multiple examples of publicity included in the report with evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Outcomes Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	*No benefits, concepts learned, or impact is stated*	*Benefits, concepts learned, or impact are not all explained*	*Benefits, concepts learned, and degree of impact are all included*	*Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter*	
	0 points	1-6 points	7-8 points	9-10 points	
Evaluation Evaluate the project for its impact on the chapter, business, and community	*No evidence of project evaluation is provided*	*Report shows partial evaluations for its impact on the chapter, business, and community*	*Report shows thorough evaluations for its impact on the chapter, business, and community*	*Report shows thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future*	
	0 points	1-6 points	7-8 points	9-10 points	

2024-25 Competitive Events Guidelines
Partnership with Business Project

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	*Had more than specified page count, missing one or more sections and/or does not follow rating sheet*	*All information presented, but order inconsistent with rating sheet*	*Information arranged according to rating sheet*	*Presented in the correct order, correct page count, and includes written transitions between sections*	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design of the report	*Report is not formatted*	*Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos*	*Consistent formatting throughout the report*	*Consistent formatting throughout including advanced skills such as full bleed, effective use of space, related defined graphics, and consistent formatting*	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	*More than 5 grammar, punctuation, or spelling errors*	*3-4 grammar, punctuation, or spelling errors*	*No spelling errors, and not more than 2 grammar or punctuation errors*	*No spelling error, and not more than 1 grammar or punctuation error*	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments:

Partnership with Business Project Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Goals Project has specific partnership goals involving a business and FBLA chapter	*This partnership does not involve a FBLA chapter and a business*	*1-2 partnership goals involving a business and FBLA chapter that are not well defined*	*3-4 partnership goals involving a business and FBLA chapter that are well defined*	*5 or more partnership goals involving FBLA chapter and a business that are well defined*	
	0 points	1-2 points	3-4 points	5 points	
Roles & Responsibilities Explain the responsibilities of the business and chapter leaders	*No leadership roles explained*	*Unclearly explains or is missing the roles & responsibilities of the business and chapter leaders along with their degree of involvement*	*Clearly explains roles & responsibilities of the business and chapter leaders along with their degree of involvement*	*Clearly explains the roles & responsibilities of the business and chapter leaders showing continuous involvement throughout entire project*	
	0 points	1-8 points	9-12 points	13-15 points	
Planning, Development, and Implementation Describe planning, development, and implementation of project	*Planning, development, and implementation process not explained*	*Unclearly explains or is missing either the planning, development, or implementation process*	*Clearly explains the planning, development, and implementation process.*	*Clearly explains planning, development, implementation process including rationale with evidence*	
	0 points	1-8 points	9-12 points	13-15 points	
Publicity Provide examples of publicity and recognition for the project	*No evidence of publicity received*	*Information about publicity without evidence*	*Information about publicity with evidence*	*Multiple examples of publicity with evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Outcomes Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project	*No benefits, concepts learned, or impact is stated*	*Benefits, concepts learned, or impact are not all explained*	*Benefits, concepts learned, and degree of impact are all included*	*Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter*	
	0 points	1-8 points	9-12 points	13-15 points	
Evaluation Evaluate the project for its impact on the chapter, business, and community	*No evidence of project evaluation is provided*	*Evaluations provide unclear impact on the chapter, business, and community*	*Thorough evaluations and its impact on the chapter, business, and community*	*Thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future*	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:
Comments:	

2024-25 Competitive Events Guidelines
Personal Finance

Personal Finance provides members with the opportunity to demonstrate knowledge around introductory competencies in financial skills. This competitive event consists of an objective test. It aims to inspire members to learn how to manage personal finances.

Event Overview
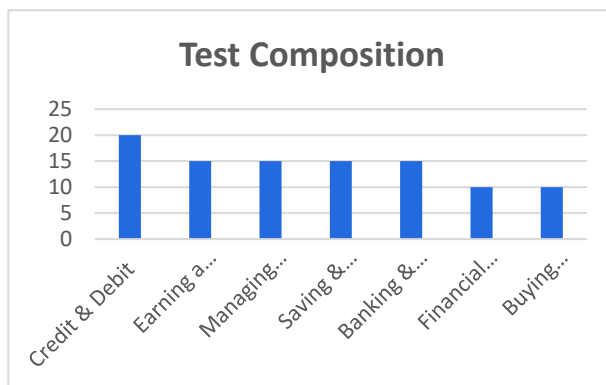
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Financial Principles Related to Personal Decision Making
- Earning a Living (Income, Taxes)
- Managing Budgets and Finance (Planning and Money Management)
- Saving and Investing
- Buying Goods and Services
- Banking and Insurance
- Credit and Debt

Test Composition — bar chart showing values: Credit & Debit 20, Earning a… 15, Managing… 15, Saving &… 15, Banking &… 15, Financial… 10, Buying… 10

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Financial Principles Related to Personal Decision Making
1. Evaluate how decisions made at one stage of your life can affect your options at other stages.
2. Find and evaluate financial information from a variety of sources.
3. Identify major consumer protection laws.
4. Make financial decisions by systematically considering alternatives and consequences.
5. Develop communication strategies for discussing financial issues.
6. Control and secure personal information.
7. Describe how wise financial planning can help you achieve your goals.
8. Predict the effects of financial planning on specific situations.
9. Define money (characteristics, role, and forms) and trace how money and resources flow through the American economic system.
10. Define basic economic concepts (such as supply and demand; production, distribution, and consumption; labor, wages, and capital; inflation and deflation).

B. Earning a Living (Income, Taxes)
1. Identify components and sources of personal income.
2. Describe how the demand for certain skills helps determine the amount you will be paid.
3. Identify the effects of employment on financial security.
4. Relate employee benefits to disposable income.
5. Compute gross earnings and describe factors affecting take-home pay.
6. Calculate mandatory and voluntary deductions to get net pay.
7. Compare various employee benefits and retirement programs.
8. Identify various types of taxes that relate to income.
9. Summarize guidelines for reporting taxes.
10. Define exemptions, dependents, and taxable and nontaxable income.
11. Prepare tax forms such as 1040EZ, 1040A using a W2 form and a 1099 interest form, W-4, and I-9 forms

12. Compute taxes using a tax table and other appropriate information.
13. Describe the differences in various types of employment. (i.e., flextime, job sharing, telecommuting, full- and part-time, piece work)

C. Managing Budgets and Finance (Planning and Money Management)

1. Determine short- and long-term goals.
2. Develop and implement a personal financial plan for earning, spending, saving, and investing.
3. Develop a system for keeping and using financial records.
4. Track income and spending to analyze and prepare a budget and make adjustments.
5. Describe the effect of different payment methods—cash, credit, installment loans, mortgages, debit cards, checks or online deposits, transfers, and payments on the budget and financial plan.
6. Identify some of the serious problems that can arise when you don't plan your finances or implement your financial plan.
7. Use financial management software to prepare a budget, track income and expenses, and project taxes.

D. Saving and Investing

1. Define investment terms including risk management, yields, and rate of return.
2. Explain how investing and saving builds wealth and helps meet financial goals.
3. Distinguish between short- and long-term savings goals.
4. Determine saving options and the need for and the purpose of savings.
5. Evaluate investment alternatives and sources of investment information and prepare a personal investment strategy.
6. List types and methods of savings.
7. Compare and choose among saving and investment options such as stocks, bonds, CDs, and 401K savings plans.
8. Describe how to buy and sell investments.
9. Track various stocks over a period of time.
10. Compute the anticipated rate of return on specific investments and savings accounts using various factors such as simple or compound interest, dividends, fees, etc.
11. Explain how taxes affect the rate of return on investments.
12. Demonstrate how to evaluate advisors' credentials and how to select professional advisors and their services.
13. Investigate how agencies that regulate financial markets protect investors.

E. Buying Goods and Services

1. Compare and contrast the advantages and disadvantages of renting versus purchasing property such as a home, auto, and equipment.
2. Calculate costs involved in purchasing and maintaining a vehicle and a home and the methods of figuring depreciation.
3. Determine spending patterns based on a review of financial records.
4. Evaluate information about products and services such as warranties, clearance items, and consumer reports.
5. Compare the advantages and disadvantages of alternative payment types—credit, cash, loans, etc.
6. Describe the rights and responsibilities of buyers and sellers under consumer protection laws.

F. Banking and Insurance

1. Identify common types of risks and basic risk management methods.

2. Identify the purpose, importance, and major characteristics of property and liability insurance protection.
3. Identify the purpose, importance, and major characteristics of health, disability, and life insurance protection.
4. Evaluate how insurance (e.g., auto, home, life, medical, and long-term health) and other risk management strategies protect against financial loss.
5. Compute the costs and benefits of specific insurance plans.
6. Predict how personal factors affect insurance needs and costs.
7. Compare different types of banking options such as credit unions and other banks.
8. Identify the types of banking services and their costs for meeting various needs.
9. Write a check and prepare deposits and withdrawal slips.
10. Maintain a check register including proper procedures for ATM and automatic payment withdrawals.
11. Reconcile a bank statement.
12. Explain the advantages and security issues with online banking and bill payment.

G. Credit and Debt
1. Identify the costs, benefits, and sources of various types of credit.
2. Give the advantages and disadvantages of using credit in specific situations.
3. Explain the purpose of a credit record and identify borrowers' credit report rights.
4. Develop and use personal debt-reduction strategies to manage and avoid or correct debt problems.
5. Identify major consumer credit laws.
6. Reconcile a credit card statement and analyze finance charges.
7. Evaluate the terms and conditions of credit offers and make recommendations based on the analysis.
8. Evaluate the concept of creditworthiness as it relates to credit records, credit ratings, credit reports, and credit laws.
9. Describe the advantages and disadvantages of bankruptcy.
10. Compare the terms and rates of mortgage agreements.
11. Demonstrate awareness of consumer protection and information (identify theft, phishing, scams, etc.).
12. Complete credit forms and loan applications.
13. Compare the costs of a purchase if paid with cash, credit cards, charge accounts, and installment loans.
14. Evaluate various personal and economic factors that influence the availability of credit.
15. Describe the responsibilities of the consumer to the creditor in terms of handling credit as a responsible consumer.

2024-25 Competitive Events Guidelines
KENTUCKY ONLY – Plock and Smith Scholarships

The Eugene H. Smith Scholarship was established to assist students who intend to pursue a four-year college program in the business field. The Ethel M. Plock Scholarship was established to assist students who do not intend to pursue a four-year business degree but do plan further business training beyond high school. This training may include any type of post- secondary training/education. Scholarships will be awarded to the regional and state winners; amounts for each scholarship will be determined by the State Executive Council and will be based on the amount of money in the Scholarship Fund. Scholarship stipends are paid one time and are non-renewable. The scholarship must be used during the year for which it was presented, or it will be awarded to the alternate winner. Since this event is regional and state only, the participants do not advance to the National Leadership Conference.

Event Overview

Division: High School
Event Type: Chapter
Event Category: Kentucky Only
Event Elements: Ethel M. Plock and Eugene H. Smith are interview events conducted in person at the conference.

Region

Credentials must be turned in to the designated area at the Regional Leadership Conferences. Interviews will be schedule and conducted at the conference. A winner and alternate will be selected in each event and will advance to state competition.

State

Credentials will be transferred from the Regional Conference to the State Conference. Interviews will be scheduled and conducted at the conference.

Eligibility

- The member must be a senior.
- The member's chapter must have contributed a minimum of $50 to the FBLA State Scholarship fund during the current year by the deadline date.
- At the registration desk on the day of the Regional Leadership Conference, each scholarship applicant must submit three (3) manila folders, each containing a single copy of the following items (may be unattached, paper clipped, or stapled):
  - A Smith/Plock Scholarship Application
  - A high school transcript
  - A résumé (not to exceed two pages) including the following items:
    - Business Career Objective
    - Personal Data
    - Work Experience
    - Involvement in FBLA
    - Other School and Community Activities
- The folders must be labeled with the participant's name, school, and event.
- Participants failing to report on time for the event may be disqualified.
- Participants failing to submit the required materials by the designated time will be disqualified.
- All credentials will be judged as submitted

- Each applicant will be interviewed for ten (10) minutes by a panel of judges. The judges will select the scholarship recipients on the basis of the interview, the information on the application form and résumé, and the scholastic record. (See Rating Sheet) A winner and an alternate will be selected.
- The scholarship application, transcript, and résumé will be transferred from the region for use in judging at the state conference.
- Both the regional winner and the alternate will be interviewed for the state scholarships at the State Leadership Conference.

2024-25 Competitive Events Guidelines
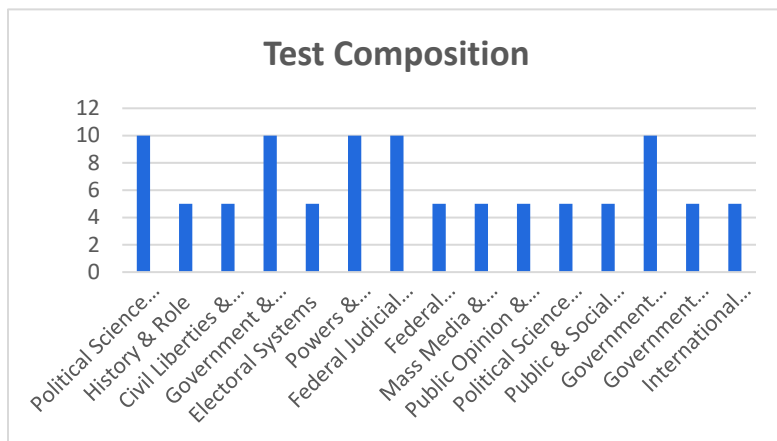## Public Policy & Advocacy

Public Policy & Advocacy provides members with the opportunity to demonstrate knowledge around competencies in policy and advocacy. This competitive event consists of an objective test. It aims to inspire members to learn about the government's role in society and the interaction between economic and political life.

Event Overview

Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
NACE Connections: Career & Self-Development

Objective Test Competencies

- Political Science Terms & Concepts
- History & Role of Political Science
- Civil Liberties & Civil Rights in Political Science
- Forms of Government & Legislatures
- Electoral Systems & Presidential Elections
- The Powers & Elections of Congress
- Federal Judicial System
- Federal Bureaucracy
- Mass Media & Politics
- Public Opinion & Culture
- Political Science Law
- Public & Social Policy
- Government Fiscal Policy
- Government Foreign & Defense Policies
- International Relations Concepts

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

2024-25 Competitive Events Guidelines
Public Policy & Advocacy

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A.   Political Science Terms & Concepts
1. Define political science.
2. Explain the role and conflicts of politics in government.
3. Define democracy, capitalism, and Constitutionalism.
4. Define types and sources of political power.
5. Explain shifting power from a majority to a few.
6. Explain the relationship between political culture and public opinion.
7. Describe the role of citizenship and civil society in a democracy.
8. Define political justice and individual rights.
9. Define the components of Gross Domestic Product (GDP).
10. Explain the difference between countries, nations, states, and governments.

B.   History & Role of Political Science
1. Describe the history of political parties in the U.S.
2. Explain the difference between the two-party and multi-party government systems.
3. Define current political parties.
4. Explain the role of minor political parties.
5. Describe the relationship between political parties and special interest groups.
6. Define special interest groups.
7. Explain the difference between private and public special interest groups.
8. Explain how special interest groups (example: Boston Tea Party) have influenced American politics.

C.   Civil Liberties & Civil Rights in Political Science
1. Outline the history of Civil Liberties in the United States.
2. Explain the importance and limitations of freedom of speech, press, religion, and assembly.
3. Define the procedural rights for the accused.
4. Explain the right to privacy and the right to bear arms.
5. Describe the role of courts in deciding civil liberty cases.
6. Explain the history of civil rights.
7. Understand the concept of basic civil rights for all.
8. Explain equal protection under the 14th Amendment.
9. Explain Civil Rights for Women and Americans with Disabilities.

D.   Forms of Government & Legislatures
1. Define the role and functions of government.
2. Explain the characteristics of a democracy.
3. Describe autocracy, totalitarianism, and authoritarianism.
4. Define transitional governments.
5. Explain the powers and functions of legislatures.
6. Differentiate between Congress and Parliament.
7. Explain the purpose of legislative committees.

E.   Electoral Systems & Presidential Elections
1. Explain the U.S. Electoral College system.
2. Differentiate direct and indirect elections.
3. Describe individual representation and the U.S. electoral systems.
4. Define primary elections.
5. Explain election runoffs and recalls.

F.   The Powers & Elections of Congress
1. Define the role of Congress.
2. Explain the electoral evolution of Congress.
3. Explain the rationale for reapportionment and redistributing congressional districts.
4. Explain party nomination.
5. Describe national forces that influence Congress.
6. Explain the difference between Presidential and Congressional campaigns.
7. Describe factors that influence election outcomes.

G.   Federal Judicial System
1. Describe the difference between the state and U.S. court systems.
2. Describe the power of the federal judiciary.
3. Define the federal court system of the U.S.
4. Explain the judicial decision-making process.
5. Explain the checks and balance system on the power of the U.S. Supreme Court.
6. Explain the difference between original and appellate jurisdiction.
7. Explain the selection of Supreme Court Justices process.
8. Describe how special interest groups use litigation strategies to influence government policy.

H.   Federal Bureaucracy
1. Define bureaucracy.
2. Explain the history, impact, and problems associated with federal bureaucracy.
3. Explain the relationship between the President, Cabinet, and Congress when determining legislation.
4. Explain how elections are related to public perception of government.
5. Define the bureaucratic accountability process.

I.   Mass Media & Politics
1. Explain how mass media and journalism have impacted the political system.
2. Describe the difference between private- and state-controlled media.
3. Explain media's influence on the public.
4. Define media bias and the reason for public criticism of media.
5. Explain the role of media in elections and other government activities.
6. Explain rules that govern media.
7. Define yellow media.

J.   Public Opinion & Culture
1. Define public opinion and public culture.
2. Explain how to measure public opinion.
3. Explain how public opinion leaders are selected recognized.
4. Describe the difference between random and quota sampling used to collect public opinion.
5. Explain the bias associated with opinion polls and surveys.
6. Explain how voter turnout is impacted by pols and surveys.
7. List alternative forms of political participation.

K.   Political Science Law
1. Explain the difference between laws and customs.
2. Define American law.
3. Define code law.
4. Explain the difference between criminal law and civil law.
5. Define statutory law.

6. Describe administration, regulatory, and religious law.
L. Public & Social Policy
1. Explain the steps of the public policy process.
2. List types of policy.
3. Give examples of Republican and Democrat policy beliefs.
4. Define social insurance programs.
5. Describe public assistance programs.
M. Government Fiscal Policy
1. Explain the difference between market and state-controlled economies.
2. Define and give examples of regulatory policy.
3. Explain governmental policies to protect the U.S. economy.
4. Describe business cycles influenced by governmental decisions.
5. Explain how government promotes economic interests.
6. Define fiscal policy.
7. Explain how monetary policy is determined by the Federal Reserve.
8. Describe types of U.S. foreign policy.
N. Government Foreign & Defense Policies
1. Explain which government entities are responsible for foreign policy.
2. Describe situations that call for U.S. military power.
3. Explain how government protects the ideals, interests, and needs of America.
4. Explain the economic rationale for a national security policy.
5. List the tools of foreign policy.
6. List important veteran organizations.
O. International Relations Concepts
1. Explain the difference between globalization and nationalism.
2. Define sovereignty and world policy.
3. Describe international policies.
4. Explain inconsistency of human rights throughout the world.

2024-25 Competitive Events Guidelines
Public Service Announcement

Public Service Announcements are basic messages to the public that raise awareness on a specific issue. Public Service Announcement (PSA) provides members with the research, form an objective and create a 30-second video on a topic. This competitive event consists of a presentation component where the PSA is shown for the judges and the development process explained.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Produce a 30-second public service announcement about *Healthy Habits in the Workplace*.

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time

shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

- o Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects of the PSA:
    - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
    - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
    - The PSA video is shown to the judges.
    - The production must be original content; competitors may not sure previously published video clips in the videos submitted for competitions.
- Final Presentation Information
    - o **Equipment Set-up Time:** 3 minutes
    - o **Presentation Time:** 7 minutes (one-minute warning)
    - o **Question & Answer Time:** 3 minutes
    - o **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
    - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

- o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects of the PSA:
  - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
  - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
  - The PSA video is shown to the judges.
  - The production must be original content; competitors may not sure previously published video clips in the videos submitted for competitions.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Public Service Announcement

FBLA
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Public Service Announcement Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Learning Objective Demonstrates understating of the topic and creates an objective for the intended audience	*No understanding of event topic OR incorrect topic used, and no objective created*	*Unclear understanding of the topic with or without a learning objective*	*Clear understanding of the topic with a learning objective*	*Expert understanding of the topic with a learning objective for the intended audience*	
	0 points	1-6 points	7-8 points	9-10 points	
Research Explain the major findings from the topic research	*No explanation of research or findings*	*Unclearly explains findings from topic research*	*Clearly explains findings from topic research*	*Clearly explains the finding from topic research with provided evidence for support*	
	0 points	1-8 points	9-12 points	13-15 points	
Script Describe the design development and script writing process	*No description of design development and script writing*	*Unclearly describes the design development and the script writing process*	*Clearly describes the design development and script writing process*	*Clearly describes the design development and the script writing process with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Techniques Explain video and audio techniques used to create the PSA	*No explanation of use or implementation of audio or video*	*1-2 techniques used to create the PSA*	*3-4 techniques used to create the PSA and described*	*5 or more techniques used to create the PSA and described using expert terminology*	
	0 points	1-8 points	9-12 points	13-15 points	
Equipment & Software Explain at least 3 types of equipment and/or software used to create PSA	*No explanation of equipment and software*	*1 form of equipment or software utilized to create the PSA*	*2 forms of equipment or software utilized to create PSA*	*3 or more forms of equipment or software were used to create the PSA and described using expert terminology*	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright/Sources Copyright and source information is noted and documented, and video content is original	*Copyright and source information not addressed or addressed incorrectly AND video content is not original*	*Material violates copyright guidelines; sources are not addressed OR video content is not original*	*Copyright and source information is documented, and video content is original*	*Copyright compliance and source information is documented using visual representation, and video content is original*	
	0 points	1-6 points	7-8 points	9-10 points	
PSA Video Presentation	*PSA is not shown during the presentation*	■■■■■■■■	■■■■■■■■	*PSA is shown during the presentation*	
	0 points			5 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Public Speaking (High School)

Public Speaking provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation component.

Event Overview

Division: High School
Event Type: Individual
Event Category: Presentation
Event Elements: Speech
Presentation Time: 5-minute presentation time
[NACE Connections](): Career & Self-Development, Communication, Critical Thinking, Professionalism

2024-25 Topic

Develop and deliver a speech based on the following topic:

The Power of Networking: Building Professional Relationships for Future Success

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• N/A

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.

- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information: The Speech
  - **Presentation Time:** 5 minutes (one-minute warning)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - The speech must be developed around the topic.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation Information
  - **Presentation Time:** 5 minutes (one-minute warning)
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - The speech must be developed around the topic.
  - When delivering the speech, competitors may use notes prepared before the event.
  - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/speech time.

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Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic Incorporates provided topic	*Provided topic is not mentioned in speech*	*Topic is not clearly incorporated into speech*	*Topic was clearly incorporated into speech*	*Topic was clearly incorporated and expanded thoroughly throughout the speech*	
	0 points	1-6 points	7-8 points	9-10 points	
Theme Identify and execute a consistent theme	*No theme presented*	*Theme was identified, but not consistent throughout speech*	*Theme identified and consistent throughout speech*	*Personal stories are utilized to expand on the central theme*	
	0 points	1-6 points	7-8 points	9-10 points	
Introduction Introduce the topic immediately	*Topic was not introduced*	*Introduction was not clearly presented*	*Introduction was clearly presented, and topic was defined immediately*	*Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body*	
	0 points	1-6 points	7-8 points	9-10 points	
Supporting Information (Body) Include accurate and appropriate supporting information such as research	*Speech did not include supporting information*	*Competitor included one example of supporting information*	*Competitor included two examples of supporting information*	*Competitor included three or more examples of supporting information*	
	0 points	1-9 points	10-16 points	17-20 points	
Conclusion Provide effective conclusion connected to the topic & theme	*Speech did not have a conclusion*	*Conclusion was not clearly presented*	*Effective conclusion was presented*	*Conclusion provides connection to entire presentation*	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	*Does not have varied facial expressions and/or poor posture*	*Minimal varied facial expressions and/or poor posture*	*Appropriate varied facial expressions and posture*	*Appropriate varied facial expressions and posture that keeps audience fully engaged*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not make eye contact	*Minimal eye contact*	*Appropriate eye contact*	*Appropriate eye contact and didn't use notecards*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not have voice projection	*Minimal voice projection*	*Appropriate voice projection*	*Appropriate voice projection and diction*	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor did not demonstrate self-confidence	*Competitor demonstrated self-confidence*	*Competitor demonstrated elevated self-confidence and poise*	*Competitor demonstrated elevated self-confidence, poise, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Sales Presentation

Sales Presentation provides members with the opportunity to demonstrate their ability to sell a product or service they choose. This competitive event consists of an interactive presentation.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Interactive Presentation (judges may ask questions throughout the presentation)
Presentation Time: 3-minute set-up time, 7-minute presentation time
[NACE Connections](#): Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

Note: *This event is an interactive presentation with judges.*

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • [Photo identification](#) • Attire that meets the [FBLA Dress Code](#)	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • [Photo identification](#) • Attire that meets the [FBLA Dress Code](#)	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.

- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Interactive Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** None
  - **Internet Access:** Not Provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology

- Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Details of the sales presentation/pitch:
    - The team may sell whichever product or service they choose.
    - The team shall provide the necessary materials and merchandise for the sales pitch.
    - The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
    - This is an interactive event and judges may ask questions throughout the presentation.
- Interactive Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** None
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

  - Technology

- Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
- The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
- Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- It is up to final-round competitors to determine if they wish to use the technology provided.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Details of the sales presentation/pitch:
  - The team may sell whichever product or service they choose.
  - The team shall provide the necessary materials and merchandise for the sales pitch.
  - The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
  - This is an interactive event and judges may ask questions throughout the presentation.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

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Future Business Leaders of America

Sales Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presents appropriate greeting	*No introduction was presented*	*The conversation began, but the customer (judge) had to start the presentation*	*The conversation was initiated by the competitor(s)*	*Competitor(s) is creative in their introduction and led to a seamless transition into needs determination*	
	0 points	1-6 points	7-8 points	9-10 points	
Able to determine needs	*No questions were utilized to determine needs*	*Competitor(s) ask questions, but specific needs are not determined*	*Competitor(s) use questions to determine the needs of the customer (judge)*	*Competitor(s) use questions to determine the need of the customer (judge) and relates the needs to the product or service*	
	0 points	1-6 points	7-8 points	9-10 points	
Presenting the product or service	*No product/service was presented*	*Competitor(s) was unable to create interest in the product/service or the features*	*Competitor(s) was able to create interest in the product/service through knowledge of its features*	*Competitor(s) was able to convert unnecessary item(s) (wants) into needed item(s) (needs)*	
	0 points	1-6 points	7-8 points	9-10 points	
Able to overcome objections	*Objections were not addressed or overcome*	*One objection was overcome*	*2-3 objections were overcome*	*All objections were overcome, and sale resulted*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates suggestion selling	*No additional items were offered*	*Additional items were suggested, but did not relate to the product/service*	*Additional items were suggested that relate to the product/service*	*Additional items were suggested that relate to product/service and enhance the sale*	
	0 points	1-6 points	7-8 points	9-10 points	
Able to close the sale	*Sale was not suggested*	*Competitor(s) asks for the sale but not all objections were addressed*	*Competitor(s) asks for the sale and there is little apprehension in agreeing*	*Competitor(s) didn't have to ask for the sale, the presentation confirmed the customer's (judge's) intent to buy*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to develop relationship	*No follow up was mentioned*	*Non-effective follow up was mentioned*	*Sale was finalized and interest in product/service was established*	*Relationship was established resulting in customer (judge) loyalty*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Securities & Investments

Securities & Investments provides members with the opportunity to demonstrate knowledge around competencies in securities and investments. This competitive event consists of an objective test. It aims to inspire members to learn about an individual's knowledge of investing.

Event Overview
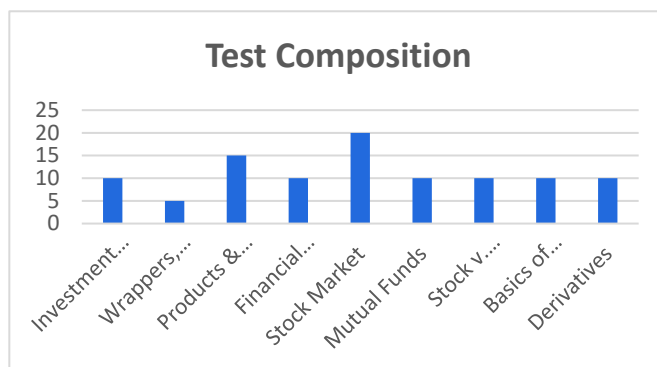
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: *50 minutes*
[NACE Connections](): Career & Self-Development

Objective Test Competencies

- Investment Fundamentals
- Investments Wrappers, Taxation, and Trusts
- Investment Product and Funds
- Stock Market
- Stocks Versus Other Investments
- Mutual Funds
- Basics of Bonds
- Derivatives
- Financial Services Regulation

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Investment Fundamentals
1. Define terminology common to securities & investments.
2. Demonstrate knowledge of savings.
3. Identify stages of investing and the relationship between risk and return.
4. Identify sources of financial information to make investment decisions.

B. Investment Wrappers, Taxation, and Trusts
1. Describe individual savings accounts.
2. Demonstrate knowledge of Pensions.
3. Demonstrate knowledge of taxation.
4. Describe and Identify Investment bonds.

C. Investment Product & Funds
1. Identify and explain the different types of loans.
2. Explain the purposes of mortgages.
3. Demonstrate the knowledge and purpose of life assurance.
4. Describe and explain unit trusts.
5. Describe opened ended investment companies.
6. Identify the characteristics of pricing, dealing, and settlement.
7. Identify and explain what Investment trusts are.
8. Demonstrate knowledge of how hedge funds work.

D. Stock Market
1. Explain how stock market benefits investors and companies.
2. Analyze stock tables for investment related information.
3. Describe options for handling accumulated money/earnings.
4. Understand the types of investments.
5. Compare and differentiate between Primary vs secondary markets.
6. Distinguish between Bull, bear, and pig markets.

E. Stock versus Other Investments
1.   Demonstrate knowledge of compounding.
2.   Explain the purpose of company.
3.   Describe ethical behavior in support center.
4.   Understand the process of gathering relevant information.
5.   Evaluate financial statements.
6.   Define terminology common to stock markets and other investments.

F. Mutual Funds
1.   Understanding and explaining total return.
2.   Describe mutual funds and its involvement with taxes.
3.   Identify the process of purchasing mutual funds.
4.   Explain benefits with investment in mutual funds.
5.   Understand fund costs.

G. Basics of Bonds
1.   Demonstrate the knowledge of bond duration.
2.   Describe the process of buying bonds.
3.   Describe the process of issuing bonds.
4.   Identify the roles of collateral.
5.   Compare secured and unsecured bonds.
6.   Introduction to government bonds.
7.   Identify U.S. government agency bonds and savings bonds.

H. Derivatives
1.   Demonstrate the knowledge of Futures.
2.   Demonstrate the knowledge of Options.
3.   Demonstrate the knowledge of SWAPS.
4.   Describe the different uses of Derivatives.

I. Financial Services Regulation
1.   Explain Financial Services & Markets Act.
2.   Identify Financial Crime.
3.   Explain insider dealing and market abuse.
4.   Describe the Data Protection Act 1998.
5.   Identify types of Breaches, complaints, and compensation.

2024-25 Competitive Events Guidelines
Social Media Strategies

Social Media Strategies provides members with the opportunity to showcase their skills in developing a marketing strategy using multiple social media platforms. This competitive event consists of a presentation component.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Develop multiple social media strategies for a new eco-friendly clothing brand. Emphasize storytelling, influencer partnerships, and user-generated content to create buzz and drive sales.

Do not create live accounts.

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)

- o The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- o Competitors/teams are randomly assigned to sections.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- o Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects:
    - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
    - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
    - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
    - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
    - Planned metrics to measure on the campaign.
    - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.

- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Research: Facts and data must be cited and secured from quality sources.

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- Presentation should cover the following aspects:
  - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
  - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
  - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
  - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
  - Planned metrics to measure on the campaign.
  - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
  - Effectively communicate required information and drive the campaign toward a clear call-to-action.
  - Research: Facts and data must be cited and secured from quality sources.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

FBLA
Future Business Leaders of America

Social Media Strategies Presentation Rating Sheet					
Expectation Item	**Not Demonstrated**	**Below Expectations**	**Meets Expectations**	**Exceeds Expectations**	**Points Earned**
Develops a social media campaign that effectively addresses the topic for the target audience	*Did not explain the campaign*	*Provided an unclear explanation of the social media campaign and topic for the target audience*	*Social media campaign effectively addresses the topic for the target audience*	*Social media campaign effectively addresses the topic for the target audience with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrate knowledge of social media strategies and metrics throughout	*No knowledge demonstrated*	*Unclearly demonstrated knowledge of social media or metrics*	*Demonstrates knowledge of social media and metrics*	*Demonstrates knowledge of social media strategies and metrics with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Describe the research, methodology, design, and development used to create social media strategies	*Research and methodology not described*	*Unclearly describes the research and methodology used to create strategies*	*Clearly describes research and methodology used to create social media strategies*	*Clearly describes the research and methodology used to create social media strategies with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
	Design and development process not described	*Unclearly describes the design and development process*	*Clearly describes design and development process*	*Clearly describes the design and development with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Describes social media strategies used to create a clear call-to-action utilizing a minimum of three social media posts on multiple platforms	*Does not present social media strategies*	*Unclearly describes the social media strategies*	*Clearly describes social media strategies used to create a clear call-to-action*	*Clearly describes the social media strategies used to create a clear call-to-action with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
	Does not include three social media posts on multiple platforms	*Included three social media posts but not on multiple platforms*	*Included three social media posts on multiple platforms*	*Included more than three social media posts on multiple platforms with supporting evidence*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
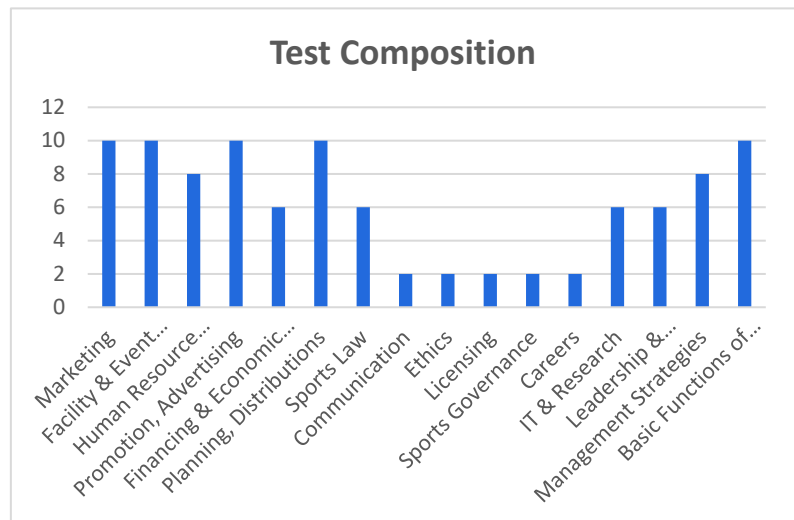## Sports & Entertainment Management

Sports & Entertainment Management provides members with the opportunity to gain knowledge around understanding of sports and entertainment issues within today's society. This competitive event consists of an objective test and a role play scenario.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Role Play Event
Event Elements: Objective Test and Role Play
Objective Test Time: *50 minutes*
Role Play Time: *20-minute preparation time, 7-minute presentation time*
NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

Test & Role Play Competencies

- Sports and Entertainment Marketing/Strategic Marketing
- Facility and Event Management
- Human Resource Management (Labor Relations)
- Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry
- Financing and Economic Input
- Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events
- Sports Law
- Communication in Sports and Entertainment (Media)
- Ethics
- Licensing
- Sports Governance
- Careers
- Marketing/Management Information Technology and Research
- Leadership and Managing Groups and Teams in the Sports and Entertainment Industry
- Management Strategies and Strategic Planning Tools
- Basic Functions of Management

Test Composition

A bar chart titled "Test Composition" with values ranging 0 to 12. Categories (left to right): Marketing (10), Facility & Event... (10), Human Resource... (8), Promotion, Advertising (10), Financing & Economic... (6), Planning, Distributions (10), Sports Law (6), Communication (2), Ethics (2), Licensing (2), Sports Governance (2), Careers (2), IT & Research (6), Leadership &... (6), Management Strategies (8), Basic Functions of... (10).

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. Team members will test separately with scores averaged. The top three individuals/teams qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. Team members will test separately with scores averaged. The top eight (8) will participate in a performance component onsite at the State Leadership Conference. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)
Role Play	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Two notecards per competitor • Pencil • Secret role play problem/scenario

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.

- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.

- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is two rounds: objective test and role play
- Objective Test
    - **Objective Test Time:** 50 minutes
    - **Objective Test Questions:** 100 questions
    - This event is an objective test administered online at the NLC.
    - No reference or study materials may be brought to the testing site.
    - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
    - **Preparation Time:** 20 minutes (one-minute warning)
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer:** None
    - The top 15 scoring teams will advance to the role play final round.
    - The role play will be a problem or scenario in the sports & entertainment industry. The role play will be given to the competitors at the beginning of their assigned preparation time.
    - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
    - No additional reference materials or props or visuals are allowed.

- o Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
- o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
- o Role play presentations are not open to conference attendees.
- o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring
- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Test Competencies and Tasks

A. Sports and Entertainment Marketing/Strategic Marketing
    1. Recognize the importance of marketing to the sports and entertainment industry.
    2. Explain the seven marketing functions and their importance in sports and entertainment.
    3. Describe the steps in developing a market research project.
    4. Identify the challenges, obstacles, and limitations associated with sports and entertainment marketing.
    5. Discuss the significance of the four P's to the target market.
    6. Compare and contrast the differences of the marketing mix components in sports and entertainment.
    7. Analyze the various pricing strategies and factors that affect pricing sports and entertainment products.
    8. Calculate the markup of sports and entertainment products.
    9. Examine ticket sales policies/strategies in sports and entertainment.
    10. Identify types of market segmentation.
    11. Discuss the issues related to branding strategies of products in sports and entertainment.
    12. Examine product lines for sports and entertainment organizations (including manufacturing costs).
    13. Describe why sports/entertainment organizations implement promotions.
    14. Determine the role of advertising technology in sports and entertainment.
    15. Evaluate the advertising forms (print, broadcast, specialty, social media, etc.) suitable in the sports and entertainment industry.
    16. Assess demographic and geographic considerations related to sports and entertainment.
    17. Explain the central focus of the marketing concept.
    18. Explain the reasons for increased entertainment options.
    19. Explain the importance of understanding buyer behavior when making marketing decisions.
    20. List and describe means of collecting marketing information for use in decision making.
    21. Define market segmentation.
    22. Explain the importance of outstanding customer service.
    23. Explain what it means to establish a service culture.
    24. Explain the role of travel and tourism in sports and entertainment.
    25. Explain how marketers determine direction and focus for a marketing plan.
    26. List and describe the components of a marketing plan.
    27. Define the product mix, product extension, and product enhancement.
    28. List and describe the components of the product mix.
    29. Explain the high cost for sports and entertainment events.
    30. Define customizing.
    31. Describe the financial impact of Baby Boomers on the sports and entertainment industry.
    32. List and describe the stages of the product life cycle.
    33. Explain how products are positioned in the marketplace.

B. Facility and Event Management
    1. Determine the requirements in choosing a location and/or building and operating a facility.
    2. Examine operating procedures for a facility.
    3. Evaluate financing opportunities for a sports and entertainment facility.

4. Evaluate support activities in operating a sports and entertainment facility (concessions, security).
5. Employ the principles of safety to sports and entertainment.
6. Discuss prevention procedures and preparation techniques including risk management.
7. Describe the event triangle as it relates to event marketing/management.
8. Examine event possibilities in various sports and entertainment industries.
9. Describe potential marketing and sales techniques used before, during, and after events.
10. Describe the role of sponsorship and evaluate potential techniques for effective utilization.
11. Discuss criteria for selecting venues.
12. Explain the process for planning an event.
13. Develop a budget for an event.
14. Develop follow-up activities to recognize/thank participants after the event.
15. Implement and evaluate a sports and entertainment event to promote retention and service for future events.
16. Explain factors affecting attendance at an event.
17. Examine concessions sales policies/strategies in sports and entertainment.
18. Explain the importance of budgets as related to sports and entertainment management.
19. Describe the management necessary for major events.
20. Define the four types of economic utility as they relate to sports and entertainment events.
21. Describe the factors of production in a market economy.
22. Explain how universities increase revenues through entertainment events.
23. Explain the different types of organizational structures.
24. Describe the value of special events and their importance during shoulder periods.
25. Describe the latest technology trends impacting entertainment.
26. Explain the developmental phase for sports and entertainment planning.
27. Explain how objectives set guidelines for entertainment events.
28. Define mission for the sports and entertainment industry.
29. Define risk and describe the categories and classifications of risk.
30. Describe the four strategies for risk management.
31. Define industry and give examples of subdivisions of the sports and entertainment industry.
32. Explain why marketing decisions are based on industry standards, norms, and trends.

C. Human Resource Management (Labor Relations)
1. Identify the functions and responsibilities of human resources.
2. Analyze personnel needs for an event.
3. Describe the importance of job descriptions and separation of responsibilities in a large organization.
4. Describe the recruiting and retention processes.
5. Identify general managers for professional teams and their duties.
6. Describe the roles of scouts, agents, and managers and their benefits.
7. Establish criteria, policies, and procedures to be used to determine compensation, benefits, and promotion.
8. Explain the need for human resources.
9. Define the four functions of human resource departments: planning and staffing, presentation management, compensation and benefits, and employer relations.
10. Explain the need for continuous professional development.
11. Describe the rules of conduct for a workforce.

12. Define SWOT analysis, benchmarking, and scenario building.
13. Describe fringe benefits offered to sports and entertainment employees.
14. Explain the importance of job orientation.
15. Explain the importance of evaluating employee presentation.
16. Describe diversity in the workplace.
17. Describe strategies to recruit sports and entertainment employees.
18. Define human resources management identify human resource management activities.
19. Describe the procedure to recruit and hire the best personnel.
20. Explain why coordinating and giving feedback are important responsibilities of human resource management.

D. Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry
1. Distinguish between collegiate athletics, amateur sports, professional sports, and sports camps.
2. Compare and contrast sponsorships and endorsements.
3. Evaluate the sports and entertainment industry as a valuable segment of the economy.
4. Analyze the components of the sports and entertainment industry.
5. Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international areas.
6. Identify new trends and areas of growth in amateur sports.
7. Describe the goals of promotion.
8. List and define the elements of promotion.
9. List and describe the steps involved in developing effective advertising.
10. Describe the use of product placement.
11. Define publicity and explain its role in creating a positive public image.
12. Describe different types of sales promotions.
13. List the steps in developing the promotional plan.
14. Explain the benefits of sponsorship to the sponsor.
15. Explain the promotional value of involvement in seasonal themed events.
16. Explain the promotional value of entertainment awards.

E. Financing and Economic Input
1. Describe the economic impact of sports and entertainment events in various areas: locally, regionally, nationally, and internationally.
2. Explain supply and demand and the relationship of the economic system to the sports and entertainment industry.
3. Describe economic indicators and growth of sports and entertainment industry.
4. Explain the advantages and disadvantages of operating as a for-profit or not-for profit organization.
5. Identify revenue sources as related to sports and entertainment industries and for specific events.
6. Examine economic impact studies, previous results, and relate these to financing decisions.
7. Identify expenditures for the sports and entertainment industries.
8. Describe the importance of business and financial plans.
9. Analyze basic financial documents: budgets, income statements, balance sheets, and breakeven point analysis.
10. Identify types of budgeting techniques used in local, collegiate, and professional sports.
11. Define risk and describe the categories and classifications of risk.

12. Describe the four strategies for risk management.
13. Define industry and give examples of subdivisions of the sports and entertainment industry.
14. Explain why marketing decisions are based on industry standards, norms, and trends.
15. Explain the role of travel and tourism in sports and entertainment.

F. Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events
1. Identify and explain the steps in the planning process and the strategic planning tools used by managers.
2. Identify advantages and risks of strategic management.
3. Explain the steps in a successful change process.
4. Explain the different types of organizational structures with the sports and entertainment industries.
5. Identify current trends in the workforce concerning organizational structures.
6. Explain the distribution of sports and entertainment.
7. List and describe distribution channels for sports and entertainment.
8. Explain the relationships among supply, demand, and price.
9. Discuss the government's influence on pricing.
10. Discuss pricing strategies used by businesses to increase sales.
11. Define the business cycle and describe its impact on entertainment.
12. Discuss the importance of monitoring customer trends.
13. List the steps of the sales process.
14. Explain the difference between ticket brokers and ticket scalpers.
15. Explain sales strategies for attracting groups to sports and entertainment venues.
16. Describe how corporations use sports and entertainment to motivate employees and impress clients.
17. Discuss how laws impact entertainment marketing.
18. Explain copyright law.
19. Describe contract law for the sports and entertainment industry.
20. List and describe distribution channels for sports and entertainment.
21. Explain the relationships among supply, demand, and price.
22. Discuss the government's influence on pricing.
23. Discuss pricing strategies used by businesses to increase sales.
24. List the steps for determining price.
25. Define the business cycle and describe its impact on entertainment.
26. Discuss the importance of monitoring customer trends.

G. Sports Law
1. List legal issues affecting the marketing and management of the sports and entertainment industry.
2. Describe the impact of national, state, and local laws and regulations on sports and entertainment.
3. Describe the impact of the Americans with Disabilities Act on sports and entertainment events and facilities.
4. Discuss the impact of Title IX on management of college athletics.
5. Examine environmental issues/laws as they relate to sports and entertainment industries.
6. Describe how monopoly laws affect professional sports.
7. Discuss the impact of labor laws on sports.

8. Analyze the impact of labor unions on sports and entertainment, including pricing and strikes.
9. Explain the purpose and benefits of copyright protection.
10. Identify purpose, types, and terms and need for contracts.
11. Explain the agent's and general manager's roles in an athlete's contractual agreement.

H. Communication in Sports and Entertainment (Media)
1. Identify the roles of public relations and publicity in sports and entertainment.
2. Compare and contrast media sources for public relations and advertising.
3. Compare/evaluate advance publicity in sports and entertainment.
4. Utilize effective communication skills including proper grammar and writing skills.
5. Discuss the importance of positive and negative public relations for sports; how firms assist in creating favorable images and how athletics can affect public perceptions.
6. List and explain potential benefits of celebrity endorsement.
7. Describe public relations efforts related to fans, publishing, and speaking engagements.

I. Ethics
1. Describe ethical issues in sports (e.g., impact of presentation-enhancing drugs and gambling).
2. Evaluate social responsibility in sports and entertainment industry.
3. Evaluate and apply principles of ethics as they relate to sports and entertainment.
4. Define ethics.
5. Discuss the impact of unethical behavior.

J. Licensing
1. Explain royalties and licensed products.
2. Evaluate the forms of product licensing and the product licensing process.
3. Describe the financial value of licensing sports and entertainment merchandise.

K. Sports Governance
1. Determine the various types of sponsorship in sports and entertainment.
2. Evaluate the impact of sponsorship in sports and entertainment.
3. Identify and define standards of controlling professional sports.
4. Describe the managerial role of the NCAA and other collegiate governing bodies in college athletics.
5. Describe the NCAA's, NAIA's and NJCAA's roles as the governing bodies in collegiate athletics.

L. Careers
1. Identify career opportunities available in the sports and entertainment industry.
2. Identify specific skills needed by today's sports and entertainment workforce.
3. Describe education and training needed for a job/career in sports management.
4. Identify barriers to employment and strategies to overcome them.
5. Develop a career portfolio including a résumé, cover letter, job application, and other work-related items.
6. Define a career development program in the sports and entertainment industry.
7. Describe various career levels in sports and entertainment management.
8. Explain the importance of a career portfolio.

M. Marketing/Management Information Technology and Research
1. Discuss how technology and statistical programs can be used in operations management, specifically with inputs, outputs, and assembly lines.

2. Explain the evolution of the management information system.
3. Describe key components of the management information system.
4. Discuss the implementation of strategies and decision making using a management information system.
5. List and describe the steps involved in marketing research.
6. Discuss the human factors in marketing research.
7. Explain the options for electronic data collection.
8. Discuss the concept of data-driven decisions.
9. Explain the difference between marketing tactics and strategies.
10. Explain the importance of planning to keep ahead of the competition.
11. Explain the importance learning from customers.
12. Explain how marketers determine direction and focus for a marketing plan.
13. List and describe the components of a marketing plan.
14. Explain the importance of Management Information Systems (MIS).
15. Explain the rationale for organizations to follow best practices.

N. Leadership and Managing Groups and Teams in the Sports and Entertainment Industry

1. Identify leadership styles and personal characteristics needed in leadership situations.
2. Identify and describe four leadership styles: autocratic, democratic, open, and situational.
3. Discuss the importance of human relations skills and communication for an effective leader/manager.
4. Discuss effective motivation techniques and effective work teams.
5. Define delegation of duties.
6. Explain the importance of professional networking.
7. Describe the skills needed by employees in the sports and entertainment industry.
8. Explain the latest trends in the sports and entertainment industry.
9. Explain the basic structures of groups.
10. Describe factors that influence group behavior.
11. Describe the different types of teams used by an organization.
12. Explain how a manager can build a successful team.
13. Explain how organizations can be designed to support teams.
14. Describe a virtual team and its functions.
15. Explain how feedback from management influences employee presentation.
16. Explain how leaders must be agents of change.
17. Describe characteristics of successful teams.
18. Explain why teams fail.
19. Define leadership and list leadership characteristics.
20. Identify ways that managers influence employees.
21. Describe important human relations skills.
22. Explain what motivates individuals to accomplish organizational goals.
23. Discuss leadership styles.
24. Describe strategies that leaders use to motivate employees.
25. Explain why people resist change.
26. Describe the steps for an effective change process.
27. List the characteristics of enlightened leaders.
28. Discuss the types of decisions made by managers.
29. Describe the conditions faced by a manager when making a decision.

30. Explain the advantages and disadvantages of group decision making.
31. Describe the concept of knowledge management.
32. Explain how knowledge communities can benefit sports and entertainment managers.
33. Describe strategies used by groups to make decisions.
34. Explain different management approaches.

O. Management Strategies and Strategic Planning Tools
1. Describe corporate, business, and functional strategies.
2. Discuss the advantages and risks associated with strategic management.
3. Identify the steps in strategic management.
4. Explain the development phase of the strategic management process.
5. Describe the action and review phases of the strategic management process.
6. Describe internal and external environmental factors that impact economics for the sports and entertainment industry.
7. Explain how functional strategies are related to strategic planning.
8. Describe the major strategic planning tools available to managers.
9. Explain how entertainment managers achieve strategic fit.
10. Describe internal and external environments that impact economics for sports and entertainment.
11. Explain how functional strategies are related to strategic planning.

P. Basic Functions of Management
1. Define management and its four functions.
2. Discuss the principles of business management.
3. List the steps in the decision-making process.
4. Explain the role of human resources management in community entertainment events.
5. Describe the economic and competitive challenges faced by state fairs and other entertainment events.
6. Explain the role of economic efficiency for entertainment events.
7. Discuss the purpose and benefits of planning.
8. Describe the planning process.
9. Describe the reasons for and benefits of organizing.
10. Explain factors that affect the structure of an organization.
11. Describe how authority is delegated in organizations.
12. Explain the activities of the implementing function.
13. Describe the management control process.
14. List and describe the three steps for efficient control.
15. Describe the processes of establishing standards, monitoring results, and comparing them to standards, and making corrections deviations.

Sports & Entertainment Management Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	*No description or role play synopsis provided; no problems defined*	*Describes and provides role play synopsis OR defines the problem(s)*	*Describes and provides role play synopsis AND defines the problem(s)*	*Demonstrates expertise of role play synopsis AND definition of the problem(s)*	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	*No alternatives identified*	*Alternative(s) given but pro(s) and/or con(s) are not analyzed*	*At least two alternatives given, and pro(s) and con(s) are analyzed*	*Multiple alternatives given and multiple pros and cons analyzed for each*	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	*No solution identified*	*Solution provided, but implementation plan not developed*	*Logical solution and implementation plan provided and developed*	*Feasible solution and implementation plan developed, and necessary resources identified*	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Event management, decision making, strategic planning, delegation, leadership, ethics, entertainment industry, marketing and promotion, sales, entrepreneurship, human resources, careers	*No competencies demonstrated*	*One or two competencies are demonstrated*	*Three competencies are demonstrated*	*Four or more competencies are demonstrated*	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
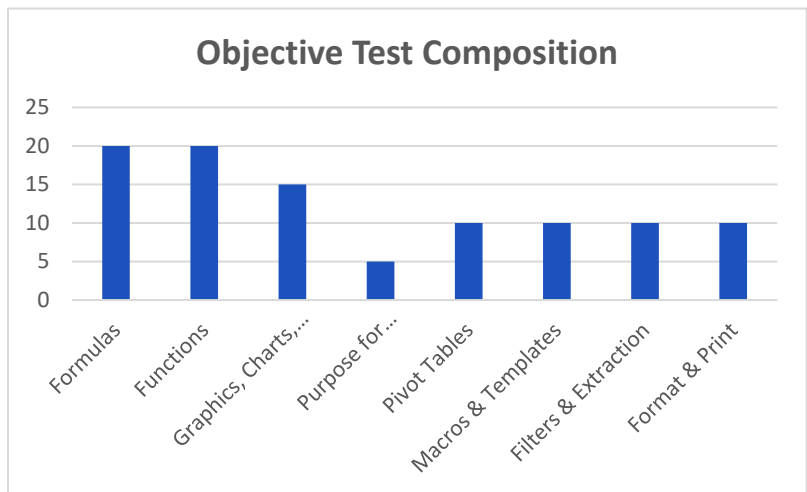## Spreadsheet Applications

Spreadsheet Applications provides members with the opportunity to demonstrate knowledge around competencies in converting data to information in business. This competitive event consists of an objective test and production test. It aims to inspire members to learn about the skills for spreadsheet development.

Event Overview

Division: High School
Event Type: Individual
Event Category: Production
Event Elements: Objective Test, 100-multiple choice questions and Production Test
Objective Test Time: 50 minutes
Production Test Time: 60 minutes
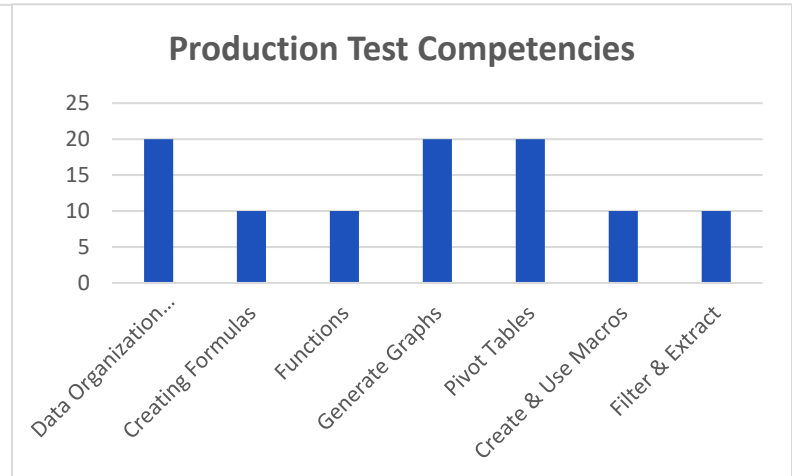**NACE Connections:** Career & Self-Development

Objective Test Competencies

- Formulas
- Functions
- Graphics, Charts, & Reports
- Pivot Tables & Advanced Tools
- Macros and Templates
- Filters & Extraction of Data
- Format & Print Options
- Purpose for Spreadsheets

Objective Test Composition

Values by category:
- Formulas: 20
- Functions: 20
- Graphics, Charts,...: 15
- Purpose for...: 5
- Pivot Tables: 10
- Macros & Templates: 10
- Filters & Extraction: 10
- Format & Print: 10

Production Test Competencies

- Data Organization Concepts
- Creating Formulas
- Functions
- Generate Graphs (for analysis purposes)
- Pivot Tables
- Create & Use Macros
- Filter & Extract Data

Production Test Competencies

Values by category:
- Data Organization...: 20
- Creating Formulas: 10
- Functions: 10
- Generate Graphs: 20
- Pivot Tables: 20
- Create & Use Macros: 10
- Filter & Extract: 10

2024-25 Competitive Events Guidelines
Spreadsheet Applications

Region	

A production test is administered by a designated administrator not to be a local chapter adviser and uploaded as assets in Blue Panda by the conference deadline. A completed Skills Event Request Form (included in Regional Conference Memo) must be received by January 13, 2025. All event information will be sent to the test administrator with directions for administering the event and submission instructions. The top three (3) from the prejudged scores will advance to the State Leadership Conference.

State	

A production test is administered by a designated administrator not to be a local chapter adviser and uploaded as assets in Blue Panda by the conference deadline. A completed Skills Event Request Form (included in Regional Conference Memo) must be received by March 15, 2025. All event information will be sent to the test administrator with directions for administering the event and submission instructions. An online objective test will be administered at the home school during the preselected testing window. The top four (4) will advance to the National Leadership Conference.

National	

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)
Production Test	- Fully powered device for production test - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Production test tasks - Internet access for submission

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.

- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: Objective Test and Production Test
- Objective Test
    - The objective test is administered online at the NLC.
    - No reference or study materials may be brought to the testing site.
    - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
    - Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.
- Production Test
    - The production test is administered online at the NLC.
    - The production test is a set of tasks based on the competencies for the competitor to complete.
    - Calculators cannot be used on the production test.

Scoring
- The rating sheet will be released with the production test.
- Production Test is 85% of the total score. If there is more than one section of competitors, the production test scores will be normalized (using standard deviation) and the normalized score is 85% of the total score.
- Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Objective Test Competencies and Tasks

A. Formulas
1. Create basic formulas with addition, subtraction, multiplication, and division.
2. Use SUM, MIN, MAX, COUNT, PMT, IF and AVERAGE functions while completing a spreadsheet template.
3. Use advanced functions/formulas (payment, future, value, and statistical).
4. Use and change mathematical functions and formulas, including absolute and relative cell references and what-if analysis.
5. Construct arithmetic formulas to solve typical business-oriented problems.
6. Use Lookup Functions and tables (Hookup or VLOOKUP).
7. Create named ranges to be used in formulas and printing.
8. Evaluate formulas and locate invalid data and formulas.
9. Use cells from other worksheets inside a formula.
10. Use the fill handle with formulas.

B. Functions
1. Demonstrate the functions and terminology of spreadsheet software.
2. Open, save, print, and close a spreadsheet.
3. Design, create, and edit spreadsheets using appropriate inputting, editing, and formatting skills.
4. Navigate and enter values, labels, and dates within a worksheet.
5. Demonstrate locking and freezing features.
6. Use wrap text and fill alignment features to make cell entries.
7. Import data from text files (insert, drag, and drop) and other applications.
8. Export data to other applications.
9. Create, edit, and remove a comment.
10. Apply and remove worksheet and workbook protections and security settings.
11. Track changes (highlight, accept, and reject).

12. Insert headers and footers in a spreadsheet.
13. Manipulate multiple worksheets in a workbook.
14. Incorporate spreadsheets in word processing documents.
15. Design and implement a spreadsheet project which includes multiple, integrated spreadsheets.
16. Use help features and reference materials to learn software and solve problems.

C. Graphics, Charts, and Reports
1. Create and modify charts and graphs to visually represent data.
2. Import graphics elements in spreadsheet.
3. Change colors and apply spot color to graphics and text.
4. Add text boxes.
5. Edit, resize, crop, and manipulate copy and graphics.
6. Enhance and format charts.
7. Create embedded charts.
8. Add and format chart arrows.
9. Explode pie charts.
10. Create and format information in reports.
11. Create advanced reports.

D. Pivot Tables and Advanced Tools
1. Describe use of a pivot table.
2. Create a pivot table.
3. Use Pivot Table auto format.
4. Trace errors (find and fix errors.)
5. Link spreadsheet data.
6. Link workbooks.
7. Embed objects in spreadsheets.

E. Macros and Templates
1. Create, record, edit, and run/apply spreadsheet macros.
2. Design, create, and edit a template for application.
3. Add a chart to the template.
4. Save a worksheet as a template.
5. Create a workbook from a template.

F. Filters and Extraction of Data
1. Sort and filter spreadsheet data for specific information.
2. Sort a list (ascending, descending, etc.).
3. Search a list by more than one criterion.
4. Search a list by using AutoFilter.
5. Search a list using custom filters and operators.
6. Create filters using OR and AND.
7. Create filters using wildcards.
8. Filter by numerical values, text, dates, etc.

9. Extract useful information using search queries.
10. Analyze and edit data.
11. Use built-in statistical analysis features of spreadsheet software.
12. Import and export data.

G. Format and Print Options
1. Format cell contents (font, color, alignment, shading, decimal).
2. Insert, delete, copy, and paste cells.
3. Enhance a spreadsheet by using formatting features (column width, justification, and values).
4. Align the data and apply borders and/or shading to a cell or a range of cells.
5. Apply number formats (accounting, currency, and number).
6. Apply automatic formatting to ranges.
7. Apply conditional formats.
8. Create and modify custom data formats.
9. Adjust page setup for landscape or portrait layout.
10. Use print preview to view, proofread, and edit the spreadsheet.
11. Print designated areas of the spreadsheet with or without gridlines.
12. Use print scaling options (shrink to fit).
13. Set print specifications for formulas, graphs, worksheets, etc.

H. Purpose for Spreadsheets
1. Explain spreadsheets and various options.
2. Differentiate among a variety of spreadsheet programs.
3. Organize a problem for solutions with spreadsheet software.
4. Plan and create a spreadsheet from data designed for a specific purpose.
5. Analyze, interpret, and present data.
6. Manipulate spreadsheet data to answer "what if" questions.

FBLA
Future Business Leaders of America

Spreadsheet Applications Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Data Organization Concepts: *Copy entered correctly*	0 points	1-2 points	3-4 points	5-6 points	
Data Organization Concepts: *Correct formatting*	0 points	1-3 points	4-6 points	7 points	
Data Organization Concepts: *Correct results & formulas*	0 points	1-3 points	4-6 points	7 points	
Creating Formulas: *Correct formulas*	0 points	1-2 points	3-4 points	5 points	
Creating Formulas: *Correct results*	0 points	1-2 points	3-4 points	5 points	
Functions: *Correct function*	0 points	1-2 points	3-4 points	5 points	
Functions: *Correct results*	0 points	1-2 points	3-4 points	5 points	
Generate Graphs: *Graph created correctly*	0 points	1-3 points	4-6 points	7-8 points	
Generate Graphs *Correct data set*	0 points	1 point	2 points	3 points	
Generate Graphs: *Correct formatting*	0 points	1-3 points	4-7 points	8-9 points	
Pivot Tables: *Pivot table created correctly*	0 points	1-3 points	4-6 points	7-8 points	
Pivot Tables: *Correct data set*	0 points	1 point	2 points	3 points	
Pivot Tables: *Correct formatting*	0 points	1-3 points	4-7 points	8-9 points	
Create & Use Macros: *Macro created correctly*	0 points	1-2 points	3-4 points	5 points	
Create & Use Macros: *Macro ran successfully*	0 points	1-2 points	3-4 points	5 points	
Filter and Extract Data: *Filter created correctly*	0 points	1-2 points	3-4 points	5 points	
Filter and Extract Data: *Data extracted correctly*	0 points	1-2 points	3-4 points	5 points	
				Total (100 points)	

Name(s):		
School:		
Judge Signature:		Date:

Comments:

2024-25 Competitive Events Guidelines
Supply Chain Management

Supply Chain Management provides members with the opportunity to demonstrate knowledge around competencies supply chain management. This competitive event consists of an objective test. It aims to inspire members to learn about the management of the flow of goods, data, and finances related to a product or service.

Event Overview
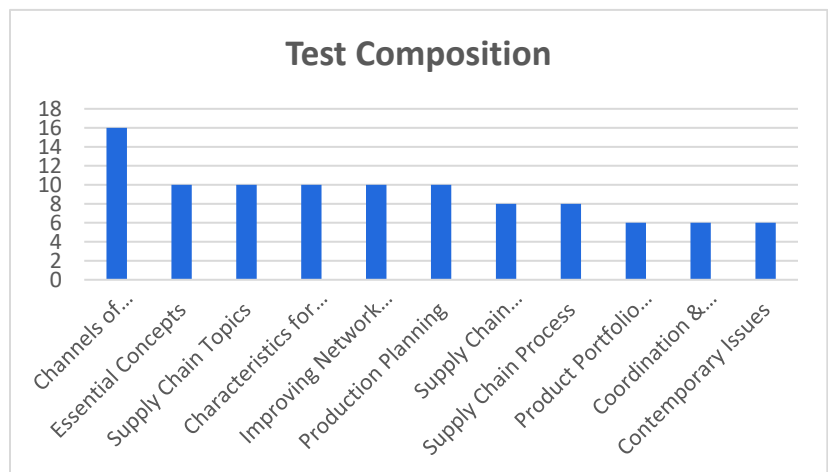
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Essential Supply Chain Management Concepts
- Supply Chain Topics
- Characteristics for Successful Supply Chain Managers
- Supply Chain Planning and Design
- Supply Chain Process
- Product Portfolio Management
- Improving Supply Chain Network Performance
- Production Planning and Control
- Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
- Supply Chain Management Contemporary Issues
- Channels of Distribution

Test Composition — Bar chart. Categories (left to right): Channels of..., Essential Concepts, Supply Chain Topics, Characteristics for..., Improving Network..., Production Planning, Supply Chain..., Supply Chain Process, Product Portfolio..., Coordination &..., Contemporary Issues. Y-axis from 0 to 18.

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
• Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• One piece of scratch paper per competitor • Internet access • Test login information (link & password)

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Essential Supply Chain Management Concepts
1. Define supply chain management.
2. Define the entire supply chain.
3. Define logistics.
4. Explain how logistics impacts supply chain management.
5. Describe how E-commerce, logistics, import taxes, risk, tariffs, customs, and other legal aspects impact global trading.
6. Analyze the creation of new value in the supply chain for customers, society, and the environment.
7. Explain how supply chain management is practiced in a wide array of industries.
8. Explain demand forecasting,
9. Define logistics management.
10. Define physical and information flows.

11. Define strategic orientation for saving money within an organization.
12. Describe the global impact on supply chain management.
13. Explain the importance of understanding importing, exporting, trade agreements, and customs regulations for supply chain management.
14. Explain the reasons for growth of supply chain management (information revolution, increased competition in globalized markets, relationship management)

B. Supply Chain Topics
1. Define analytics.
2. Explain customer relationship management.
3. Describe the role of forecasting.
4. Explain the growth of global distribution.
5. Explain supply chain management for healthcare industry.
6. Explain the logistics of inventory management.
7. Define procurement.
8. Describe sales and operations planning.
9. Define supply market intelligence.
10. Define sustainability for supply chain management.
11. Explain the relationship between supply chain management and transportation planning.
12. Describe careers associated with supply chain management.

C. Characteristics for Successful Supply Chain Managers
1. 5. Describe leadership opportunities for supply chain management.
2. 7. Describe effective communication skills for supply chain managers.
3. 8. Explain responsibility ethics for supply chain management.
4. 9. Describe language skills possessed by successful chain managers.
5. 10. Explain the importance of flexible thinking in supply chain management.
13. Understand freight terminology.
14. Explain the importance of people and problem-solving skills among successful supply chain managers.
15. Explain the importance of technology skills among supply chain managers.
16. Explain the sense of urgency associated with supply chain management.
17. Describe the importance of Excel knowledge for supply chain management.
18. Describe the temperament required for successful supply chain management.

D. Supply Chain Planning and Design
1. Explain the relationship between purchasing and supply chain management.
2. Explain how a company will provide value to supply chain management.
3. Explain how suppliers, subcontractors, transportation providers, and product distribution is determined by a company.
4. Define supply chain integration.
5. Describe management of supply and demand for supply chain management.
6. Describe the efficient facility network design for supply chain management.
7. Explain the importance of expense management for supply chain management.

E. Supply Chain Process
1. Describe the role of manufacturing in a supply chain context.
2. Define inventory management's important relationship with supply chain management.
3. Explain transportation management in a supply chain.
4. Explain the role and cost of warehouses in supply chain management.

5. Explain the process for product returns.
6. Describe the importance of customer service in a supply chain.

F. Product Portfolio Management
   1. Determine what products to sell.
   2. Explain how a company determines what products are used and sold by a business.
   3. Define a product portfolio.
   4. Explain the Pareto principle.
   5. Identify slow-moving products headed toward obsolescence.
   6. Explain the importance of minimizing inventory during all stages of supply chain management.
I. Improving supply chain network performance
   1. Explain the importance of synchronizing material flow.
   2. Define inventory maximization.
   3. Define decoupling points for inventory maximization.
   4. Explain how algorithms are used to maximize capital costs associated with supply chain management.
   5. Explain how proximity to the customer relates to supply chain efficiency.
   6. Describe how product sourcing decisions are made.
   7. Describe evaluation processes for supply chain management.
   8. Define how supply chain management meets consumer needs.
   9. Explain how market signal and consumer demand impact supply chain management.
   10. Explain how to meet and improve customer needs for supply chain management.
   11. Describe how supply chain management meets and improves the logistic needs of different customer segments.
J. Production Planning and Control
   1. Describe different types of supply chain management planning.
   2. Define Static vs. Dynamic Planning.
   3. Explain how a master production schedule is determined.
   4. Define Bill of Material (BOM).
   5. Describe raw materials required for supply chain management.
   6. Describe work-in-process for supply chain management.
   7. Define finished goods and the goal to move those goods.
L. Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
   1. Explain the importance of cooperation and coordination in a supply chain.
   2. Describe the role of outsourcing in a supply chain.
   3. Describe measurement of supply chain performance.
   4. Explain the role of the team in supply chain management.
   5. Describe the channels of distribution for supply chain management.
M. Supply Chain Management Contemporary Issues
   1. Describe the impact of information technology in supply chain management.
   2. Explain how E-business has impacted supply chain management.
   3. Describe the financial flow in supply chain management.
   4. Explain how e-commerce has impacted channels of distribution.
   5. Describe political and economic events that impact supply chain management.
   6. Explain how competition impact supply chain management decisions.
N. Channels of Distribution

1. List the functions of distribution channels.
2. Explain time, place, and ownership utility.
3. Explain the role of marketing channels for assembly, storage, sorting, and transportation of goods from manufacturers to customers.
4. Define facilitation in supply chain management.
5. Explain how channels of distribution provide pre-sale and post-purchase services like financing, maintenance, information dissemination, and channel coordination.
6. Explain how supply chain management creates efficiencies.
7. Describe how supply chain management involves sharing risks since most of the channels buy the products beforehand, they also share the risk with the manufacturers and do everything possible to sell it.
8. Define indirect channels of distribution.
9. Define the role of intermediaries in selling products.
10. Define one-level channel of distribution (manufacturer to retailer to customer)
11. Define two-level channel (manufacturer to wholesaler to retailer to customer)
12. Define three-level channel (manufacturer to agent to wholesaler to retailer to customer)
13. Describe dual distribution (showroom and internet selling)
14. Explain how services use intermediaries to reach the final customers.
15. Define the on-demand business model.
16. Describe how market, product, competition, and company impact the choice of product distribution.
17. Explain how product characteristics (perishability, cost, and technicality) impact supply chain management.

2024-25 Competitive Events Guidelines
UX Design

UX Design provides members with the opportunity to demonstrate knowledge around competencies in user experience design. This competitive event consists of an objective test. It aims to inspire members to learn about the process of building products that are easy and enjoyable for people to use.

Event Overview
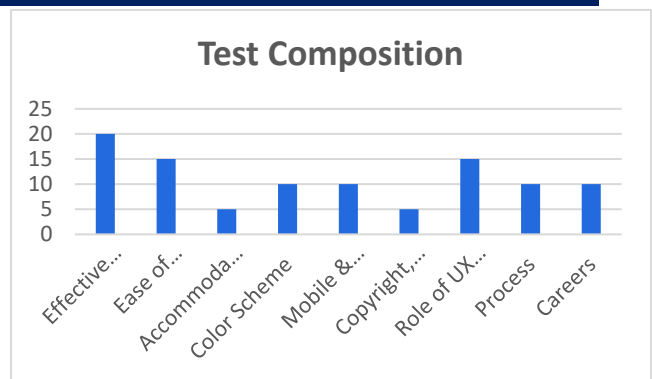
Division: High School
Event Type: Individual
Event Category: Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
Objective Test Time: 50 minutes
NACE Connections: Career & Self-Development

Objective Test Competencies

- Effective Design Principles
- Ease of Navigation and Readability
- Role of UX Design
- Mobile and Desktop Responsive Web Design
- UX Design Process
- Color Scheme
- Accommodations for Special Needs and Related Laws
- Careers in UX/UI Design
- Copyright, Creative Commons, and Fair Use

Test Composition

Region

This event consists of a 60-minute test administered onsite during the Regional Leadership Conference. The top three qualify to advance to the State Leadership Conference.

State

This event consists of a 60-minute test administered at home schools during a pre-selected testing window. The top four qualify to advance to the National Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

Tie Breaker
- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be

reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Effective Design Principles
1. Define the principles of effective design.
2. Identify principles of design, layout, and typography appropriate for a project, including movement, balance, emphasis, and unity.
3. Apply appropriate design elements, including lines, colors, shapes, and textures.
4. Explore different target audiences and identify the most effective media selections.
5. Demonstrate vocabulary related to graphic design and web design.
6. Identify the role of image resolution, size, and file format in relation to content design.
7. Identify key factors in effective user experience design.

B. Ease of Navigation and Readability
1. Identify common web page layouts and explain the role for each.
2. Explain the importance of readability of web content.
3. Explain the role of serif and sans serif fonts.
4. Define points in the context of typography.
5. Explain the role of leading within design and typography.
6. Explain the role of kerning within design and typography.
7. Explain the role of tracking within design and typography.
8. Explain the role of baseline shift within design and typography.

C. Role of UX Design
1. Define user-centered design.
2. Explain the importance of UX design in relation to an effective web experience.
3. Identify the impact of effective and ineffective UX design.
4. Identify search engine optimization (SEO)
5. Identify techniques related to search engine optimization (SEO)
6. Define terminology related to the Internet and web pages.

7. Demonstrate understanding of web security in relation to UX design.
8. Demonstrate knowledge of common web security flaws.

D. Mobile and Desktop Responsive Web Design
1. Demonstrate understanding of HTML and CSS in user experience design.
2. Demonstrate understanding of JavaScript and its applications in user experience design.
3. Examine new and emerging trends in website design.
4. Assess the effects of new and emerging technologies on web use.
5. Demonstrate an understanding of the growth of mobile applications.
6. Understand the differences and similarities in the needs of desktop and mobile content users.

E. UX Design Process
1. Define empathy within the context of UX design.
2. Define need definition within the context of UX design.
3. Define ideation within the context of UX design.
4. Identify the role of research in UX design.
5. Define the role of prototypes in UX design.
6. Define the role and value of testing in UX design.
7. Demonstrate understanding of the overall design process.

F. Color Scheme
1. Explain the role of color within content creation, including color psychology.
2. Define contrasting colors and their role in content design.
3. Define complementary colors and their role in content design.
4. Define analogous colors and their role in content design.

G. Careers in UX/UI Design
1. Identify careers in the field of UX/UI design and related areas.
2. Explain the industries impacted by the field of UX/UI design.

H. Accommodations for Special Needs and Related Laws
1. Explain the impact of the Americans with Disabilities Act.
2. Describe design of websites for accessibility and accommodation of persons with special needs.
3. Define accessibility in relation to web and content design.
4. Define alt text and explain its role.
5. Identify situations in which use of elements in projects is legal but may be unethical/inappropriate.

I. Copyright, Creative Commons, and Fair Use
1. Describe licensing agreements associated with software usage.
2. Describe copyright issues and laws related to creating graphic design, multimedia, and website design projects.
3. Identify concepts related to copyright, public domain, copy protection, intellectual property, and licensing agreements.
4. Interpret Creative Commons licensing and the associated restrictions.
5. Interpret copyright licensing and the associated restrictions.
6. Define fair use in the context of design.
7. Understand the role of public domain as well as the qualifications surrounding public domain.
8. Identify the process in which to obtain permission to use content.

2024-25 Competitive Events Guidelines
Visual Design

Visual Design provides members with the opportunity to showcase their skills in designing. This competitive event consists of a presentation component where the use of design principles is shared with the judges.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Your design firm has been asked to design a booth for one stand at a Local Farmers Market.

- The booth should highlight the products being sold
- The booth should show the company or farmer name and pricing of the products

Note: The booth/stand can be for a real or fictitious business.

Region

In-person presentation to judges onsite at the Regional Leadership Conference.

State

In-person presentation to judges onsite at the State Leadership Conference. The top eight in a preliminary round will advance to a final round.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time

shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

- o Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
- o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects:
    - Emphasize graphic interpretation of the topic and design.
    - Describe the development of the design and design principles used.
    - Sketches should be computer generated.

- Final Presentation Information
    - o **Equipment Set-up Time:** 3 minutes
    - o **Presentation Time:** 7 minutes (one-minute warning)
    - o **Question & Answer Time:** 3 minutes
    - o **Internet Access:** Not Provided
    - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

    - o Technology

- Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
- The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
- Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- It is up to final-round competitors to determine if they wish to use the technology provided.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Presentation should cover the following aspects:
    - Emphasize graphic interpretation of the topic and design.
    - Describe the development of the design and design principles used.
    - Sketches should be computer generated.

Scoring
- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations
- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

FBLA
Future Business Leaders of America

Visual Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	*Materials not described and/or one or more elements are missing or incomplete*	*Event topic and at least one of the materials described*	*Event topic and all materials described*	*All materials and event topic described, and the competitors connect the different pieces together*	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	*No explanation or description of the design and development process*	*Explains the design OR development process*	*Explain both the design and the development process*	*Expert industry explanation of both design and development process*	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	*Does not create interest or desire for the design*	*Describes two or more features of the design that would assist in selling the product*	*Describes four or more features of the design that would assist in selling the product*	*Describes at least four features that would assist in selling the product and identifies how the design is connected to the brand of the company*	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	*Consistency in graphic design to theme not addressed*	*Explains how graphic design is consistent with theme*	*Demonstrates with visual aids the consistency between graphic design and theme*	*Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids*	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Website Coding & Development

Website Coding & Development provides members with the opportunity to **code** a website based on a specific topic. This competitive event consists of a presentation component where the website is shown to the judges. ***The focus of this event is the backend coding and development of the website.***

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: 3-minute set-up, 7-minute presentation time, 3-minute question & answer time
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Create a website for your school's guidance department so students can easily search job postings and employers can easily submit them.

Your website must include the following functionalities:
- A page for employers to submit postings
- A backend panel to approve or delete postings
- A page displaying the approved postings
- A page for students to apply for the posting

Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.

This topic was created in partnership with code.org. Learn more about code.org, resources available, and expanding computer science in your school or district at this link.

Region

Prejudged only for the Regional Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline.

State

Prejudged for the State Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline. The top eight (8) from prejudged scores will present in person at the SLC.

2024-25 Competitive Events Guidelines
Website Coding & Development

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
Final Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration
- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The coding used, with the code shown to the judges.

- Websites should be designed to allow for viewing on as many different platforms as possible.
- Competitors must show the judges any of the following that are applicable: source code, documentation of copyrighted material and sources used. No templates are allowed.

- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects of the website:

- The development, usability and functionality of the website must be demonstrated and explained to the judges.
- The coding used, with the code shown to the judges.
- Websites should be designed to allow for viewing on as many different platforms as possible.
- Competitors must show the judges any of the following that are applicable: source code, documentation of copyrighted material and sources used. No templates are allowed.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

FBLA
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Website Coding & Development Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Website Coding					
Style	*Code spacing is not available. Style sheets and scripts are not used.*	*Script & style sheets are used, but not separated. Code includes some comments.*	*Appropriately uses files and separates all languages.*	*Code spacing is well thought out.*	
	0 points	1-9 points	10-16 points	17-20 points	
Website Usability					
Website usability and navigation	*Website is not usable*	*Website usable but does not follow event guidelines*	*Website usable and meets all guidelines*	*Website contains more features than what is required in the guidelines*	
	0 points	1-9 points	10-16 points	17-20 points	
Color/contrast, background, and font are appropriate for the topic	*No design principles applied*	*Color/contrast, font, or design choice is distracting*	*Color/contrast, font, and design choice are appropriate for the concept/topic*	*Color/contrast, font, and design choice enhance the experience for the user*	
	0 points	1-6 points	7-8 points	9-10 points	
Graphics appropriate for topic	*No graphic design principles applied*	*Graphics are distracting*	*Graphics are appropriate for the concept/topic*	*Graphics enhance the experience for the user*	
	0 points	1-6 points	7-8 points	9-10 points	
Website Content					
Fully addresses the topic	*Topic is not followed*	*Topic is not fully addressed*	*Topic is fully addressed*	*User with no knowledge of the topic can identity based on site*	
	0 points	1-6 points	7-8 points	9-10 points	
Site contains multiple elements providing evidence of coding skills	*No evidence of website coding skill demonstrated*	*Website is coded using limited features*	*Website contains use of multiple coding skills*	*Website contains advanced coding skills*	
	0 points	1-9 points	10-16 points	17-20 points	
Grammar, spelling, and punctuation	*Website contains grammar or spelling errors*	*Website contains 3 or less spelling or grammar errors*	*Website contains one grammar and no spelling errors*	*Website is free of grammar and spelling errors*	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-6 points	7-8 points	9-10 points	
Project Evaluation					
Website is compatible with multiple platforms	*Website is not compatible with any platforms*	*Website is only compatible with one platform*	*Website opens appropriately on at least 2 platforms*	*Website is fully functional on multiple devices, including mobile phones, tablets, and computers*	
	0 points	1-9 points	10-16 points	17-20 points	
Website interactivity functions and is error free	*Website interactivity contains errors that prevent the execution*	*Website interactivity contains errors that did not prevent execution*	*Website interactivity is error free*	*Website interactivity is error free and enhances the experience for the user*	
	0 points	1-9 points	10-16 points	17-20 points	
Website elements are consistent across all pages	*Only one page is presented*	*Pages are not consistent*	*Pages are consistent*	*Pages are consistent and elements enhance the experience for the user*	

Expectation Item	0 points Not Demonstrated	1-9 points Below Expectations	10-16 points Meets Expectations	17-20 points Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (200 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

2024-25 Competitive Events Guidelines
Website Design

Website Design provides members with the opportunity to design a website based on a specific topic. This competitive event consists of a presentation component where the website is shown to the judges. ***The focus of this event is the forward-facing website design***.

Event Overview

Division: High School
Event Type: Team of 1, 2 or 3 members
Event Category: Presentation
Event Elements: Presentation with a Topic
Presentation Time: *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Your school has opened a large gymnasium that can also be used as a 3,500-seat arena for events in the community. The community could rent the gymnasium for local sporting events, live concerts, trade shows, and other community events. You must create a website to promote this arena.

The website should include the following elements:

- A calendar of events
- A box office area to purchase tickets
- An information area that includes directions, seating charts, policies, and amenities
- A planner page that includes information on arena rental, contacts, etc.

Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.

Region

Prejudged only for the Regional Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline.

State

Prejudged for the State Leadership Conference. Completed project must be uploaded as assets in Blue Panda by the conference registration deadline. The top eight (8) from prejudged scores will present in person at the SLC.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Preliminary Presentation	• Technology and presentation items • Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Table • Internet access
	Items Competitor Must Provide	**Items FBLA Provides**
Final Presentation	• Technology and presentation items	• Table

	• Conference-provided nametag • Photo identification • Attire that meets the FBLA Dress Code	• Internet access • Power • Projector with HDMI cord • Projector screen

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition
- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

2024-25 Competitive Events Guidelines
Website Design

Event Administration

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - Presentation should cover the following aspects of the website:
        - The development, usability and functionality of the website must be demonstrated and explained to the judges.
        - The design process and design principles used.
        - Websites should be designed to allow for viewing on as many different platforms as possible.
        - Competitors must show the judges any of the following that are applicable: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- Final Presentation Information
  - o **Equipment Set-up Time:** 3 minutes
  - o **Presentation Time:** 7 minutes (one-minute warning)
  - o **Question & Answer Time:** 3 minutes
  - o **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - o Presentation should cover the following aspects of the website:
    - The development, usability and functionality of the website must be demonstrated and explained to the judges.
    - The design process and design principles used.
    - Websites should be designed to allow for viewing on as many different platforms as possible.
    - Competitors must show the judges any of the following that are applicable: documentation of templates/libraries used, documentation of copyrighted material and sources used.
  - o An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - o Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - o Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - o Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

o Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Website Design Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Planning, Development, and Implementation Describe planning, development, and implementation of project	*No planning, development, and implementation process described*	*Unclearly explains or is missing either the planning, development, or implementation process*	*Clearly explains the planning, development, and implementation process*	*Clearly explains the planning, development, and implementation process including rationale with evidence*	
	0 points	1-8 points	9-12 points	13-15 points	
Website Features Demonstrate the required elements of the project as stated in guidelines	*Website is not on topic or does not include required elements*	*Website is on topic, includes some the required elements*	*Website presented is on topic, includes all the required elements*	*Website presented is on topic, includes required elements and more*	
	0 points	1-6 points	7-8 points	9-10 points	
Website UX Design Includes appropriate color/contrast, backgrounds, fonts, and graphics that enhance the UX design	*Does not include appropriate color/contrast, backgrounds, fonts, and graphics*	*Website includes some appropriate color/contrast, backgrounds, fonts, and graphics*	*Includes appropriate color/contrast, backgrounds, fonts, and graphics*	*Includes advanced use color/contrast, backgrounds, fonts, and graphics that enhance the UX design*	
	0 points	1-8 points	9-12 points	13-15 points	
Website Content: Grammar, spelling, and punctuation	*Website contains grammar or spelling errors*	*Website contains 3 or less spelling or grammar errors*	*Website contains one grammar and no spelling errors*	*Website is free of grammar and spelling errors*	
	0 points	1-2 points	3-4 points	5 points	
Website Content: Substantiates and cites sources used while conducting research	*Sources are not cited*	*Sources/References are seldom cited to support statements*	*Professionally legitimate sources & resources that support statements are generally present*	*Compelling evidence from professionally legitimate sources & resources is given to support statements*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website is compatible with multiple platforms	*Website is not compatible with any platforms*	*Website is only compatible with one platform*	*Website opens appropriately on at least 2 platforms*	*Website opens appropriately on more than 2 platforms*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website interactivity functions and is error free	*Website interactivity contains errors that prevent the execution*	*Website interactivity contains errors that did not prevent execution*	*Website interactivity is error free*	*Website interactivity is error free and enhances the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Website elements are consistent across all pages	*Only one page is presented*	*Pages are not consistent*	*Pages are consistent*	*Pages are consistent and elements enhance the experience for the user*	
	0 points	1-2 points	3-4 points	5 points	
Website Evaluation: Description of metrics planned to use to measure the success of the website	*Planned measure of metrics not described*	*Planned measure of metrics unclearly addressed*	*Planned measure of website metrics clearly addressed*	*Planned measure of website advanced metrics addressed and enhanced by use of industry terminology*	
	0 points	1-2 points	3-4 points	5 points	

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation Delivery					
Statements are well-organized and clearly stated	*Competitor(s) did not appear prepared*	*Competitor(s) were prepared, but flow was not logical*	*Presentation flowed in logical sequence*	*Presentation flowed in a logical sequence; statements were well organized*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	*Competitor(s) did not demonstrate self-confidence*	*Competitor(s) demonstrated self-confidence and poise*	*Competitor(s) demonstrated self-confidence, poise, and good voice projection*	*Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness*	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	*Unable to answer questions*	*Does not completely answer questions*	*Completely answers questions*	*Interacted with the judges in the process of completely answering questions*	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					

Name(s):	
School:	
Judge Signature:	Date:

Comments:

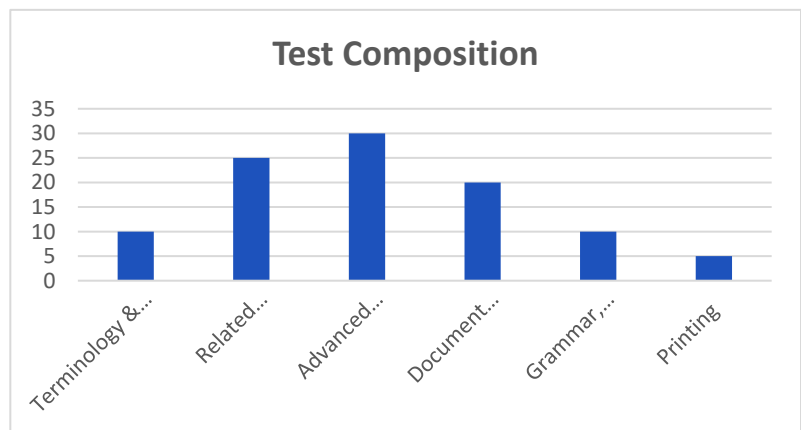# 2024-25 Competitive Events Guidelines
Word Processing

Word Processing provides members with the opportunity to demonstrate knowledge around competencies in the utilization of word processing software. This competitive event consists of an objective test and production test. It aims to inspire members to learn about how to use a computer to create, edit, save, and print documents.

Event Overview

Division: High School
Event Type: Individual
Event Category: Production
Event Elements: Objective Test, 100-multiple choice questions (breakdown of question by competencies below) and Production Test
Objective Test Time: 50 minutes
Production Test Time: 60 minutes
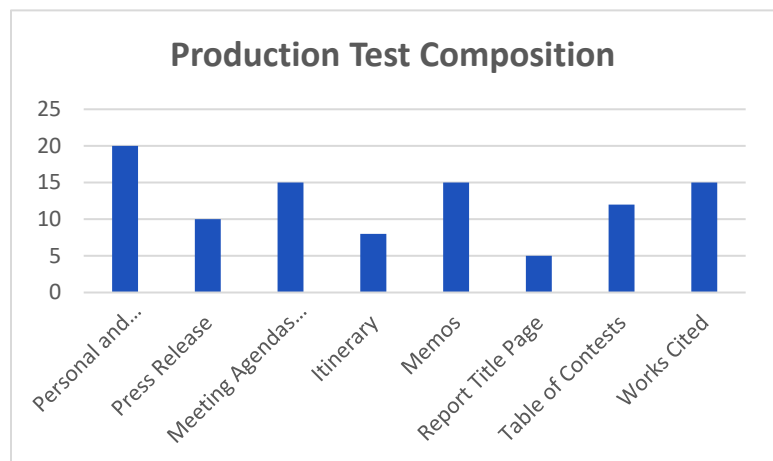NACE Connections: Career & Self-Development

Objective Competencies

- Basic Keyboarding Terminology & Concepts
- Related Application Knowledge
- Advanced Applications
- Document Formatting Rules & Standards
- Grammar, Punctuation, Spelling, & Proofreading
- Printing

Test Composition

Production Test Competencies

- Personal & Business Letters
- Press Release
- Meeting Agendas & Minutes
- Itinerary
- Memos
- Report Title Page
- Table of Contents
- Works Cited

Production Test Composition

Region

A production test is administered by a designated administrator not to be a local chapter adviser and uploaded as assets in Blue Panda by the conference deadline. A completed Skills Event Request Form (included in Regional Conference Memo) must be received by January 13, 2025. All event information will be sent to the test administrator with directions for administering the event and submission instructions. The top three (3) from the prejudged scores will advance to the State Leadership Conference.

State

A production test is administered by a designated administrator not to be a local chapter adviser and uploaded as assets in Blue Panda by the conference deadline. A completed Skills Event Request Form (included in Regional Conference Memo) must be received by March 15, 2025. All event information will be sent to the test administrator with directions for administering the event and submission instructions. An online objective test will be administered at the home school during the preselected testing window. The top four (4) will advance to the National Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	- Sharpened pencil - Fully powered device for online testing - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- One piece of scratch paper per competitor - Internet access - Test login information (link & password)
Production Test	- Fully powered device for production test - Conference-provided nametag - Photo identification - Attire that meets the FBLA Dress Code	- Production test tasks - Internet access for submission

Important FBLA Documents
- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

Eligibility
- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event has two parts: Objective Test and Production Test
- Objective Test
  - The objective test is administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
  - Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.
- Production Test
  - The production test is administered online at the NLC.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Calculators cannot be used on the production test.
  - The Format Guide, found on the Competitive Events website (www.fbla.org) can be used for the production test.

Scoring

- Production Test is 85% of the total score. If there is more than one section of competitors, the production test scores will be normalized (using standard deviation) and the normalized score is 85% of the total score.
- Objective Test is 15% of the total score.

- The Production Test score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

Americans with Disabilities Act (ADA)
- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Penalty Points
- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

Electronic Devices
- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

Study Guide: Competencies and Tasks

A. Basic Keyboarding Terminology and Concepts
1. Key alphabetic, numeric, and symbol information using a touch system and correct techniques.
2. Increase keyboarding speed and accuracy.
3. Demonstrate the use of the backspace, delete, and insert keys.
4. Explain the purpose and features of help menu.
5. Manipulate data/software/operating system using function keys, icons, touch screens, bars, and pull-down menus.
6. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying.
7. Discriminate between ethical and unethical uses of computers and information.
8. Identify steps in the word processing cycle with correct use of word processing terminology.
9. Explain the difference between a soft return and a hard return/page break.
10. Describe the difference between horizontal and vertical centering.
11. Describe shortcut keys/commands.
12. Set and clear tabs in a document.

B. Related Application Knowledge
1. Use a wizard to create miscellaneous documents such as letters, emails, and calendars.
2. Create new documents using templates.
3. Create/compose a variety of documents (e.g., letters, memoranda, reports, newsletters, tables, and brochures).
4. Use a word processing program to create a document with headers, footer, and footnotes.
5. Create, modify, and format tables (e.g., insert and delete rows and columns, merge cells and change height and width).
6. Create bulleted list, numbered lists, and outlines.

7. Create and use folders to keep documents organized (e.g., move, copy, rename, and delete files and folders).
8. Insert special symbols or characters into a document.
9. Insert the date and time into documents, both as an updatable and no changing date.
10. Create and revise a columnar document such as a newspaper column.
11. Describe and explain when to and how to use leader tabs.
12. Cut, copy, paste, and paste special using the clipboard.
13. Use the following views: Print preview, normal view, page layout view, zoom view, and Web page preview.
14. Create envelopes and labels.
15. Send a word processing document via e-mail.
16. Use spell and grammar check in composing documents.
17. Use the thesaurus to find synonyms.
18. Copy and move text, using various cut and paste methods (e.g., keystrokes, mouse, menu options, and toolbar).
19. Set widow/orphan protection in a document.
20. Insert, change, and format page numbers.
21. Use the Undo, Redo, and Repeat command.
22. Discuss file properties.
23. Use save and save as for name, location, or format of document.
24. Locate and open an existing document.
25. Design and create a simple form.
26. Create and apply frequently used text with AutoCorrect.
27. Use the AutoComplete feature.
28. Insert and modify tables, diagrams, and charts.
29. Insert breaks. (Page, Section, Column, etc.)

C. Advanced Applications
1. Create documents using merge functions.
2. Create and use macros/auto test.
3. Create and manipulate graphics (e.g., add color, rotate, resize, and crop).
4. Develop templates.
5. Convert word processing document to HTML
6. Insert and modify hyperlinks in all types of documents.
7. Create a master document including table of contents and index.
8. Integrate a variety of software applications (e.g., databases, graphics, and spreadsheets) into a word processing document.
9. Produce documents using appropriate style from a style library.
10. Create a professional document (e.g., brochure, annual report, newsletter, and catalog) demonstrating established principles of layout design in desktop publishing.
11. Import text and graphics from other sources (e.g., internet, CD-ROM, scanner, digital camera, and other files).
12. Create a primary file by merging variable information.
13. Create a boilerplate to assemble a document.
14. Complete on-screen and pre-printed forms.
15. Design complex tables (e.g., embed worksheets and link Excel data).

16. Insert, position, and size objects into a document (e.g., WordArt, clip art, images, text boxes, watermarks, diagrams, and charts).
17. Use collaboration features and manage comments by inserting, modifying, deleting, tracking, accepting, and rejecting.
18. Create, modify, and import data into charts.
19. Create multiple versions of a document.
20. Protect documents.
21. Customize toolbars and menus.
22. Create Web pages with text and graphics using word processing software being sure to include title, tables, bulleted lists, hyperlinks, and scrolling text.

D. Document Formatting Rules and Standards
1. Edit and create documents that use the document and paragraph alignments of left, center, right, and justify.
2. Set character, line, and paragraph spacing options such as single, 1.5 and double space and special spacing before or after the paragraph.
3. Use indentation options (e.g., left, right, first line and hanging).
4. Add borders and shading to tables, paragraphs, and pages using a variety of borders and shading in color and patterns.
5. Create and use horizontal and vertical lines of various types and sizes to separate and emphasize.
6. Change the margins for a selection or section of the text and/or a document (e.g., left, right, top and bottom).
7. Change a document to use landscape orientation.
8. Enhance documents by using different fonts, font sizes, and features such as bold, italics, caps, and underline.

E. Grammar, Punctuation, Spelling, and Proofreading
1. Proofread documents to insure correct grammar, spelling, and punctuation.
2. Apply language rules, proofreader's marks, and reference materials when editing copy.
3. Preview a document prior to printing.
4. Edit documents using techniques such as delete, insert, typeover, block, move, and copy.
5. Use the find/search and replace feature to edit a document.

F. Printing
1. Set printer specifications (e.g., choose printer, select page range, and number of copies).
2. Retrieve and print documents and parts of a document.
3. Print in landscape and portrait orientations.
4. Prepare/print envelopes and labels.
5. Prints or publishes hard copies that meets publication and design standards.

Word Processing Rating Sheet High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Personal and Business Letters: *Copy entered correctly*	0 points	1-2 points	3-4 points	5-6 points	
Personal and Business Letters: *Correct formatting*	0 points	1-3 points	4-6 points	7 points	
Personal and Business Letters*: Advanced features created correctly*	0 points	1-3 points	4-6 points	7 points	
Press Release: *Copy entered correctly*	0 points	1-2 points	3-4 points	5 points	
Press Release: *Correct formatting*	0 points	1-2 points	3-4 points	5 points	
Meeting Agendas & Minutes: *Copy entered correctly*	0 points	1-3 points	4-6 points	7 points	
Meeting Agendas & Minutes: *Correct formatting*	0 points	1-3 points	4-6 points	7-8 points	
Itinerary: *Copy entered correctly*	0 points	1 point	2-3 points	4 points	
Itinerary: *Correct formatting*	0 points	1 point	2-3 points	4 points	
Memos: *Copy entered correctly*	0 points	1 point	2-3 points	4 points	
Memos: *Correct formatting*	0 points	1 point	2-3 points	4 points	
Memos: *Advanced features created correctly*	0 points	1-3 points	4-6 points	7 points	
Report Title Page: *Correct formatting*	0 points	1-2 points	3-4 points	5 points	
Table of Contents: *Copy entered correctly*	0 points	1-2 points	3-4 points	5-6 points	
Table of Contents: *Correct formatting*	0 points	1-2 points	3-4 points	5-6 points	
Works Cited: *Copy entered correctly*	0 points	1-2 points	3-4 points	5 points	
Works Cited: *Correct formatting*	0 points	1-3 points	4-7 points	8-10 points	
				Total (100 points)	

Name(s):	
School:	
Judge Signature:	Date:

Comments: