



Middle Level

COMPETITIVE EVENTS GUIDE

Revised August 2024

FUTURE BUSINESS LEADERS OF AMERICA

300 Sower Boulevard

Frankfort, KY 40601

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

- Only those paid members affiliated with ML FBLA may enter the ML events.
- Each region will determine the ML events offered at the Regional Leadership Conferences.
- Regional competition does not qualify ML members for State competition.
- ML may not enter FBLA High School events.
- If regions offer ML events, the top three (3) will be recognized/awarded at the regional conferences. This does not qualify members for State competition.
- The top five (5) will be recognized/awarded at the State Leadership Conference. Only the top two (2) advance to national competition. In the event that one of the top two (2) chooses not to advance, the next individual/team finisher will be contacted until both slots are filled.
- Each chapter may have unlimited entries in each online objective event.
- Each chapter may have up to two entries in presentation/performance events.
- Students may enter two (2) individual, team, or chapter events.
- Chapter events may have up to five (5) members entered in the event.
- If the team option is selected in individual/team events, up to three (3) members may make up the team.
- Online events will test in person at regional and state conferences.
- Team online objective tests will all be tested individually with scores averaged for the team's score.

KYFBLA ML COMPETITIVE EVENTS SUMMARY 2024-2025

Type	Event	State Format
Chapter (1-3)	Annual Chapter Activities	Presentation
Individual	Business Etiquette	Objective Test
Individual	Career Exploration	Objective Test
Individual	Career Research	Presentation
Chapter (1-3)	Community Service	Presentation
Individual or Team (1-3)	Critical Thinking	Case Study
Individual	Digital Citizenship	Objective Test
Individual or Team (1-3)	Exploring Business Ethics	Presentation
Individual or Team (1-3)	Exploring Business Issues	Presentation
Individual	Exploring Computer Applications	Production
Individual	Exploring Computer Science	Objective Test
Individual	Exploring Economics	Objective Test
Individual	Exploring Leadership	Objective Test
Individual	Exploring Parliamentary Procedure	Objective Test
Individual	Exploring Public Speaking	Presentation
Individual	Exploring Technology	Objective Test
Individual or Team (1-3)	Exploring Website Design	Presentation
Individual	FBLA Concepts	Objective Test
Individual	FBLA Mission & Pledge	Presentation
Individual	Financial Literacy	Objective Test
Individual	Interpersonal Communication	Objective Test
Individual	Learning Strategies	Objective Test
Chapter (1-5)	Local Chapter Bulletin Board	Production
Chapter (1-5)	Local Chapter Name Tag	Production
Chapter (1-5)	Local Chapter Scrapbook Hard Copy	Production
Individual or Team (1-3)	Marketing Mix Challenge	Presentation
Individual or Team (1-3)	Video Game Challenge	Presentation

2024-25 Competitive Events Guidelines

Annual Chapter Activities Presentation



Annual Chapter Activities Presentation provides members with the opportunity to present their chapter's program of work for the year. This competitive event consists of a presentation component where the activities are presented to the judges.

Event Overview

Division: Middle School

Event Type: Team of 1, 2 or 3 members

Event Category: Chapter

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

State

Individual/teams will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Technology and presentation items• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• Table

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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.
- 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.

2024-25 Competitive Events Guidelines

Annual Chapter Activities Presentation



- 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.
- Final Presentation Information
 - The above presentation guidelines will be in effect for the final presentation.

2024-25 Competitive Events Guidelines

Annual Chapter Activities Presentation



- 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.

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

Annual Chapter Activities Presentation



Annual Chapter Activities Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Summary of year's activities	<i>No evidence of activities</i>	<i>Activities explained briefly</i>	<i>Activities clearly outlined</i>	<i>Activities are chronological and clearly explained.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Describe activities to benefit chapter and its members: e.g., recruitment, leadership, development, career exploration, chapter fundraising, chapter publicity	<i>No evidence of activities</i>	<i>There is at least one activity described in one of the components listed</i>	<i>There is at least one activity described in each component listed</i>	<i>Multiple activities are described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other individuals and organizations: e.g., state and national projects, community service projects	<i>No evidence of activities</i>	<i>There is at least one activity described in one of the components listed</i>	<i>There is at least one activity described in each component listed</i>	<i>Multiple activities are described in all components listed</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and recognition received: e.g., participation in FBLA conferences, other chapter/individual recognition earned, competitive event winners and participation	<i>No evidence of conferences attended, and recognition received</i>	<i>There is at least one activity described in one component.</i>	<i>There is at least one activity described in each component listed in this section.</i>	<i>Multiple activities are described in all components listed.</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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 Etiquette



Business Etiquette provides members with the opportunity to demonstrate knowledge around competencies in business etiquette. This competitive event consists of an objective test. It aims to inspire members to learn about the expectations of social and business behavior, practices, and conduct.

Event Overview

Division: Middle School

Event Type: Individual

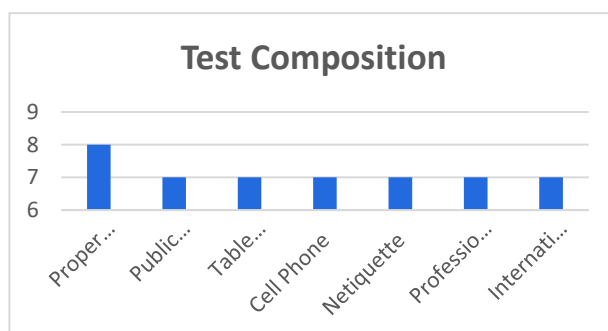
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Proper Introductions and Direct Eye Contact
- Public Speaking
- Table Manners and Dining Decorum
- Cell Phone Etiquette
- Netiquette
- Professionalism
- International Customs and Etiquette



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• 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.

2024-25 Competitive Events Guidelines

Business Etiquette



- 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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Business Etiquette



- 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. Proper Introductions and Direct Eye Contact
 1. Describe how a professional handshake is still the professional standard.
 2. Explain the importance of direct eye contact.
 3. Explain situations when handshakes are not appropriate (illness, pandemic)
 4. Define the importance of active listening when meeting another person.
 5. Show respect by learning and remembering names quickly.
 6. Explain the power of a first impression.
 7. Avoid making value judgements about people you meet.
 8. Respect people's personal space.
 9. Explain the importance of self-assessment to improve the first impressions you make.
 10. Explain why the initial introduction is not a time to pursue a sale.
 11. Explain the importance of choosing words wisely to make a positive first impression.
 12. Avoid discussing politics and religion.
 13. Explain the power of saying please and thank you.
 14. Acknowledge others and when in doubt, introduce people to others at the event.
 15. Explain how business card pushing can be a turn off to other people.
- B. Public Speaking
 1. Select a topic that is appropriate for the audience and the occasion.
 2. Explain the importance of an engaging introduction that orients the audience to the topic.
 3. Describe the value of clear main points for a speech.
 4. Locate compelling supporting materials to validate the speech.
 5. Explain why the conclusion/closure is so important in a speech.
 6. Define clear, vivid language and the importance of selecting the correct words for a speech.
 7. Demonstrate a careful choice of words to emphasize the main points of a speech.
 8. Use suitable vocal expression to engage the audience.
 9. Explain the importance of audience engagement for a speech.
 10. Demonstrate nonverbal behavior that supports the verbal message.
 11. Successfully adapt the presentation/speech to the audience.
 12. Describe visual aids that enhance a speech.
 13. Define how convincing persuasion is supported by credible evidence.
 14. Explain how the speaker's appearance and attitude impact the audience.
 15. Define the importance of an effective conclusion for a speech.
- C. Table Manners and Dining Decorum
 1. Explain the importance of table manners and dining decorum.
 2. Explain the importance of arriving on time for a meal.
 3. Describe the importance of making reservations at a restaurant.

2024-25 Competitive Events Guidelines

Business Etiquette



4. Describe the proper business dining etiquette place settings.
 5. Explain the importance of the table place setting and the need to keep personal belongings off the dining table.
 6. Describe the order of utensils in the dining place setting and where to place utensils when they have been used.
 7. Explain rules for passing food and condiments around the dining table.
 8. Explain the difference between continental and American eating styles.
 9. Explain the appropriate procedure for ordering food at a luncheon or dinner where you are the guest.
 10. Describe food choices that are easier to consume professionally at a business luncheon or dinner.
 11. Explain appropriate cell phone etiquette for business lunch or dinner.
 12. Define proper posture and manners for a business lunch or dinner.
 13. Explain the proper use of utensils at the dining table.
 14. Explain proper eating habits (waiting for the host to start, pacing your meal to finish at the same time as everyone else).
 15. Explain the proper use of a napkin at the dining table.
 16. Explain the proper technique for cutting meat and salad.
 17. Describe distracting mannerisms at the dining table (crunching ice, using napkin to blow your nose, talking with your mouth full).
 18. Explain the proper way to eat soup.
 19. Calculate the appropriate tip for moderate and excellent service.
 20. Know in advance how the restaurant bill is being paid.
 21. Explain how to break and butter bread and rolls.
 22. Describe how to use technology in a professional manner.
- D. Cell Phone Etiquette
1. Explain the importance of giving full attention to the other person/group on the cell phone.
 2. Define workplace etiquette for using a cell phone.
 3. Define the importance of putting your cell phone away at work and not in your lap.
 4. Explain why the workplace is not the right place to make personal calls on the cell phone.
 5. Describe how your cell phone ringtone impacts your personal image.
 6. Make sure your backdrop is appropriate for Zoom, TEM, and other group meetings.
 7. Describe rules for speaking and listening on group telephone/computer calls.
 8. Describe appropriate and inappropriate information to share on a telephone call.
 9. Explain the importance of placing the cell phone on silence during business meetings.
 10. Describe how improper cell phone etiquette can have a negative impact on a person's professional career.
- E. Netiquette
1. Realize that individuals using the internet are humans who will react emotionally to messages sent.
 2. Know where you are in cyberspace and the consequences of being on inappropriate websites.
 3. Put your best foot forward online.
 4. Share expert knowledge online.
 5. Respect privacy of other people.
 6. Explain the importance of sharing accurate information.

2024-25 Competitive Events Guidelines

Business Etiquette



7. Describe how the abuse of power impacts online communication.
 8. Explain the importance of forgiving other people's mistakes when using the Internet.
 9. Describe how internet rants and flame wars result in unprofessionalism.
 10. Explain the importance of sending concise messages that respect the receiver's time and bandwidth.
 11. Give examples of how communication using the Internet can break down.
 12. Describe the need to proofread a message before sending it electronically.
 13. Make sure to not send a response for a message "To All."
 14. Understand that a message in all CAPS represents inappropriate yelling.
- F. Professionalism
1. Explain the value of respecting diverse opinions at the workplace.
 2. Describe respectful strategies for discussing delicate topics at the workplace.
 3. Describe appropriate business attire (colors, fabrics, correct fit, clean and pressed).
 4. Define important soft skills for business and social settings.
 5. Explain the importance of a positive attitude.
 6. Define effective work ethic.
 7. Define ethical behavior for the workplace.
 8. Describe the importance of time management and being punctual.
 9. Explain the importance of reliability and accountability.
 10. Describe important organizational skills.
 11. List characteristics that show dedication to your job. (Complete tasks, disciplined, honest, polite.)
 12. Describe discipline and its important role in the workplace.
 13. Define leadership in the workplace.
 14. Explain the importance of flexibility for success.
- G. International Customs and Etiquette
1. Explain the procedure for sharing business cards in an international business setting.
 2. Explain why it is important to research other cultures before conducting global business.
 3. Explain different cultural views regarding personal space, punctuality, eye contact, and gift giving.
 4. Explain how handshakes differ for different culture and global communications.
 5. Explain how English is the preferred language for all participants in international business.
 6. Define multinational and cross-cultural teams.
 7. Describe how understanding the importance of subtle non-verbal communication between cultures can be equally crucial in international business.
 8. Explain the importance of communication within a global business setting.
 9. Describe how organizational structure is related to international business etiquette.
 10. Describe strategies for forming agreements that represent financial benefit to all international partners of the agreement.

2024-25 Competitive Events Guidelines

Career Exploration



Career Exploration provides members with the opportunity to demonstrate knowledge around competencies in many career areas. This competitive event consists of an objective test. It aims to inspire members to learn about yourself, your options, and to create a plan to reach your career goals.

Event Overview

Division: Middle School

Event Type: Individual

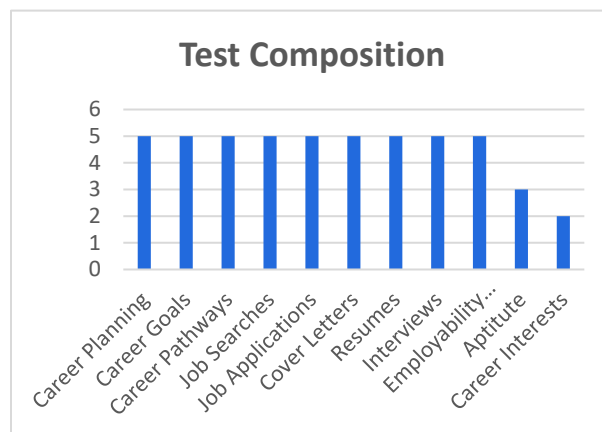
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Career Planning
- Career Goals
- Career Pathways
- Job Searches
- Job Applications
- Cover Letters
- Resumes
- Interviews
- Employability Skills
- Aptitude
- Career Interests



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• One piece of scratch paper per competitor• Internet access• Test login information (link & password)

Important FBLA Documents

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2024-25 Competitive Events Guidelines

Career Exploration



Eligibility

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Recognition

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Event Administration

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Tie Breaker

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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.

2024-25 Competitive Events Guidelines

Career Exploration



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. Career Planning
 1. Determine the expenses that you will incur each month when you are on your own.
 2. Calculate how much to spend on your lifestyle.
 3. Determine minimum salary needs.
 4. Explore occupations that earn the salary needed.
 5. Define career research.
 6. Explain the career information included in the "Occupational Outlook Handbook."
 7. Determine personal strengths and weaknesses.
 8. Describe job duties for different careers.
 9. Describe the training and education required for different careers.
 10. Describe the work environment associated with a selected career.
 11. Explain the importance of job outlook when selecting a career.
 12. Explain work, licenses, and certification requirements for a selected career.
- B. Career Goals
 1. Define a career goal.
 2. Explain the importance of setting specific realistic career goals.
 3. Match career goals to personal strengths.
 4. Describe maps to reach career goals.
 5. Explain the difference between short-term and long-term goals.
 6. Explain how personal success is associated with choosing the correct career.
 7. Define measurable career goals.
 8. Explain the importance of writing goals down.
 9. Visualize success associated with career goals.
 10. Define professional networking.
 11. Explain why it is important to share personal goals with individuals in your professional network.
- C. Career Pathways
 1. Define a career pathway.
 2. Explain the jobs needed to reach an ultimate career goal.
 3. Define vertical and lateral growth or advancement associated with career paths.
 4. Explain the frequency of changing jobs throughout a lifetime.
 5. Define career transfers.
 6. Define career promotions.
 7. Explain the path through an industry or an organization.

2024-25 Competitive Events Guidelines

Career Exploration



8. Explain the relationship between individual and career development goals within a company.
 9. Explain how career values and personal benefits are influenced by career pathway choices.
 10. Give examples of career pathways.
 11. Define lifetime learning.
 12. Explain how many career paths involve increasing levels of responsibility.
 13. Describe how skill sets are associated with career pathways.
 14. Explain why personal flexibility is an important factor to reach career pathway goals.
- D. Job Searches
1. Prepare documents (resume, cover letter, references, online resume) for the job search.
 2. Polish online personal presentation.
 3. Explain the importance of your professional network.
 4. Set goals for job applications and interviews.
 5. Understand the importance of sending effective business e-mail messages.
 6. Explain the importance of fringe benefits associated with careers.
 7. Describe online job searches.
 8. Determine personal willingness to move to another location.
- E. Job Applications
1. Explain positive interview skills.
 2. Describe types of job applications.
 3. Explain the information required on a job application.
 4. Outline the major parts of a resume.
 5. Explain the reason and information for a cover letter.
 6. Explain the purpose of a job application and the need to fill it out completely and accurately.
 7. List the personal information you may be asked for when applying for a job.
 8. Explain the importance of truthful answers to questions asked in the interview.
 9. Explain the differences between online and in-person job applications.
 10. Explain why proofreading the application before submitting it is important.
- F. Cover Letters
1. Explain a cover letter.
 2. Explain the reason for sending a cover letter for a job application.
 3. Explain why a cover letter must be customized for different job openings.
 4. Explain why research is important when writing a cover letter.
 5. Describe key action words in cover letters to get the interviewer's attention.
 6. Explain the format of a cover letter.
 7. Explain why it is essential to proofread the cover letter.
 8. Define the information that should be included in the cover letter.
- G. Resumes
1. Define a resume.
 2. List competencies (teamwork, responsibility, commercial awareness, decision making, leadership, communication, trustworthiness, problem solving, and ethical standards) to include in a resume.
 3. List the sections for effective resumes.
 4. Describe the standard format for a resume.
 5. Explain the importance of including work experience and internships in the resume.
 6. Define 'work gaps' in the resume and strategies to fill those gaps.

2024-25 Competitive Events Guidelines

Career Exploration



7. List relevant keywords that should be included in an effective resume.
 8. Define an objective for a resume.
 9. Explain the importance of limiting a resume to one page.
 10. Explain the differences between a chronological, functional, and combination resume.
- H. Interviews
1. List the documents and information needed when going on an interview.
 2. Describe a professional dress code for a job interview.
 3. Explain the importance of a firm handshake.
 4. Explain cell phone protocol for an interview.
 5. Explain the importance of arriving on time for the interview.
 6. Explain waiting room procedures before going into the interview.
 7. Describe mannerisms that are negative during an interview.
 8. Explain the importance of being on time to an interview.
 9. Explain why the time of an interview makes a difference on results.
 10. Explain the importance of sending a thank you immediately following the interview.
 11. Explain the importance of greeting the receptionist or driver when going on an interview.
 12. Explain conservative business clothing colors for an interview.
- I. Employability Skills
1. Explain the importance of clear communication skills.
 2. Describe the importance of writing skills.
 3. Explain the importance of proper netiquette.
 4. Define soft skills needed for success.
 5. Explain professionalism in the workplace.
 6. Explain the importance of teamwork at the workplace.
 7. Explain the need for critical thinking.
 8. Explain the importance of computer skills.
 9. Describe the impact of motivation in the workplace.
 10. Explain the importance of flexibility to learn new skills.
 11. Describe the impact of enthusiasm in the workplace.
- J. Aptitude
1. Define aptitude.
 2. Explain the relationship between aptitude and job description.
 3. Explain how an aptitude assessment can help individuals choose a career.
 4. Explain how aptitude tests are related to different job roles.
 5. Define types of aptitude tests: cognitive ability, numerical reasoning, diagrammatic, situational, judgement, verbal reasoning, and inductive reasoning.
 6. Explain how human resource departments use aptitude tests to hire employees.
- K. Career Interests
1. List informative resources to learn about different career interests.
 2. Explain the impact of job shadowing and internships to learn about careers.
 3. Explain the benefits of matching your interests to your career choice.
 4. Describe how choosing a career is related to exploring personal interests.
 5. Explain the difference between a job and a career.
 6. Explain how to research educational requirements for different careers.
 7. Describe the value of interviewing career professionals to learn more about your interests.

2024-25 Competitive Events Guidelines

Career Research



Career Research provides members with the opportunity to present their research on a career that appeals to them. This competitive event consists of a presentation component.

Event Overview

Division: Middle School

Event Type: Individual

Event Category: Presentation

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism, Technology

State

Individual will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">Technology and presentation itemsConference-provided nametagAttire that meets the FBLA Dress Code	<ul style="list-style-type: none">Table

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 (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- 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.

2024-25 Competitive Events Guidelines

Career Research



- 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
- 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 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)
 - Research: Facts and data must be cited and secured from quality sources.
 - Competitors identify a career of interest and conduct research for the presentation. The presentation must include, but is not limited to, the following:
 - Career interest survey

2024-25 Competitive Events Guidelines

Career Research



- General description of selected career
- Education, certifications and training needed (*include plans for high school courses to take*)
- Career outlook and advancement opportunities
- Average starting salary and benefits
- A description of a “typical” day in the life of a person in that career
- Final Presentation
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

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

Career Research

Career Research Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Career Research: Career Interest Survey	<i>Career interest survey not included</i>	<i>Career interest survey taken identified, but no results shared</i>	<i>Career interest survey identified and explains career choice from results</i>	<i>Career interest survey identified, explains career choice from results, and correlates personal interest to this career</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Career Research: Career Description	<i>Career description not included</i>	<i>Career description included, but is vague</i>	<i>Career description is included</i>	<i>Detailed career description included</i>	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Education & Training	<i>Education & training not included</i>	<i>Education for career included but not training</i>	<i>Education & training is included, with suggested high school courses included</i>	<i>Detailed information about education, training, and certifications needed, including high school and post high school</i>	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Career Outlook	<i>Career outlook not included</i>	<i>Career outlook included, but source is not listed or explained</i>	<i>Career outlook cites source and explains</i>	<i>Career outlook is cited and explained from different sources</i>	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Salary & Benefits	<i>Salary not included</i>	<i>Salary is included but not explained</i>	<i>Salary and benefits are included and explained</i>	<i>Salary and benefits are included and detailed</i>	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Typical Day	<i>Typical day not included</i>	<i>Typical day included, but is vague</i>	<i>Typical day is included</i>	<i>Detailed typical day included</i>	
	0 points	1-2 points	3-4 points	5 points	
Career Research: Other Research	<i>No other research included</i>	<i>Research is included, but doesn't relate to information needed</i>	<i>Research is included, cited, and relates to career area</i>	<i>Additional career information included and detailed</i>	
	0 points	1-2 points	3-4 points	5 points	
Quality of presentation design is professional; design elements are appropriate —e.g., color choice, font style, font size	<i>Design lacks professionalism and appropriate design elements</i>	<i>Some elements of professionalism and appropriate design are present</i>	<i>Design quality is professional and appropriate design elements contribute to visual appeal</i>	<i>Design quality is exceptional, a polished appearance, and appropriate design elements enhance visual appeal</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively uses a variety of formatting and visual effects in presentation	<i>Does not effectively use formatting and visual effects causing confusion or distraction</i>	<i>Some visual consistency and relevant effects are present</i>	<i>Visuals and formatting are consistently relevant and enhance the presentation</i>	<i>Visuals and formatting are exceptionally consistent, and significantly elevate the overall presentation</i>	
	0 points	1-6 points	7-8 points	9-10 points	

2024-25 Competitive Events Guidelines

Career Research

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

Community Service Presentation



Community Service Presentation 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 presentation component.

Event Overview

Division: Middle School

Event Type: Team of 1, 2 or 3 members

Event Category: Chapter

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

State

Individual/teams will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Technology and presentation items• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• Table

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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.
- 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.

2024-25 Competitive Events Guidelines

Community Service Presentation



- 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.
- Final Presentation
 - The above presentation guidelines will be in effect for the final presentation.

2024-25 Competitive Events Guidelines

Community Service Presentation



- 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.

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

Community Service Presentation

Community Service Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
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	1-8 points	9-12 points	13-15 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	
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)					

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

2024-25 Competitive Events Guidelines

Critical Thinking



Critical Thinking provides members with the opportunity to think on their feet and present a solution to a problem presented. This competitive event consists of a role play scenario.

Event Overview

Division: Middle School

Event Type: Team of 1, 2, or 3 members

Event Category: Role Play Event

Event Elements: Presentation

Role Play Time: 15-minute preparation time, 7-minute presentation time

NACE Connections: Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

State

Individual/teams will have 15 minutes to prep using a secure prompt and then present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• Table• Two notecards and pencil for each competitor• 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 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- All members of a team must consist of individuals from the same chapter.

2024-25 Competitive Events Guidelines

Critical Thinking



- If competitors are late for their assigned preparation 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 Interactive Role Play Presentation
 - **Preparation Time:** 15 minutes (one-minute warning)
 - **Presentation Time:** 7 minutes (one-minute warning)
 - **Question & Answer:** None
 - The role play will be a problem or scenario. 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.
 - 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.
- Final Interactive Role Play Presentation
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

Scoring

- The preliminary role play presentation score will determine the finalists.
- The final role play 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.

2024-25 Competitive Events Guidelines

Critical Thinking



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 prep/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.

2024-25 Competitive Events Guidelines

Critical Thinking

Critical Thinking Role Play Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	<i>No description or role play synopsis provided; no problem(s) defined</i>	<i>Describes and provides role play synopsis OR defines the problem(s)</i>	<i>Describes and provides role play synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of role play synopsis AND definition of the problem(s)</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Alternatives are recognized with pros and cons stated and evaluated	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Logical solution is selected with positive and negative aspects of its implementation given	<i>No solution identified</i>	<i>Solution provided, but implementation plan not developed</i>	<i>Logical solution and implementation plan provided and developed</i>	<i>Feasible solution and implementation plan developed, and necessary resources identified</i>	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of critical thinking concepts in relation to the topic	<i>No knowledge demonstrated</i>	<i>Little knowledge demonstrated</i>	<i>Knowledge and understanding of topic demonstrated</i>	<i>Expert knowledge and understanding of topic demonstrated</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Used appropriate eye contact, voice projection, gestures, and posture	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Effectively answered questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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 Citizenship



Digital Citizenship provides members with the opportunity to demonstrate knowledge around competencies in digital environments. This competitive event consists of an objective test. It aims to inspire members to learn how to navigate the digital world in a safe and responsible way.

Event Overview

Division: Middle School

Event Type: Individual

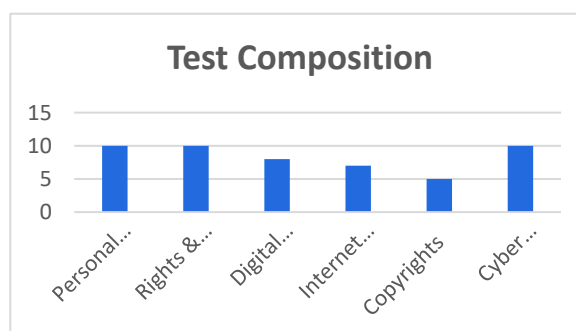
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Personal Security and Online Privacy
- Rights and Responsibilities
- Digital Footprint
- Internet Searches
- Copyrights
- Cyber Bullying



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• 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](#).

2024-25 Competitive Events Guidelines

Digital Citizenship



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Digital Citizenship



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. Personal Security and Online Privacy
 1. Explain the difference between privacy and security.
 2. Describe how personal privacy is compromised.
 3. Explain strategies to maintain personal security.
 4. Define a data breach.
 5. Define a cybercriminal.
 6. Define a security breach.
 7. Explain a virtual private network (VPN).
 8. Explain how a virtual private network is used to block internet browsers, cable companies, and internet service providers from tracking personal information.
 9. Explain how VPN protects access of personal data.
 10. Explain why it is important to limit information shared on social media.
 11. Explain why it is important to shred personal documents before discarding them.
 12. Explain why a social security number should be protected.
 13. Explain how information shared by an individual can be used against them.
 14. Describe strategies for safeguarding personal data and devices.
 15. Explain how information that a person shares online is no longer under the person's control.
 16. Explain reasons for blocking Internet sites and cellphone numbers.
 17. Describe types of personal home security.
 18. Identify Internet scams.
- B. Rights and Responsibilities
 1. Explain the right to acknowledge how the Internet works.
 2. Explain how information is accessed on the Internet.
 3. Explain the responsibility of separating fact from non-fact on the Internet.
 4. Explain the difference between what is content and what is advertising.
 5. Explain how all individuals who use the Internet have the right to be protected from cyber bullying and harassment.
 6. Explain how individuals who use the Internet have the right to protection from violence.
 7. Explain how Internet users have the right to not be diminished or bullied by others in cyberspace.
 8. Describe the right of individuals to participate in discussions and forums.
 9. Explain the personal right to engage and interact on social media and websites.
 10. Understand that individuals have the right to an opinion without fear of violence or harassment.

2024-25 Competitive Events Guidelines

Digital Citizenship



11. Define the right for individuals to legally seek help if they feel threatened in cyber space.
12. Explain how students have the right to go to schools, teachers, parents and authorities with concerns about online behavior
13. Explain how individuals have the right to education and information about what is available online.
14. Explain how individuals have the right to remain safe physically, mentally, and emotionally while interacting online
15. Explain how individuals have the right to post things on sites without those items being manipulated or stolen by others who claim ownership.
16. Understand the responsibility of not modifying the Internet work of others.

C. Digital Footprint

1. Define digital footprint.
2. Explain why a digital footprint is important.
3. Explain how you make a digital footprint.
4. Describe positive and negative digital footprints.
5. Explain how every email, post, photo and click you make online leaves a trail.
6. Explain how your information is gathered by advertisers, employers and companies from which you shop (Internet footprint).
7. Define how digital economy can be summed up as the entire ecosystem built from our online connectivity.
8. Explain how digital information is collected by using cookies.
9. Explain the relationship between digital footprint and specialized advertising.
10. Explain how a digital footprint can negatively affect job offers.
11. Explain the importance of thinking before posting.
12. Describe the use of Internet alerts to protect your personal digital footprint.
13. Explain how the digital footprint can be used to make a positive first impression.
14. Explain the importance of delivering a strong positive footprint.

D. Internet Searches

1. Explain the use of key terms to conduct Internet searches.
2. Explain the process for choosing the best search engine.
3. Separate facts from opinion when conducting Internet searches.
4. Understand political persuasion when conducting Internet searches.
5. Explain the importance of research backing information from Internet searches.
6. Explain rationale for selecting an Internet search engine.
7. List search engines.
8. Define parameters for selecting the best honest search engine.
9. Explain how Internet searches can be traced.
10. Explain how different search terms can result in very different websites.
11. Explain the difference between fact and opinion website searches.

E. Copyrights

1. Define copyright.
2. Define the illegal activity associated with plagiarism.
3. Explain the responsibility of knowing and obeying copyright laws.
4. Understand the consequences associated with breaking copyright laws.
5. Explain "fair use" of information

2024-25 Competitive Events Guidelines

Digital Citizenship



6. Explain appropriate citation of work produced by others.
7. Understand copyright laws.
8. Explain how copyright laws also involve protection of images.
9. Describe how the Internet has magnified copyright laws.
10. Describe the rights of individuals who have copyright protection.
- F. Cyber Bullying
 1. Define cyber bullying.
 2. Explain how social networking and interaction is ripe for cyber bullying.
 3. Explain why individuals who use the Internet should learn the Internet lingo (netiquette).
 4. Explain the reason why cyber bullies should be confronted and reported to end the offenses.
 5. Describe the negative impact of cyber bullying.
 6. Explain why cyber bullying occurs on the Internet.
 7. Describe the mental impact of cyber bullying.
 8. Explain how digital law protects users of the Internet.
 9. Explain how cyber bullying occurs through e-mail, social media, chatrooms, and text messages.
 10. Explain how digital forums, comments, photos, posts, and content shared by individuals can often be viewed by strangers as well as acquaintances.
 11. Explain how the content an individual shares online – both their personal content as well as any negative, mean, or hurtful content – creates a kind of permanent public record of their views, activities, and behavior.
 12. Explain how digital devices offer an ability to immediately and continuously communicate 24 hours a day, so it can be difficult for children experiencing cyberbullying to find relief.
 13. Explain how most information communicated electronically is permanent and public, if not reported and removed. A negative online reputation, including for those who bully, can impact college admissions, employment, and other areas of life.
 14. Explain how cyber bullying is hard to notice because teachers and parents may not overhear or see cyberbullying taking place, which makes it harder to recognize.
 15. Explain the far-reaching negative effects from cyber bullying.

2024-25 Competitive Events Guidelines

Exploring Business Ethics



Exploring Business Ethics provides members with the opportunity to demonstrate knowledge around competencies in business ethics. This competitive event consists of an individual objective test and presentation. It aims to inspire members to learn about the standards for morally right and wrong conduct in business.

Event Overview

Division: Middle School

Event Type: Team of 1, 2, or 3 members

Event Category: Presentation

Event Elements: Objective Test (50-multiple choice questions) and a Presentation (with a Topic)

Objective Test Time: 30 minutes

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 6-7 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 event.

State

Individual/teams will complete an online objective test and present in person at the Middle Level State Leadership Conference.

2024-25 Competitive Events Guidelines

Exploring Business Ethics



National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	<ul style="list-style-type: none">Sharpened pencilFully powered device for online testingConference-provided nametagAttire that meets the FBLA Dress Code	<ul style="list-style-type: none">One piece of scratch paper per competitorInternet accessTest login information (link & password)
Presentation	<ul style="list-style-type: none">Technology and presentation itemsConference-provided nametagAttire that meets the FBLA Dress Code	<ul style="list-style-type: none">Table

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. This event is not eligible for those that placed in the top ten at previous NLCs in Business Ethics.
- 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.
- 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

2024-25 Competitive Events Guidelines

Exploring Business Ethics



- 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: Objective Test, Preliminary Presentation and Final Presentation based on a topic
- Objective Test
 - **Objective Test Time:** 30 minutes
 - 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.
 - 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.
- 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
 - 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.
 - 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'.
 - 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.

2024-25 Competitive Events Guidelines

Exploring Business Ethics



- 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.
- Preparation for and presentation of the entry must be conducted by competitors.
- Final Presentation
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

Scoring

- Team members will test individually, and team scores will be averaged.
- The objective test score will be added to the preliminary presentation score to determine the finalists.
- Winners will be determined by adding the final presentation score to the objective test score.
- 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 their assigned test or presentation time.

2024-25 Competitive Events Guidelines

Exploring Business Ethics



Business Ethics Background and Topic

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.

2024-25 Competitive Events Guidelines

Exploring Business Ethics



Middle School Scenario

Valerie works for Longcloth Avenue—a small, high-end clothing store—as a marketing specialist. Valerie’s boss has asked her to take on a special assignment: developing the customer testimonials section of the company’s annual report. This section will showcase how the company is loved by its customers. It is an important assignment, especially because this is Valerie’s first job out of college, so her manager gives her three weeks to complete her section of the report.

However, the weeks go by, and Valerie still hasn’t started the report. She has been busy with other projects. Plus, she always started her school projects at the last minute and got good grades, so she figures this work will be similar.

But then Valerie realizes 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 section. Valerie must now decide what to do next. One option is to tell her manager that the report is going well and will be submitted on time. This means Valerie will need to rush and likely submit a report that isn’t very good.

The other option is to admit that she procrastinated on her assignment. In response, her manager would likely ask others in the department to help, which will throw off their schedules and disrupt other work. Plus, this course of action would damage the trust between them.

What do you think Valerie should do?

Suggested Questions to Cover During the Event

- What is the ethical issue in this scenario?
- Who are the people that might be impacted by Valerie’s actions?
- Should Valerie hide her procrastination, admit her mistake, or do something else entirely? Why?
- How might Valerie’s opportunities at the company be impacted by her actions in this scenario?
- Would this scenario be different if Valerie had not been working on other projects? Why or why not?

2024-25 Competitive Events Guidelines

Exploring Business Ethics



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. Follow rules of conduct.
 - 2. Make decisions.
 - 3. Demonstrate problem-solving skills.

2024-25 Competitive Events Guidelines

Exploring Business Ethics



Exploring Business Ethics Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Identifies and defines ethical issues presented in the case study	<i>Fails to introduce the case study and its issues.</i>	<i>Introduces the case study but lacks clarity in identifying key issues</i>	<i>Identifies and defines the ethical issues</i>	<i>Captures attention, clearly presents the case study, and outlines the key issues.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Explains why the ethical issues happened	<i>No reasons cited for the ethical issues</i>	<i>Reasons for the ethical issues identified but were not on target</i>	<i>Several, but not all, reasons accurately identified</i>	<i>All reasons addressed and analyzed</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Provides logical recommendations as to how the ethical issues should be resolved	<i>Fails to provide meaningful recommendations.</i>	<i>Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages.</i>	<i>Offers solid recommendations, but may not fully address all pros and cons.</i>	<i>Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively.</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Recommends safeguards that should have been in place to prevent the ethical issues	<i>No ethical solution to prevent issues identified</i>	<i>One ethical solution to prevent issues provided with no plan</i>	<i>Ethical solutions to prevent issues provided and a plan developed</i>	<i>One feasible ethical solution to prevent issues recommended with supporting evidence with a plan and necessary resources identified</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Exploring Business Issues



Exploring Business Issues provides members with the opportunity to research a business topic and present their findings and solutions. This competitive event consists of a presentation component.

Event Overview

Division: Middle 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 time, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Artificial Intelligence (AI) is quickly changing jobs. Professionals are wondering how this new technology will affect their careers.

Include answers to the following questions during your presentation:

- Which industries are likely to see the biggest changes?
- What should business leaders be doing to welcome the benefits of AI tools for their workers?
- What actions can be taken to prevent the potential harms of AI in the workplace?

State

Individual/teams will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Technology and presentation items• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• Table

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.

2024-25 Competitive Events Guidelines

Exploring Business Issues



- 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.
- 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.

2024-25 Competitive Events Guidelines

Exploring Business Issues



- 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
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

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

Exploring Business Issues



Exploring Business Issues Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the topic	<i>No description or topic synopsis provided; no problems defined</i>	<i>Describes and provides topic synopsis OR defines the problem(s)</i>	<i>Describes and provides topic synopsis AND defines the problem(s)</i>	<i>Demonstrates expertise of topic synopsis AND definition of the problem(s)</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Alternative solutions are recognized with pros and cons stated and evaluated	<i>No alternatives identified</i>	<i>Alternative(s) given but pro(s) and/or con(s) are not analyzed</i>	<i>At least two alternatives given, and pro(s) and con(s) are analyzed</i>	<i>Multiple alternatives given and multiple pros and cons analyzed for each</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Provides an effective and logical recommendation(s)	<i>Fails to provide meaningful recommendations</i>	<i>Presents recommendations for behavior but lacks thorough exploration of advantages and disadvantages</i>	<i>Offers solid recommendations, but may not fully address all pros and cons</i>	<i>Provides well-reasoned and supported suggestions. Balances advantages and disadvantages effectively</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Uses technology effectively to illustrate the research on the topic	<i>No use of technology</i>	<i>Demonstrates limited use of technology</i>	<i>Demonstrates good use of technology</i>	<i>Demonstrates excellent use of technology with a consistent theme in graphics & proper formatting</i>	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Exploring Computer Applications



Exploring Computer Applications provides members with the opportunity to demonstrate knowledge around competencies in different applications in computing. This competitive event consists of an objective test and production test.

Event Overview

Division: Middle School

Event Type: Individual

Event Category: Production

Event Elements: Objective Test, 50-multiple choice questions (breakdown of question by competencies below) and Production Test

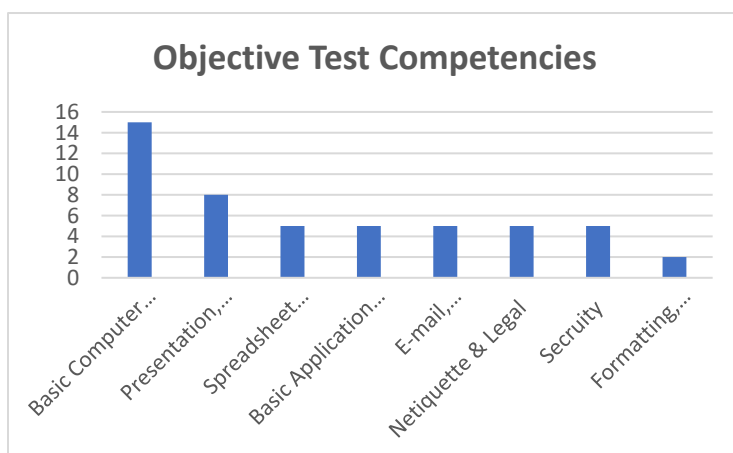
Objective Test Time: 30 minutes

Production Test Time: 2 hours

NACE Connections: Career & Self-Development

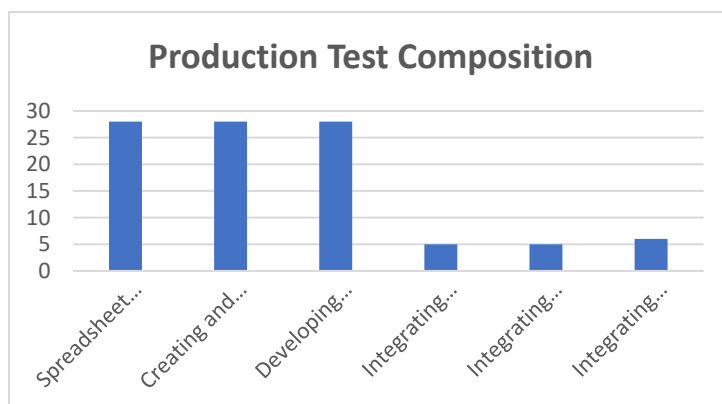
Objective Test Competencies

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



Production Test Competencies

- Spreadsheet Functions and Formulas
- Creating and Formatting with Word Processing
- Developing Slides & Presentations
- Integrating Spreadsheets and Word Processing
- Integrating Presentations and Spreadsheets



2024-25 Competitive Events Guidelines

Exploring Computer Applications



- Integrating Word Processing, Spreadsheets, and Presentations

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 January 13, 2025. All event information will be sent to the test administrator with directions for administering the event and submission instructions. Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

	Items Competitor Must Provide	Items FBLA Provides
Objective Test	<ul style="list-style-type: none"> Sharpened pencil Fully powered device for online testing Conference-provided nametag Attire that meets the FBLA Dress Code 	<ul style="list-style-type: none"> One piece of scratch paper per competitor Internet access Test login information (link & password)
Production Test	<ul style="list-style-type: none"> Fully powered device for production test Conference-provided nametag Attire that meets the FBLA Dress Code 	<ul style="list-style-type: none"> 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 (Annual Chapter Activities Presentation and Community Service Presentation).
- Each competitor must compete in all parts of an event for award eligibility.
- 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.

2024-25 Competitive Events Guidelines

Exploring Computer Applications



- 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 their assigned testing time.

2024-25 Competitive Events Guidelines

Exploring Computer Applications



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.

2024-25 Competitive Events Guidelines

Exploring Computer Applications



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.

2024-25 Competitive Events Guidelines

Exploring Computer Applications



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.

2024-25 Competitive Events Guidelines

Exploring Computer Applications



Exploring Computer Applications Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Spreadsheets: <i>Data entered correctly</i> <i>Data formatted properly</i>	0 points	1-8 points	9-12 points	13-15 points	
Spreadsheets: <i>Advanced features created correctly</i>	0 points	1-3 points	4-6 points	7-8 points	
Spreadsheets: <i>Proper formulas and functions with correct output</i>	0 points	1-2 points	3-4 points	5 points	
Word Processing: <i>Correct formatting</i>	0 points	1-8 points	9-12 points	13-15 points	
Word Processing: <i>Advanced features created correctly</i>	0 points	1-3 points	4-6 points	7-8 points	
Word Processing: <i>Copy entered correctly</i>	0 points	1-2 points	3-4 points	5 points	
Presentation: <i>Slides formatted properly</i>	0 points	1-8 points	9-12 points	13-15 points	
Presentation: <i>Advanced features created correctly</i>	0 points	1-3 points	4-6 points	7-8 points	
Presentation: <i>Slides created correctly</i>	0 points	1-2 points	3-4 points	5 points	
Integration: <i>Spreadsheets & Word Processing</i>	0 points	1-2 points	3-4 points	5 points	
Integration: <i>Presentations & Spreadsheets</i>	0 points	1-2 points	3-4 points	5 points	
Integration: <i>Word Processing, Spreadsheets, & Presentations</i>	0 points	1-2 points	3-4 points	5-6 points	

Total (100 points)

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

Comments:

2024-25 Competitive Events Guidelines

Exploring Computer Science



Exploring Computer Science provides competitors with the opportunity to demonstrate knowledge around introductory competencies in computer science. This competitive event consists of an objective test. It aims to inspire members to learn about computers and computational systems.

Event Overview

Division: Middle School

Event Type: Individual

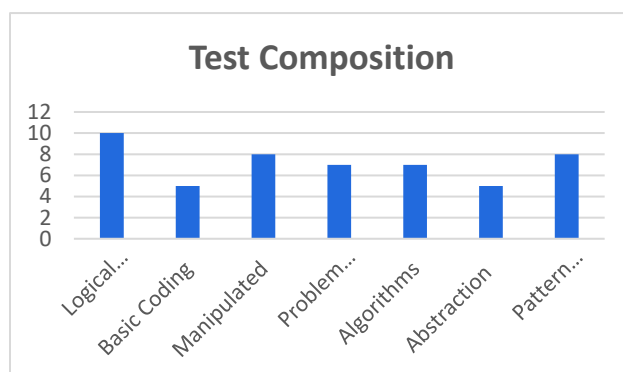
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Logical Reasoning
- Basic Coding
- Manipulating and Analyzing Data with Digital Tools
- Problem Solving
- Algorithms and Programs
- Abstraction and Decomposition
- Pattern Recognition



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• 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](#).

2024-25 Competitive Events Guidelines

Exploring Computer Science



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Exploring Computer Science



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.

2024-25 Competitive Events Guidelines

Exploring Computer Science



Study Guide: Competencies and Tasks

- A. Logical Reasoning
 - 1. Be able to follow a set of statements to a logical conclusion using deductive reasoning.
 - 2. Be able to follow a set of statements to a logical conclusion using inductive reasoning.
 - 3. Recognize what types of data a website should ask of its users and what it shouldn't for the sake of user privacy.
- B. Basic Coding
 - 1. Understand and use loops.
 - 2. Understand and use conditionals.
 - 3. Understand and use functions.
 - 4. Understand proper variable and function naming.
 - 5. Recognize strings, Booleans, and arrays/list.
 - 6. Recognize programming/markup languages used in web design.
- C. Manipulating and Analyzing Data with Digital Tools
 - 1. Basic binary/hexadecimal conversion.
 - 2. Understand and implement an arithmetic mean.
 - 3. Understand and implement an arithmetic median.
 - 4. Understand and implement an arithmetic mode.
 - 5. Understand and implement an arithmetic range.
 - 6. Understand the purpose of a standard deviation.
- D. Problem Solving
 - 1. Understand how computers make decisions.
 - 2. Explain how computers take input and give output.
- E. Algorithms and Programming
 - 1. Explain how a computer might search through data.
 - 2. Be able to recognize a computer program.
 - 3. Recognize the best algorithm for a simple problem (i.e. single loop vs nested loop).
 - 4. Understand when a nested loop is needed.
 - 5. Associate loops with underlying conditionals.
 - 6. Understand how data is stored in a computer and accessed by programs.
 - 7. Use flowcharts and/or pseudocode to address complex problems as algorithms.
 - 8. Create clearly named variables that represent different data types and perform operations on their values.
 - 9. Design and iteratively develop programs that combine control structures, including nested loops and compound conditionals.
 - 10. Decompose problems and subproblems into parts to facilitate the design, implementation, and review of programs.
 - 11. Create procedures with parameters to organize code and make it easier to reuse.
 - 12. Seek and incorporate feedback from team members and users to refine a solution that meets user needs.
 - 13. Incorporate existing code, media, and libraries into original programs, and give attribution.
 - 14. Systematically test and refine programs using a range of test cases.
 - 15. Distribute tasks and maintain a project timeline when collaboratively developing computational artifacts.
 - 16. Document programs in order to make them easier to follow, test, and debug.
- F. Abstraction and Decomposition

2024-25 Competitive Events Guidelines

Exploring Computer Science



1. Understand the importance of abstraction and decomposition and be able to define both.
 2. Recognize if a process is too specific or broad and can therefore be split or combined.
 3. Be able to perform decomposition on real world problems into a series of steps and processes.
 4. Be able to abstract an idea.
- G. Pattern Recognition
1. Be able to deduce the missing element in a patterned series.
 2. Recognize patterns in computer code.
 3. Be able to correctly sequence a set of objects.
 4. Be able to recognize and continue patterns.
- H. Computing Systems
1. Recommend improvements to the design of computing devices, based on an analysis of how users interact with the devices.
 2. Design projects that combine hardware and software components to collect and exchange data.
 3. Systemically identify and fix problems with computing devices and their components.
- I. Networks and the Internet
1. Model the role of protocols in transmitting data across networks and the Internet.
 2. Explain how physical and digital security measures protect electronic information.
 3. Apply multiple methods of encryption to model the secure transmission of information.
- J. Data and Analysis
1. Represent data using multiple encoding schemes.
 2. Collect data using computational tools and transform the data to make it more useful and reliable.
 3. Refine computational models based on the data they have generated.
- K. Impacts of Computing
1. Compare tradeoffs associated with computing technologies that affect people's everyday activities and career options.
 2. Discuss issues of bias and accessibility in the design of existing technologies.
 3. Collaborate with many contributors through strategies such as crowdsourcing or surveys when creating a computational artifact.
 4. Describe tradeoffs between allowing information to be public and keeping information private and secure.

Computer Science Teachers Association (2017). *CSTA K–12 Computer Science Standards, Revised 2017*. Retrieved from <https://csteachers.org/k12standards/>.

2024-25 Competitive Events Guidelines

Exploring Economics



Exploring Economics provides members with the opportunity to demonstrate knowledge around introductory competencies in economics. This competitive event consists of an objective test. It aims to inspire members to learn about the various areas of economics.

Event Overview

Division: Middle School

Event Type: Individual

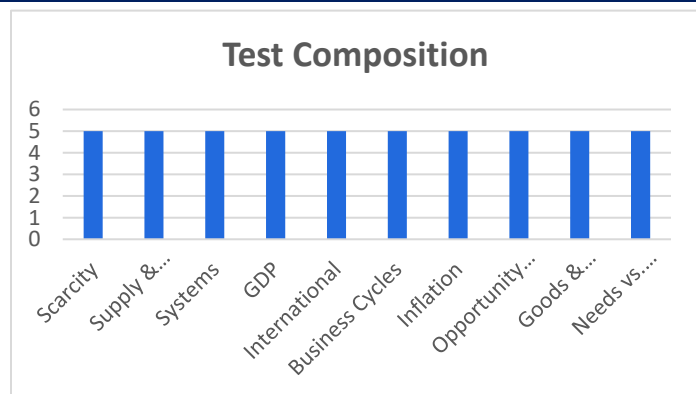
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Scarcity
- Supply and Demand
- Economic Systems
- Gross Domestic Product
- International Trade
- Business Cycles
- Inflation
- Opportunity Costs
- Goods and Services
- Needs vs. Wants



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> • Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code 	<ul style="list-style-type: none"> • 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](#).

2024-25 Competitive Events Guidelines

Exploring Economics



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Exploring Economics



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. Scarcity
 1. Define economic scarcity.
 2. Explain how scarcity impacts production, consumption, and exchange.
 3. Explain why scarcity requires individuals, governments, and societies to make choices.
 4. Explain how scarcity leads to economic policy and allocation.
 5. Explain how scarcity requires choices.
 6. Evaluates the trade-offs for scarcity.
 7. Explain how economic decisions involving scarcity need to consider opportunity cost.
- B. Supply and Demand
 1. Explain the law of supply.
 2. Explain the law of demand.
 3. Define economic equilibrium.
 4. Demonstrate an understanding of the supply and demand curves that show increases and decreases in quantity supplied and quantity demanded.
 5. Describe how consumer, government, environment, and technology factors impact consumer demand.
 6. Explain the relationship between prices and consumer purchases.
 7. Define economic elasticity.
 8. Explain how government enforced price ceilings and floors cause product shortages or surpluses.
- C. Economic Systems
 1. Define the basic elements of capitalism.
 2. Explain how, in a free enterprise system, individuals attempt to maximize their profits based on their role in the economy.
 3. Define the characteristics of a market system (e.g., profit, competitive markets, and private ownership of property).
 4. Compare and contrast economic systems (e.g., traditional, market, command).
 5. Analyze how economic systems, resources, and culture affect each other.
 6. Explain how decisions are made in a command economy.
 7. Explain how decisions are made in a traditional economy.
 8. Explain the difference between capitalism, socialism, and communism.
 9. Define a mixed economy.

2024-25 Competitive Events Guidelines

Exploring Economics



- D. Gross Domestic Product
 - 1. Define Gross Domestic Product (GDP).
 - 2. Explain three ways to calculate GDP.
 - 3. Explain why GDP is an important economic measurement.
 - 4. Describe how the health of a country is impacted by GDP.
 - 5. Explain the relationship between economic growth and GDP.
 - 6. Explain how GDP is related to the health of a country's economy.
 - 7. Explain the difference between nominal and real GDP.
 - 8. Describe the impact that GDP has on the stock market.
- E. International Trade
 - 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, disadvantages, and distribution 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.
 - 8. Explain the role of credit in a market economy.
 - 9. Compare the advantages and disadvantages of using various forms of credit and the determinants of credit history.
- F. Business Cycles
 - 1. Define circular flow, interdependence, product market, and factors of production.
 - 2. List and define the six business cycles (expansion, peak, recession, depression, trough, recovery).
 - 3. Describe the role of businesses and individuals in the circular flow.
 - 4. Explain how change in one component of the circular flow of economic activity affects other components.
 - 5. Describe the role of government in the circular flow (e.g., taxation, services, and national debt).
- G. Inflation
 - 1. Define inflation.
 - 2. Define demand-pull inflation.
 - 3. Define cost-push inflation.
 - 4. Explain built-in inflation.
 - 5. Describe the role of the Consumer Price Index when measuring the rate of inflation.
 - 6. Define Consumer Price Index (CPI) and Wholesale Price Index (WPI).
 - 7. Explain how inflation can be viewed positively or negatively.
 - 8. Explain how inflation has a favorable impact on tangible assets like property or stock commodities.
 - 9. List the causes and effects of inflation.
 - 10. Define Product Price Index.

2024-25 Competitive Events Guidelines

Exploring Economics



11. Explain the pros and cons of inflation.
 12. Explain how monetary policy is used to control inflation.
 13. Explain the effects of inflation.
 14. Define hyperinflation.
 15. Explain hedging against inflation.
- H. Opportunity Costs
1. Explain how economic decision making is impacted by opportunity cost and scarcity.
 2. Define opportunity cost.
 3. Define a pure service.
 4. Define a convenience good.
 5. Define a shopping good.
 6. Define a specialty consumer good.
 7. List examples of fast-moving consumer goods.
- I. Goods and Services
1. Define consumer goods.
 2. Define a durable good.
 3. Define a nondurable good.
 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. Needs vs. Wants
1. Explain the difference between a need and a want.
 2. Explain the importance of needs and wants for a budget.
 3. Explain the difference between fixed and flexible expenses.
 4. List examples of needs and wants.
 5. Explain the 50/30/20 budgeting rule.
 6. Explain strategies to reduce amounts spent on wants.
 7. Explain why needs are fixed and wants are discretionary.

2024-25 Competitive Events Guidelines

Exploring Leadership



Exploring Leadership provides members with the opportunity to demonstrate knowledge around competencies in leadership. This competitive event consists of an objective test. It aims to inspire members to learn how a set of behaviors is used to help people align and execute their collective direction.

Event Overview

Division: Middle School

Event Type: Individual

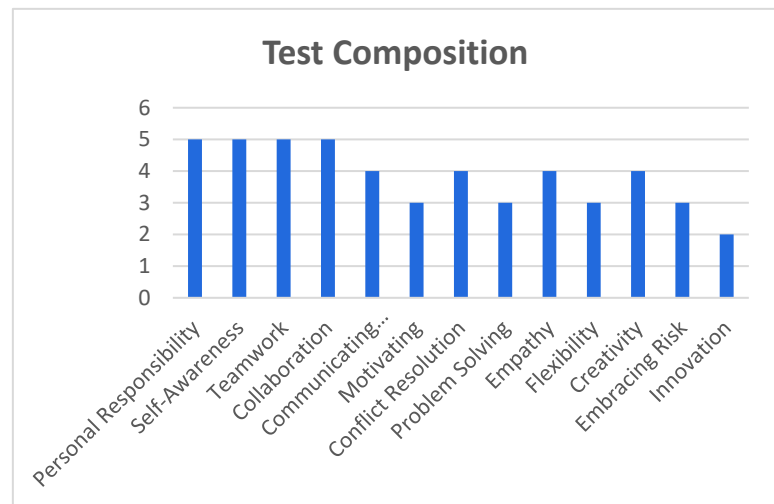
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Personal Responsibility
- Self-Awareness
- Teamwork
- Collaboration
- Communicating Effectively
- Motivating
- Conflict Resolution
- Problem Solving
- Empathy
- Flexibility
- Creativity
- Embracing Risk
- Innovation



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• One piece of scratch paper per competitor• Internet access• Test login information (link & password)

2024-25 Competitive Events Guidelines

Exploring Leadership



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Exploring Leadership



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. Personal Responsibility

1. Define personal responsibility and its relationship to leadership.
2. List characteristics of leaders.
3. Explain how leaders achieve desired results.
4. Explain how leaders build stronger relationships with work team members.
5. Describe how leaders create environments that cultivate high performing teams.
6. Understand the relationship between individual responsibility, the choices made, and actions taken.
7. Understand that past programming of the subconscious mind (habits and conditioning) impact current behavior.
8. Identify change for current behaviors to improve performance.
9. Explain how individuals use planning strategies to determine action to take.
10. Explain the importance of keeping commitments and the achievement of worthwhile results.
11. Define accountability for taking action to achieve priority goals.

B. Self-Awareness

1. Explain the relationship between leadership and self-awareness.
2. Define self-awareness.
3. Explain why an individual must have self-awareness as a leader.
4. Explain the relationship between perception of others and self-awareness.
5. Explain how self-awareness involves seeing oneself clearly and objectively through reflection and introspection.

C. Teamwork

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).

2024-25 Competitive Events Guidelines

Exploring Leadership



6. Describe the difference between leader-centered and group-centered decision making.
7. Explain the difference between individual and team decision making.
- D. Collaboration
 1. Define collaborative communication.
 2. List skills that contribute to successful collaboration.
 3. Explain how successful collaboration depends on the ability to get along with people, being able to listen, and being open-minded.
 4. Describe the roles of compromise, ability to see the big picture, and problem-solving abilities, which have a direct relationship to collaboration.
 5. Explain the role of conflict negotiation for groups.
 6. List essential skills for successful collaborators and project managers.
 7. Define brainstorming.
 8. Describe the need for commitment and enthusiasm for effective collaboration.
- E. Communicating Effectively
 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. Motivating
 1. Compare motivational 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.
- G. Conflict Resolution
 1. Define conflict in the workplace.
 2. Explain the importance of collaboration for team accomplishment.
 3. Describe positive and negative conflict in the workplace.
 4. Describe conflict management styles.
 5. Define conflict resolution and mediation.
 6. List causes of conflict in the workplace.
 7. Explain inter-group conflict.
 8. Explain why managers must make decisions to ignore or do something about possible conflict in the workplace.
 9. Explain the relationship between panic and conflict.
 10. Explain why leaders entitle every person to have a "bad day".
- H. Problem Solving
 1. Identify the six stages of problem solving (problem definition, evaluation of the problem, generating alternatives, selecting a solution, implementation, and evaluation of the results).
 2. List steps for problem solving (define, measure, analyze, improve, and control).

2024-25 Competitive Events Guidelines

Exploring Leadership



3. Explain why problem solving is important.
 4. List examples of problem solving in the workplace.
 5. Describe underlying causes of problems in the workplace.
 6. Explain why it is important to collect data for problem solving.
 7. List underlying causes of problems in the workplace
 8. Explain how standards or expectations not met create problems at the workplace.
- I. Empathy
1. Define empathy.
 2. Explain how empathy improves communication.
 3. Explain the relationship between empathy and stronger working relationships.
 4. Explain how empathy promotes creative thinking.
 5. Describe the relationship between empathy and active listening.
 6. Describe the relationship between empathy and personalized communication.
 7. Describe why empathy is needed to consider others' perspectives.
- J. Flexibility
1. Explain what flexibility in the workplace means.
 2. Explain why employees need workplace flexibility for success.
 3. Describe the relationship between workplace flexibility and productivity.
 4. Describe how workplace flexibility strengthens working relationships.
 5. Describe the relationship between flexibility and improved communication in the workplace.
 6. Explain why active listening is needed in the workplace.
 7. Explain the relationship between flexibility and personalized communication in the workplace.
 8. Define the relationship between flexibility in the workplace and consideration of others' perspectives.
 9. Explain the need for flexibility due to unforeseen circumstances (pandemic, weather disaster, etc.)
- K. Creativity
1. Explain why creativity in the workplace is important.
 2. Outline strategies to increase creativity at the workplace.
 3. Explain the relationship between creativity and critical thinking.
 4. Explain how creativity is enhanced when collaborative thinking is encouraged.
 5. Explain the need for employees to be involved in activities that clearly meet company mission and vision.
 6. List steps to increase creativity in the workplace (hire the right people, implement flexible work hours, provide space for critical thinking, act on good ideas, and reward creativity).
 7. Describe rewards for creativity in the workplace.
- L. Embracing Risk
1. Define risk assessment.
 2. Match team members who want to succeed and meet challenges.
 3. Identify open opportunities to embrace risk.
 4. Understand that embracing risk can result in failure
 5. Explain how embracing risk is a key to business success.
 6. Describe how entrepreneurs are willing to take risks.
 7. Explain how the culture of failure can be good for future success.
 8. Explain how successful individuals seek and prepare for change.

2024-25 Competitive Events Guidelines

Exploring Leadership



M. Innovation

1. Explain how to increase innovation in the workplace through leadership.
2. Define brainstorming and its relationship to innovation.
3. Describe rewards for innovation in the workplace
4. List the benefits of innovation in the workplace
5. Explain the need to tolerate mistakes when encouraging innovation.

2024-25 Competitive Events Guidelines

Exploring Parliamentary Procedure



Exploring Parliamentary Procedure provides members with the opportunity to demonstrate knowledge around competencies in meeting procedures. This competitive event consists of an objective test. It aims to inspire members to learn about the structure, the order, and the ground rules of how to conduct a meeting.

Event Overview

Division: Middle School

Event Type: Individual

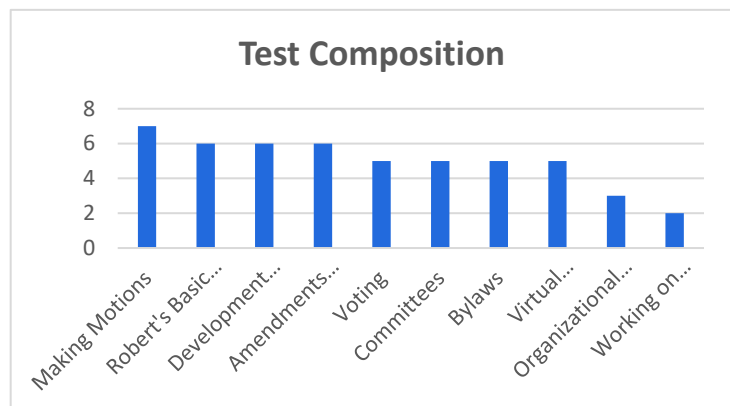
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Making Motions
- Robert's Basic Rules of Order
- Development of an Agenda
- Amendments to Motions
- Voting
- Committees
- Bylaws
- Virtual Setting/Meetings
- Organizational Skills
- Working on Teams



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• 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](#).

2024-25 Competitive Events Guidelines

Exploring Parliamentary Procedure



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.
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- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
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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.

2024-25 Competitive Events Guidelines

Exploring Parliamentary Procedure



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. Making Motions
 1. Explain the proper way to make a motion (I move to . . .).
 2. Explain the five different types of motions (main, subsidiary, privileged, incidental, and motions that bring a question again).
 3. Explain how most meetings follow some form of Robert's Rules of Order.
 4. Describe the purpose of basic parliamentary procedures (keeping a meeting organized, civil, and efficient).
 5. Describe proper protocol for making a motion at a meeting (raise your hand and stand for the chair to recognize you).
 6. Explain how discussion follows a motion.
 7. Explain when and how a vote is taken on a motion.
- B. Robert's Basic Rules of Order
 1. Define what Robert's Rules of Order is.
 2. Explain how Robert's Rules of Order allows a deliberative assembly to make its decisions efficiently.
 3. Explain the steps for an efficient meeting as outlined in Robert's Rules of Order.
 4. Describe the relationship between parliamentary procedure and Robert's Rules of Order.
 5. Describe how Robert's Rules of Order provide justice and courtesy for all.
 6. List major concepts (maintenance of order, consideration of one item at a time, member input, courtesy for all, majority rule, recognition by the chair, free discussion, and debate) provided by Robert's Rules of Order.
 7. Define parliamentary procedure.
 8. Define a main motion.
 9. Define a quorum for a meeting.
 10. Understand the "Majority Rules" concept.
 11. Explain how "recognition by the chair" allows a meeting participant to speak at a meeting.
 12. Describe the role of the meeting chair.
 13. Explain how a main motion is a basic right.
 14. Explain how silence by a meeting participant equals consent.
- C. Development of an Agenda
 1. Explain the importance of having an agenda in advance of the meeting.
 2. Explain why it is important for team members to receive the agenda before the meeting.
 3. Explain how an agenda sent in advance of a meeting encourages members to provide feedback.

2024-25 Competitive Events Guidelines

Exploring Parliamentary Procedure



4. List reasons why input before a meeting is important (member buy in, better meeting attendance, and diversified points of view regarding meeting agenda items).
 5. Describe how an agenda is needed to run an efficient, effective meeting.
 6. Explain how a meeting agenda keeps members on task.
 7. Describe how a particular group activity every time at a meeting helps team members to bond while reinforcing group culture.
 8. Explain how meetings guided by an agenda make it less likely for unexpected objection or distraction from meeting participants.
 9. Explain why it is important to get input from meeting participants when developing the agenda.
 10. Sort out the most important items for a meeting agenda.
 11. Create an agenda with a purpose.
 12. Explain how an agenda verifies whether the meeting is needed.
 13. Describe how the meeting agenda outlines the procedure for a meeting.
- D. Amendments to Motions
1. Describe the process for making an amendment to a motion.
 2. Explain how an amendment must be relevant.
 3. Describe how an amendment that rejects an original motion is not proper and not in order.
 4. Understand that an amendment must be seconded before discussion on the amendment can occur.
 5. Explain how an amendment requires a majority vote for adoption before discussing and voting on the amended motion.
- E. Voting
1. Define the procedure to vote at a meeting.
 2. Describe different types of voting (poll, voice, acclamation, ballot, show of hands, and division).
 3. Explain how votes are counted at a meeting.
 4. Explain how voting is used to determine group consensus and confirm decisions.
 5. Describe formal binding votes and votes to determine preferences and priorities of the group.
 6. Define a straw poll.
 7. Explain the proper procedure for voting on motions, amendments, and amended motions.
- F. Committees
1. Explain the rationale for committees at meetings.
 2. Describe the protocol the meeting chair follows to hear committee reports at a meeting.
 3. Give examples of special committees for organizations.
 4. Describe the process for appointing committees.
 5. List examples of organization committees (membership, finance, convention, and fund raising).
- G. Bylaws
1. Define bylaws.
 2. Explain how bylaws can be helpful to almost any type of organization, regardless of size or purpose.
 3. Explain how bylaws and meeting procedures can help keep things running smoothly, provide the answers to tough questions (like what to do about a difficult officer), save enormous amounts of time and deliberation.

2024-25 Competitive Events Guidelines

Exploring Parliamentary Procedure



4. Explain how bylaws help an organization define its mission or structure.
 5. Explain when bylaws should be written (clarify officer elections, apply for nonprofit status, and meeting changes).
 6. Decide by whom and how the bylaws will be written and approved.
 7. Explain the rationale for organization bylaws (save time trying to work out organizational complications, help define the organization's mission or goals, and keep things running smoothly).
 8. Explain the parts of bylaws (name and purpose of organization, membership, officers, decision making, and types of meetings—general, special, annual, and board of directors).
- H. Virtual Setting/Meetings
1. Define virtual meetings.
 2. Explain the growth of virtual meetings due to a pandemic or economic constraints.
 3. Describe the flexibility offered by meeting virtually.
 4. List the advantages and disadvantages of virtual meetings.
 5. Describe the flexibility that virtual meetings offer.
 6. Explain how to engage participants in a virtual meeting.
 7. Explain ground rules to follow during virtual meetings.
 8. Describe possible distractions for virtual meetings.
 9. Describe strategies to increase participant engagement in virtual meetings.
 10. Explain the importance of virtual meeting roles.
 11. Define the importance of distributing the agenda and meeting materials before the virtual meeting.
 12. Describe common methods for organizing and joining a virtual meeting.
- I. Organizational Skills
1. Define organizational skills.
 2. Understand and demonstrate meeting management.
 3. Describe the importance of group involvement for successful meetings and organizations.
 4. Outline the importance of logistics for effective meetings.
 5. Describe the importance of meeting minutes.
 6. Explain how active listening is an essential organizational skill.
- J. Working on Teams
1. Explain the importance of teamwork.
 2. Explain why it is important to invite only the essential employees to a meeting.
 3. Explain the need for a goal-oriented mindset for successful teams.
 4. Explain how team members have a commitment to their roles.
 5. Describe how successful team members are open to learning.
 6. Describe adjusting roles and responsibilities due to the needs of a task or project.
 7. Explain how effective teams have diverse perspectives and experiences for creativity and innovation.

2024-25 Competitive Events Guidelines

Exploring Public Speaking



Exploring 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: Middle School

Event Type: Individual

Event Category: Presentation

Event Elements: Speech with a Topic

Presentation Time: 3-minute presentation time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism

2024-25 Topic

Choose skills that are developed when participating in community service or volunteer experiences and explain why these skills matter.

State

Individual will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• None

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. This event is not eligible for those that placed in the top ten at previous NLCs in Elevator Speech.
- 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, and prepare their presentations.

2024-25 Competitive Events Guidelines

Exploring Public Speaking



- 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
- Presentation Information: The Speech
 - **Presentation Time:** 3 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, with a booth size of approximately 12' x 12'.
 - 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: The Speech
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

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.

2024-25 Competitive Events Guidelines

Exploring Public Speaking



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.

2024-25 Competitive Events Guidelines

Exploring Public Speaking

Exploring Public Speaking Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Topic Incorporates provided topic	<i>Provided topic is not mentioned in speech</i> 0 points	<i>Topic is not clearly incorporated into speech</i> 1-8 points	<i>Topic was clearly incorporated into speech</i> 9-12 points	<i>Topic was clearly incorporated and expanded thoroughly throughout the speech</i> 13-15 points	
Introduction Introduce the topic immediately	<i>Topic was not introduced</i> 0 points	<i>Introduction was not clearly presented</i> 1-8 points	<i>Introduction was clearly presented, and topic was defined immediately</i> 9-12 points	<i>Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body</i> 13-15 points	
Supporting Information (Body) Include accurate and appropriate supporting information	<i>Speech did not have a topic</i> 0 points	<i>Multiple topics presented without clear connections</i> 1-8 points	<i>Central topics were identified, connected, and supported throughout the speech</i> 9-12 points	<i>Smooth transitions were effectively utilized to support the central topic</i> 13-15 points	
Conclusion Provide effective conclusion connected to the topic & theme	<i>Speech did not have a conclusion</i> 0 points	<i>Conclusion was not clearly presented</i> 1-8 points	<i>Effective conclusion was presented</i> 9-12 points	<i>Conclusion provides connection to entire presentation</i> 13-15 points	
Speech Delivery Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	<i>Does not have varied facial expressions and/or poor posture</i> 0 points	<i>Minimal varied facial expressions and/or poor posture</i> 1-6 points	<i>Appropriate varied facial expressions and posture</i> 7-8 points	<i>Appropriate varied facial expressions and posture that keeps audience fully engaged</i> 9-10 points	
	<i>Does not make eye contact</i> 0 points	<i>Minimal eye contact</i> 1-6 points	<i>Appropriate eye contact</i> 7-8 points	<i>Appropriate eye contact and didn't use notecards</i> 9-10 points	
	<i>Does not have voice projection</i> 0 points	<i>Minimal voice projection</i> 1-6 points	<i>Appropriate voice projection</i> 7-8 points	<i>Appropriate voice projection and diction</i> 9-10 points	
	<i>Competitor did not demonstrate self-confidence</i> 0 points	<i>Competitor demonstrated self-confidence and poise</i> 1-6 points	<i>Competitor demonstrated elevated self-confidence, and poise</i> 7-8 points	<i>Competitor demonstrated elevated self-confidence, poise, and assertiveness</i> 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

Exploring Technology



Exploring Technology provides members with the opportunity to demonstrate knowledge around introductory competencies in technology. This competitive event consists of an objective test. It aims to inspire members to learn about the various areas of technology.

Event Overview

Division: Middle School

Event Type: Individual

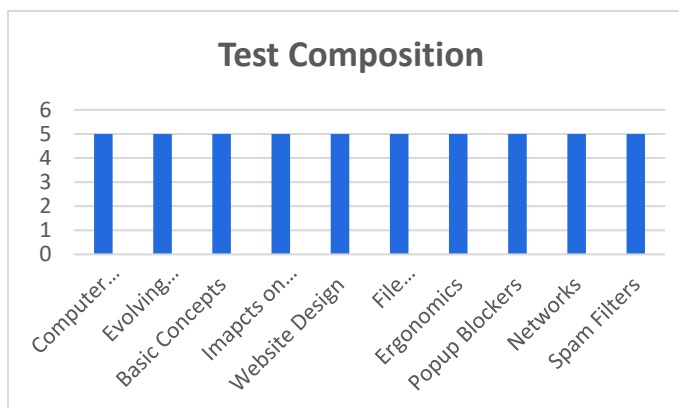
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Computer Literacy
- Evolving Technologies
- Basic Concepts in Hardware, Software, and Connectivity
- Impacts on Society
- Website Design
- File Management
- Ergonomics
- Popup Blockers
- Networks
- Spam Filters



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• 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](#).

2024-25 Competitive Events Guidelines

Exploring Technology



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Exploring Technology



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

- A. Computer Literacy
- B. Evolving Technologies
- C. Basic Concepts in Hardware, Software, and Connectivity
- D. Impacts on Society
- E. Website Design
- F. File Management
- G. Ergonomics
- H. Popup Blockers
- I. Networks
- J. Spam Filters

2024-25 Competitive Events Guidelines

Exploring Website Design



Exploring Website Design provides members with the opportunity to create a website over a topic. This competitive event consists of a presentation component.

Event Overview

Division: Middle 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 time, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

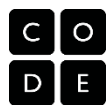
2024-25 Topic

Develop a website to showcase various clubs and organizations at your school, including their activities, achievements, and membership information. The website should include the following:

- Home page & navigation menu
- Club/Organization Directory: A page listing all school clubs and organizations. Each club/organizations should be presented as a "product card" that includes an image, club/organization name, and a brief description
- Event Highlights: A section showcasing past and upcoming club/organization events
- Join us: A page with information on how to join each club/organization

Feel free to include any other elements to enhance the website.

Note: Website does not have to be live. If working directly 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](#).

State

Individual/teams will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Technology and presentation items• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• Table• Internet access

Important FBLA Documents

2024-25 Competitive Events Guidelines

Exploring Website Design



- 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. This event is not eligible for those that placed in the top ten at previous NLCs in Multimedia & Website Development.
- 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.
- 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.)

2024-25 Competitive Events Guidelines

Exploring Website Design

- Competitors must show the judges any of the following that are applicable: 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)
- 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 design process and design principles used.
 - Websites should be designed to allow for viewing on as many different platforms as possible.
- Final Presentation Information
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

2024-25 Competitive Events Guidelines

Exploring Website Design



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

Exploring Website Design



Exploring Website Design Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is understood and well-defined	Topic is not followed	Topic is not fully addressed	Topic is fully addressed	User with no knowledge of the topic can identify based on site	
	0 points	1-6 points	7-8 points	9-10 points	
Website appeal to audience	Website is not appealing	Website is somewhat appealing to audience	Website is appealing to audience	Website is professional and appealing	
	0 points	1-6 points	7-8 points	9-10 points	
Website demonstrates the required elements of the project as stated in guidelines.	Website does not include required elements	Website includes some of the required elements	Website presented includes all the required elements	Website presented includes required elements and more	
	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	1-8 points	9-12 points	13-15 points	
Technical Components					
Website is viewable on standard browsers	Website is not viewable	Website viewability is limited	Website is viewable	Website is viewable and functional on multiple devices, including phones, computers, and tablets	
	0 points	1-6 points	7-8 points	9-10 points	
Logical and effective sequence of navigation, links are all functional	Site is not logical, some links are not functional, and does not have an effective sequence of navigation	Site is somewhat logical; links are functional, or navigation is not effective	Site is logical, site links are functional, and has an effective sequence of navigation	Site is logical, site links are functional, and the sequence of navigation enhances the user experience	
	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	
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	
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

FBLA Concepts



FBLA Concepts provides members with the opportunity to demonstrate knowledge about the various areas of the Future Business Leaders of America organization. This competitive event consists of an objective test.

Event Overview

Division: Middle School

Event Type: Individual

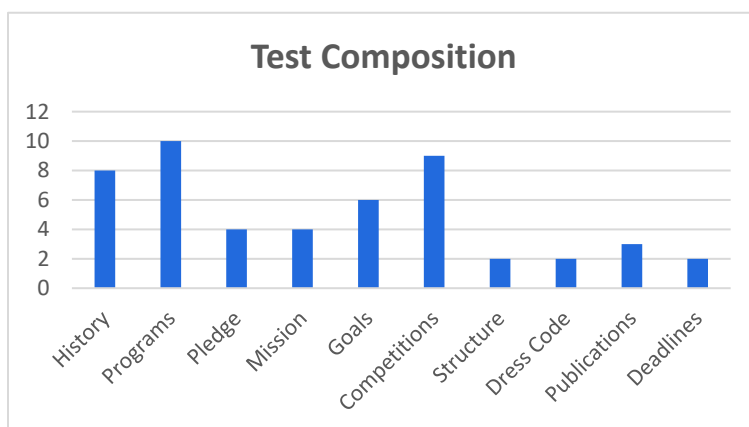
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- History of FBLA
- FBLA Programs
- FBLA Pledge
- FBLA Mission
- FBLA Goals
- FBLA Middle School Competitions
- FBLA Structure
- FBLA Dress Code
- FBLA Publications
- FBLA Deadlines



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• 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](#).

2024-25 Competitive Events Guidelines

FBLA Concepts



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

FBLA Concepts



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

- A. History of FBLA
- B. FBLA Programs
- C. FBLA Pledge
- D. FBLA Mission
- E. FBLA Goals
- F. FBLA Middle School Competitions
- G. FBLA Structure
- H. FBLA Dress Code
- I. FBLA Publications
- J. FBLA Deadlines

2024-25 Competitive Events Guidelines

FBLA Mission & Pledge



FBLA Mission & Pledge provides members with the opportunity to present the FBLA mission and pledge from memory and share their personal reflection and meaning with the judges. This competitive event consists of a presentation component.

Event Overview

Division: Middle School

Event Type: Individual

Event Category: Presentation

Event Elements: Speech

Presentation Time: 3-minute presentation time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism

FBLA Mission & Pledge

Mission

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Pledge

I solemnly promise to support the mission of Future Business Leaders of America, abide by its code of ethics and code of conduct, and develop the qualities necessary to become a community-minded business leader.

State

Individual/teams will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• None

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.

2024-25 Competitive Events Guidelines

FBLA Mission & Pledge



- 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- Only competitors are allowed to plan, research, and prepare their presentations.
- 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
- Presentation Information: The Speech
 - **Presentation Time:** 3 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, with a booth size of approximately 12' x 12'.
 - Competitors are randomly assigned to sections.
 - Competitors will recite the FBLA mission from memory and reflect on the meaning of the mission.
 - Competitors will recite the FBLA pledge from memory and reflect on the meaning of the pledge.
 - Competitors are permitted to bring prepared notes to be used during the reflection portion only.
 - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation: The Speech
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

Scoring

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.

2024-25 Competitive Events Guidelines

FBLA Mission & Pledge



- 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

FBLA Mission & Pledge



FBLA Mission & Pledge Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Recites FBLA mission from memory	Mission is not memorized	Mission is partially memorized	Mission is mostly memorized	Mission is completely memorized	
	0 points	1-8 points	9-12 points	13-15 points	
Reflection of FBLA mission is relevant and appropriate	No reflection of mission	Reflection of mission is not relevant or appropriate	Reflection of mission is relevant	Reflection of mission is relevant and appropriate	
	0 points	1-8 points	9-12 points	13-15 points	
Recites FBLA pledge from memory	Pledge is not memorized	Pledge is partially memorized	Pledge is mostly memorized	Pledge is completely memorized	
	0 points	1-8 points	9-12 points	13-15 points	
Reflection of FBLA pledge is relevant and appropriate	No reflection of pledge	Reflection of pledge is not relevant or appropriate	Reflection of pledge is relevant	Reflection of pledge is relevant and appropriate	
	0 points	1-8 points	9-12 points	13-15 points	
Presentation Delivery					
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 during reflections	
	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 and poise	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

Financial Literacy



Financial Literacy provides members with the opportunity to demonstrate knowledge around competencies in various financial skills. This competitive event consists of an objective test. It aims to inspire members to learn about how to manage personal finances.

Event Overview

Division: Middle School

Event Type: Individual

Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

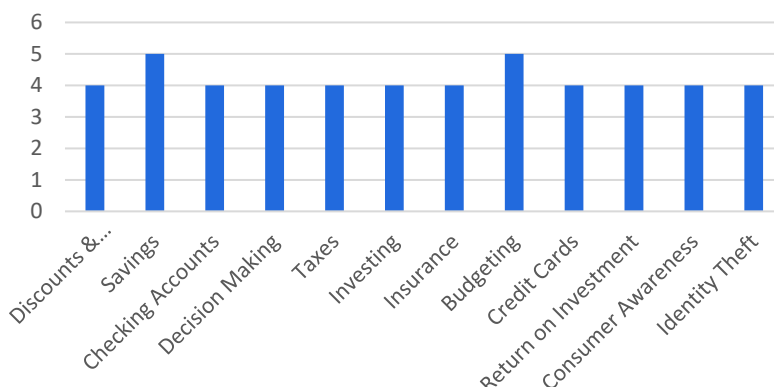
Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Discounts and Percentages
- Savings
- Checking Accounts
- Decision Making
- Taxes
- Investing
- Insurance
- Budgeting
- Credit Cards
- Return on Investment
- Consumer Awareness
- Identity Theft

Test Composition



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

Items Competitor Must Provide	Items FBLA Provides
<ul style="list-style-type: none"> • Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code 	<ul style="list-style-type: none"> • 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](#).

2024-25 Competitive Events Guidelines

Financial Literacy



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 (Annual Chapter Activities Presentation or Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Financial Literacy



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. Discounts and Percentages

1. Define percent.
2. Explain how to change a fraction to a percentage.
3. Visualize percentage as a portion of the total pie.
4. Explain how to change a percent into a fraction.
5. Explain the formula for calculating percentage.
6. Calculate an amount based upon a percentage.
7. Explain the base as being the numerical value to which the part is compared.
8. Explain how to change a percent into a decimal.
9. Recognize the percent relationship to decimals, fractions, and ratios.
10. Explain how ratios are associated with percentages.
11. Understand the meaning of a ratio (proportion).
12. Calculate the percentage of a given amount.
13. Explain the reason for wholesale and retail discounts.
14. Describe how increased sales are directly related to discounts.
15. Define a seasonal discount.
16. Explain the difference between a trade and cash discount.
17. Explain terms for early payment discounts.
18. Understand discount terminology (example: 2/10/n/30)
19. Explain a trade discount.
20. Describe the relationship between discounts and consumer action.

B. Savings

1. Compare consumer choices for saving.
2. Explain the relationship between saving and investing.
3. Define the time value of money.
4. Explain the "Rule of 72" when calculating interest earned on savings.
5. Define financial liquidity.
6. Explain the discipline associated with saving money.
7. Explain insured savings accounts.
8. Explain the reasons for having a savings account.
9. Explain the equation for simple interest (principal x rate x time).
10. Explain the difference between simple and compound interest.

C. Checking Accounts

1. Explain the reasons for having a checking account

2024-25 Competitive Events Guidelines

Financial Literacy



2. Explain how to open a checking account.
 3. Describe the advantages and disadvantages of online banking.
 4. Define paperless bank statements.
 5. Describe three types of endorsements for checks.
 6. Explain overdraft protection.
 7. Explain how to reconcile a bank statement.
 8. Define the purpose of the FDIC.
 9. Explain the difference between a debit and a credit card.
 10. Explain the importance of maintaining a check register.
 11. Explain the importance of developing a solid relationship with your bank by taking good care of your checking account.
 12. Define direct deposit and advantages associated with direct deposit.
 13. Explain the convenience of automatic withdrawal for certain reoccurring expenses.
 14. Explain the checking account routing number.
 15. Explain the role of the drawer for a checking account.
 16. Explain the role of the payee for a checking account.
- D. Decision Making
1. Explain Maslow's Hierarchy of Needs when making decisions.
 2. Explain the process of gathering data before making a financial decision.
 3. Determine possible outcomes associated with different possible financial decisions.
 4. List the steps associated with decision making.
 5. Explain how changing financial situations impact decision making.
 6. Describe how financial decision making is impacted by long-term and short-term goals.
 7. Explain rational vs. emotional financial decision making.
 8. Explain why some financial decisions should be given more time to make.
 9. Explain how decision making requires flexibility due to unexpected events.
 10. Explain how financial decision making involves a system of prioritization.
 11. Describe how decision making differs for large purchases vs. daily purchases.
 12. Distinguish the difference between financial wants and needs.
 13. Explain how to choose the best financial planner for different circumstances.
 14. Explain the importance of a financial budget.
 15. Explain the importance of maintaining accurate financial documents to make the best decisions.
- E. Taxes
1. Define different types of taxes.
 2. Explain how taxes are used to encourage and discourage business.
 3. Explain how the government uses taxes.
 4. Explain property taxes.
 5. List the top expenditures that use property taxes.
 6. Define public goods and their relationship to tax dollars.
 7. Explain the role of the Internal Revenue Service.
 8. Define a progressive income tax.
 9. Explain sales taxes and the use of those taxes.
 10. Describe how different states compete for business with no sales taxes vs. sales taxes.
 11. Understand that income tax returns must be filed by April 15.
 12. Define a tax deduction.

2024-25 Competitive Events Guidelines

Financial Literacy



13. Define a tax exemption.
14. Explain a tax holiday.
15. Define excise taxes.
16. Define a tariff and how it is used for trade deals.
17. Explain FICA taxes.

F. Investing

1. Explain different types of investments.
2. Describe the risks associated with different types of investments.
3. Define liquidity of an investment.
4. Explain how to buy and sell investments.
5. Explain the relationship between risk and rate of return on an investment.
6. Compare the difference between simple and compound interest.
7. Explain what agencies regulate financial markets and protect investors.
8. Evaluate professional financial advisors.
9. Explain different types of stocks and how to invest by purchasing stocks.
10. Define bonds and the interest earned.
11. Explain real estate as an investment possibility.
12. Define speculative investments.
13. Explain how the level of risk is associated with the possible rate of return on an investment.
14. Explain how broker and investment planner fees are calculated.
15. Explain the importance of estate planning.
16. Explain the need for wills to distribute investments of a deceased person.

G. Insurance

1. Define insurance.
2. Explain the role of the insurance agent.
3. Describe an insurance policy.
4. Explain the need for health insurance.
5. Define the beneficiary.
6. Explain the life insurance concept.
7. Explain the need for liability insurance.
8. Define homeowner's and renter's insurance.
9. Explain the insurance deductible.
10. Explain insurance premium and how it is calculated.
11. Explain the difference between term and whole/universal life insurance.
12. Define co-insurance.
13. Explain the functions of insurance agencies.
14. Explain the risk concept and its relationship to the premium charged by the insurance agency.
15. Define collision insurance.
16. Define medical payments insurance.
17. Define automobile insurance deductible.
18. Define an umbrella liability insurance policy.

H. Budgeting

1. Define a budget and its important impact on a person's future.
2. Explain the difference between fixed and variable (flexible) expenses in a budget.
3. Explain the difference between active and passive income.

2024-25 Competitive Events Guidelines

Financial Literacy



4. Explain the reason for a budget.
 5. Define the categories in a budget.
 6. Explain why a percentage of income should be budgeted for savings.
 7. Define opportunity cost when making financial decisions.
 8. Define depreciation for automobiles, appliances, and other equipment.
 9. Describe the first step for creating a budget (monitoring and categorizing spending).
 10. Explain how careful maintenance of a checking account is related to successful budgeting.
- I. Credit Cards
1. Define credit and how it should be used wisely for large purchases.
 2. Explain the appropriate use for credit.
 3. List and define the C's (character, cash flow, capacity, collateral, capital, and conditions) of credit.
 4. Explain the dangers of using too much credit.
 5. Describe how credit has a major impact on life.
 6. Define different types of financial credit (installment, non-installment, revolving, mortgage, and line of credit).
 7. Explain how consumers who are classified as a greater financial risk pay higher interest rates for credit.
 8. List the major credit reporting agencies and the need to be aware of our personal credit report.
 9. Describe five influencers that are used to determine if an individual or business receives credit (debt usage, age of accounts, types of accounts, and credit inquiries).
 10. Explain the difference between secured and unsecured credit loan.
 11. Explain the tax advantage of a mortgage (deduction of interest paid on a mortgage).
 12. Explain how impulse buyers should take time before making purchases on credit.
 13. Explain the importance of paying credit cards on time.
- J. Return on Investment
1. Define an investment and rate of return.
 2. Define a financial portfolio.
 3. Calculate rate of return by dividing dollar increase by amount of the original investment.
 4. Explain the importance of time when building a financial portfolio.
 5. Define the importance of diversification when making investments.
 6. Explain how greater financial risk can result in greater losses or gains.
 7. Differentiate between insured and uninsured investments.
 8. Describe how investment in the Stock Market works.
 9. Describe economic and other news events can impact the Stock Market.
 10. Explain the value of investing in real estate.
 11. Explain the importance of matching type of investment to the individual's financial philosophy and anxiety level.
- K. Consumer Awareness
1. List the Consumer Bill of Rights.
 2. Explain how consumer awareness is directly related to make the best purchase decisions.
 3. List responsibilities associated with consumer awareness (stay informed, follow instructions, use products properly, speak out against wrongdoing, and lawfully purchase goods and services).

2024-25 Competitive Events Guidelines

Financial Literacy



4. Describe the importance of using Consumer Reports, other consumer publications, and consumer feedback on social media when making purchasing decisions.
5. Define product recalls.
6. Explain the importance of reading product labels for product content, expiration date, manufacturing location, warnings, and possible dangers.
7. Define the importance of comparison shopping before making purchases.
8. Seek opinions from satisfied/unsatisfied customers and product experts.
- L. Identity Theft
 1. Define identity theft.
 2. Explain four types of identity theft (medical, criminal, financial and child identity).
 3. Explain how identity theft has increased with increased use of technology.
 4. Describe systems to protect individuals from identity theft.
 5. Describe vulnerable populations (elderly, hearing impaired, etc.) who are targets of identity theft.
 6. Describe procedures to avoid becoming a victim of identity theft.
 7. Define credit card fraud.
 8. Explain the importance of not sharing personal, financial, or social security information on the telephone or the internet.
 9. Describe how to detect spam telephone calls.
 10. Explain the importance of blocking unwanted telephone calls.
 11. Describe scam schemes.

2024-25 Competitive Events Guidelines

Interpersonal Communication



Interpersonal Communication provides members with the opportunity to demonstrate knowledge around competencies in interpersonal communication. This competitive event consists of an objective test. It aims to inspire members to learn about how communication, between two or more people, happens by exchanging messages, ideas, and information.

Event Overview

Division: Middle School

Event Type: Individual

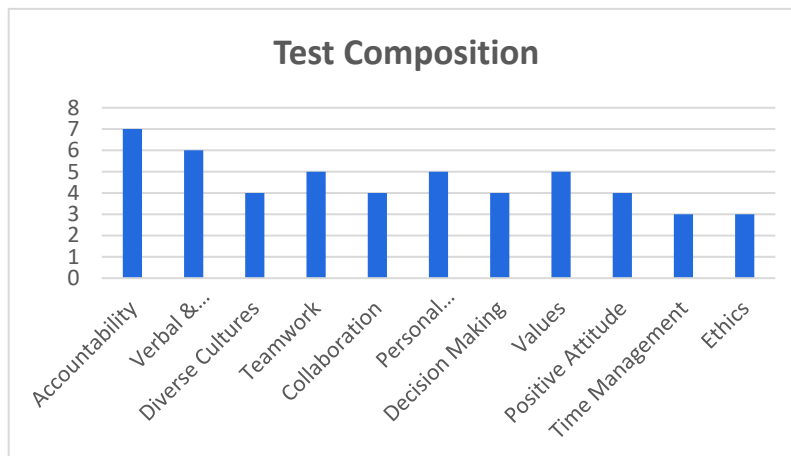
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Accountability
- Verbal and Nonverbal Communication
- Diverse Cultures
- Teamwork
- Collaboration
- Personal Appearance
- Decision Making
- Values
- Positive Attitude
- Time Management
- Ethics



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none"> • Sharpened pencil • Fully powered device for online testing • Conference-provided nametag • Attire that meets the FBLA Dress Code 	<ul style="list-style-type: none"> • 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](#).

2024-25 Competitive Events Guidelines

Interpersonal Communication



Eligibility

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

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

Event Administration

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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.

2024-25 Competitive Events Guidelines

Interpersonal Communication



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. Accountability
 1. Define accountability.
 2. Explain how effective leaders are accountable for their actions.
 3. Explain tenants of accountability (goals, expectations, successes, and failures).
 4. Describe how accountability is the key to great communication.
 5. Explain why accountability of all team members is important for success.
 6. Explain how personal accountability serves as a role model for other members of a team.
 7. Describe how improving communication in the workplace counts toward transparency and accountability.
- B. Verbal and Nonverbal Communication
 1. List examples of effective verbal communication skills.
 2. Explain the importance of active listening.
 3. Define open-ended questions.
 4. Emphasize the importance of speaking clearly and concisely.
 5. Describe how humor can enhance communication.
 6. Explain how open-ended questions gain greater insights.
 7. Explain how asking for clarification can improve communication.
 8. Define verbal communication.
 9. List the steps for effective verbal communication (strong, confident speaking voice, active listening, and avoid filler words).
 10. List examples of nonverbal communication.
 11. Define nonverbal communication.
 12. Give examples of effective visual communication for different audiences.
 13. Explain how to refine written communication skills (review written communications for accuracy and keep a file of writing you find effective or enjoyable).
 14. List and define forms of communication (verbal, written, and nonverbal).
 15. Describe types of nonverbal communication (proximity, body movements, posture, touch, facial expressions, and eye contact).
 16. List reasons why eye contact is important.
 17. Explain the relationship between effective communication and self-confidence.
 18. Define the benefits of self-confidence (improves problem-solving skills, improves company communication, overcomes workplace obstacles and challenges, and improves overall work performance).
- C. Diverse Cultures

2024-25 Competitive Events Guidelines

Interpersonal Communication



1. Explain the importance of communicating effectively with people from other cultures.
 2. Explain why it is important to learn about different cultures before meeting someone.
 3. Understand how cultures are impacted by hierarchies.
 4. Describe obstacles that must be overcome when communicating with individuals from other cultures.
 5. Explain the roles of respect and tolerance when communicating with people from other cultures.
 6. Define high-context cultures (heavily nonverbal).
 7. Define low-context cultures (depend largely on words).
 8. Describe how eye contact, touch, gestures, physical distance, facial expressions, appearance, posture, paralanguage, and context impact cultural communication.
- D. Teamwork
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. Contrast characteristics of different teams (functional, cross-functional, and self-managed).
 6. Describe the difference between leader-centered and group-centered decision making.
 7. Explain the difference between individual and team decision making.
 8. Explain how successful teams build relationships that thrive.
 9. Explain how effective teamwork involves openly communicating ideas without the fear of outrage.
 10. Explain the importance of respecting team members' ideas for effective communication.
 11. Explain how effective teams create workplace satisfaction.
 12. Explain how effective teams increase employee engagement and foster a more productive and talented workforce.
 13. Describe how effective teams create a safe place for people to think creatively.
- E. Collaboration
1. Define collaborative communication.
 2. List skills that contribute to successful collaboration.
 3. Explain how successful collaboration depends on the ability to get along with people, be able to listen, and be open-minded.
 4. Describe how the roles of compromise, ability to see the big picture, and problem-solving abilities have a direct relationship to collaboration.
 5. Explain the role of conflict negotiation for groups.
 6. List essential skills for successful collaborators and project managers.
 7. Define brainstorming.
 8. Describe the need for commitment and enthusiasm for effective collaboration.
- F. Personal Appearance
1. Describe how personal appearance affects communication.
 2. Explain how personal appearance is nonverbal communication.
 3. Explain why personal appearance is important in the workplace.
 4. Describe assumptions individuals make based upon a person's appearance.
 5. Describe the elements of personal appearance (choice of color, clothing, hairstyles, and other factors).

2024-25 Competitive Events Guidelines

Interpersonal Communication



6. Describe how personal appearance provides the visual and video modes of human communication.
7. Explain stereotyping based upon personal appearance.
- G. Decision Making
 1. List the steps of the decision-making process (identify the decision, gather relevant information, identify alternatives, weigh the evidence, and select an alternative).
 2. Identify the four stages of the decision-making process (intelligence, design, choice, and implementation).
 3. Describe an autocratic leader.
 4. Describe a democratic leader
 5. Describe how decisions are based upon past personal experiences.
 6. Explain why it is important to evaluate decisions.
 7. Explain how decisions are based upon precedent.
- H. Values
 1. Define values.
 2. Explain how interpersonal communication is impacted by personal values.
 3. Explain how different values can result in a breakdown of communication.
 4. Explain the importance of respecting individuals who have different values.
 5. Explain the high value placed upon free speech.
 6. Understand that workplace teams will have individuals with differing values.
- I. Positive Attitude
 1. Explain the relationship between positive attitude and open communication.
 2. Explain how effective communication depends on the ability to read the attitudes of other persons or groups.
 3. Explain how attitude can affect business communication in both positive and negative ways.
 4. Define the four types of attitudes (passive, passive aggressive, aggressive, and assertive).
 5. Explain how your emotions and your awareness of others' emotions could improve your communication.
 6. Explain how pleasant, respectful, upbeat, attitudes throughout an office improve upward and downward communication, which increases morale, productivity, and sales.
- J. Time Management
 1. Define time management.
 2. Explain how time management involves setting priorities.
 3. Describe how time management involves goal setting.
 4. List time management skills (organization, prioritization, goal setting, communication, planning, and delegation).
 5. Define delegation of duties.
 6. Describe time saving techniques.
 7. Explain why it is important to evaluate project end results to improve time management.
- K. Ethics
 1. Explain the fundamentals of ethical communication.
 2. Describe how interpersonal communication ethics are different from other forms of communication ethics.
 3. Explain how interpersonal communication is the ethical mandate to protect and promote the good of the relationship.

2024-25 Competitive Events Guidelines

Interpersonal Communication



4. List the fundamentals of ethical communication (transparency, consideration of potential roadblocks, and development of relationships).
5. List the principles of ethical communication (truthful and honest, active listening, speaking non-judgmentally, speak from your own experience, and consider the receiver's preferred communication channel).
6. Explain how ethical communication strives to understand, avoids a negative tone, does not interrupt others, respects privacy and confidentiality, and accepts responsibility.
7. List examples of businesses directly involved with ethical issues (medical, education, and real estate).

2024-25 Competitive Events Guidelines

Learning Strategies



Learning Strategies provide members with the opportunity to demonstrate knowledge around competencies in learning strategies. This competitive event consists of an objective test. It aims to inspire members to learn about an individual's way of organizing and using skills to learn.

Event Overview

Division: Middle School

Event Type: Individual

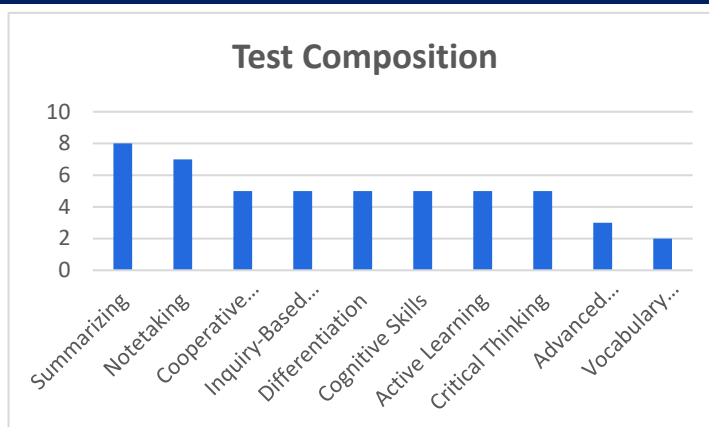
Event Category: Objective Test, 50-multiple choice questions (breakdown of question by competencies below)

Objective Test Time: 30 minutes

NACE Connections: Career & Self-Development

Competencies

- Summarizing
- Notetaking
- Cooperative Learning
- Inquiry-Based Learning
- Differentiation
- Cognitive Skills
- Active Learning
- Critical Thinking
- Advanced Organizer
- Vocabulary Development



State

Individuals will complete an online objective test onsite at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Sharpened pencil• Fully powered device for online testing• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• One piece of scratch paper per competitor• Internet access• Test login information (link & password)

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2024-25 Competitive Events Guidelines

Learning Strategies



Eligibility

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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.

2024-25 Competitive Events Guidelines

Learning Strategies



Penalty Points

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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. Summarizing
 1. Define summarizing as a means to identify the main idea and most important facts in order to write a brief overview that includes only those key ideas and details.
 2. Explain how summarizing involves sorting the most important parts from the less important parts.
 3. Explain the value of personalized words, points, or ideas for summarizing.
 4. Describe the long-term, lifetime value of summarizing and note-taking skills.
 5. Explain why it is important to spend time with information that needs to be condensed before ranking most important to least important.
- B. Notetaking
 1. Define the importance of notetaking.
 2. Explain how notetaking is a skill that individuals will use for a lifetime.
 3. Describe notetaking strategies (underlining, highlighting, and circling).
 4. Describe the Cornell Method of notetaking (highlighting critical information).
 5. Describe three different note-taking styles (outline, visual, and Cornell).
 6. Explain how notetaking helps students stay focused on the class presentation.
 7. Explain why it is important to listen, think, and take notes at the same time.
 8. Compare different note-making styles (standard format notes, pattern notes, and split-page format).
 9. List the advantages and disadvantages of taking notes.
 10. Define the notetaking outline or skeleton.
 11. Explain the purpose of notetaking (record, reduce, recite, reflect, and review).
- C. Cooperative Learning
 1. Define cooperative learning.
 2. Explain the value of cooperative learning for students.
 3. Explain the relationship between cooperative learning and debate.
 4. Explain how cooperative learning (teamwork) is relevant to the learning process.
 5. Describe the life skills that students gain from cooperative learning.
 6. List essential skills for successful collaborators and project managers.
 7. Define brainstorming.
 8. Define the deeper learning that takes place with cooperative learning.
 9. Describe the need for commitment and enthusiasm for effective collaboration.
- D. Inquiry-Based Learning

2024-25 Competitive Events Guidelines

Learning Strategies



1. Define inquiry-based learning.
 2. Explain how the student's role in the learning process is emphasized with inquiry-based learning.
 3. Explain how students are encouraged to explore the material, ask questions, and share ideas through inquiry-based learning.
 4. List inquiry-based learning approaches (small-group discussion, guided learning).
- E. Differentiation
1. Define differentiated learning.
 2. Explain why learning strategies are differentiated for different students.
 3. Explain how differentiated learning strategies focus on the learning styles and levels of understanding to enable students to be better masters of content.
 4. Explain how differentiated learning enables students to access the learning to meet individual needs, interests, and abilities.
- F. Cognitive Learning Skills
1. Define cognitive learning skills.
 2. Describe cognitive skills (focus on the why, use storytelling, go for application, and use external aids).
 3. Define cognitive learning strategies.
 4. Define cognitive reading strategies, including mental processes and memory.
- G. Active Learning
1. Define active learning.
 2. Explain the results of active learning (reinforces important material, provides immediate feedback to students, provides opportunities to think about, and talk about material).
 3. Explain how active learning reinforces important material, concepts, and skills.
 4. Explain how active learning provides more frequent and immediate feedback to students.
 5. Explain how active learning provides students with an opportunity to think about, talk about, and process course material.
 6. Explain how active learning creates personal connections to the material for students, which increases their motivation to learn.
 7. Describe how active learning allows students to practice important skills such as collaboration through group work.
- H. Critical Thinking
1. Define critical thinking.
 2. Explain how critical thinking requires the ability to reason.
 3. Explain how critical thinkers rigorously question ideas and assumptions instead of accepting them at face value.
 4. Define active learners and their role in critical thinking.
 5. Explain how critical thinkers question ideas and assumptions rather than accept them at face value.
 6. Understand the links between ideas.
 7. Determine the importance and relevance of arguments and ideas.
 8. Recognize, build, and appraise arguments.
 9. Identify inconsistencies and errors in reasoning.
 10. Approach problems in a consistent and systematic way.
 11. Define critical thinking as a way of thinking about whatever is presently occupying your mind to come to the best possible conclusion.

2024-25 Competitive Events Guidelines

Learning Strategies



- I. Advanced Organizer
 - 1. Define an advanced organizer.
 - 2. Explain how the advanced organizer enhances students' motivation to learn.
 - 3. Describe the parts of the advanced organizer (key terms, definitions, images, and key concepts that are critical to success in the course).
 - 4. Explain how an advanced organizer is a type of instructional preparation that links previously learned or known material to a new lesson.
 - 5. Explain why key terms are repeated in an advanced organizer.
- J. Vocabulary Development
 - 1. Define vocabulary development.
 - 2. Explain how vocabulary leads to active thinking and word meaning.
 - 3. Explain how a person's vocabulary grows through actively engaging them in word exploration and stimulating interest in knowing more words.
 - 4. Explain how a word wall can encourage students to increase their vocabulary.
 - 5. Explain how vocabulary can be increased with pictures, graphics, synonyms, antonyms, or related words.
 - 6. Explain the process of new word introduction each week to increase an individual's vocabulary.

2024-25 Competitive Events Guidelines

KENTUCKY ONLY – Local Chapter 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: Middle 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.

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 – Local Chapter 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

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: Middle School

Event Type: Chapter

Event Category: Kentucky Only

Event Elements: Name Tag is prejudged

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:
 - A Member's Name
 - School
 - Chapter Number
 - 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 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: Middle School

Event Type: Chapter

Event Category: Kentucky Only

Event Elements: Traditional scrapbooks are judged onsite.

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:
 - Local chapter scrapbooks must be planned, constructed, and prepared by chapter members. Scrapbooks may not be prepared by advisers or persons outside the chapter.
 - 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.
 - 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.
 - 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.
 - The scrapbook must not exceed 100 pages, excluding cover. Each side of the paper upon which information is given is counted as a page.
 - All pages must be numbered including title page, table of contents, and dividers.
 - 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.
 - 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.

2024-25 Competitive Events Guidelines

KENTUCKY ONLY – Local Chapter Scrapbook Traditional



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

Marketing Mix Challenge



Marketing Mix Challenge provides members with the opportunity to present the marketing strategy of a new, realistic product or service. This competitive event consists of a presentation component.

Event Overview

Division: Middle School

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 7-minute presentation time, 3-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

State

Individual/teams will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">Technology and presentation itemsConference-provided nametagAttire that meets the FBLA Dress Code	<ul style="list-style-type: none">Table

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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.

2024-25 Competitive Events Guidelines

Marketing Mix Challenge



- 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)
 - Research: Facts and data must be cited and secured from quality sources.

2024-25 Competitive Events Guidelines

Marketing Mix Challenge



- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Competitors will create a marketing mix strategy for a new product or service. The product or service must be realistic and, to your knowledge, not currently exist.
- The presentation must include the following, using the five Ps of Marketing:
 - **Product:** Name of your product or service. Give a description of what it is, what it does, and how it is packaged.
 - **Price:** How much will your product cost? Why are you pricing it the way you are?
 - **Place:** Where are you geographically going to sell your product? What type of stores/businesses will sell or provide it?
 - **Promotion:** What advertising methods will you use to reach your target market? Where will you advertise? Will you offer any discounts, coupons, BOGOs, etc.? What are they?
 - **People:** Who is your target market? Include all components of demographics, psychographics, and geographics.
- Final Presentation Information
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

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

Marketing Mix Challenge

Marketing Mix Challenge Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Product: description of original product or service	<i>The product/service is not described</i>	<i>The product/service is partially described</i>	<i>The product/service is mostly described</i>	<i>The product/service is fully described</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Price: description of selling price and pricing strategy	<i>Pricing is not described</i>	<i>Selling price OR pricing strategy is described</i>	<i>Selling price AND pricing strategy are mostly described</i>	<i>Selling price AND pricing strategy are fully described</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Place: description of where product or service will be sold	<i>Place is not described</i>	<i>Place is partially described</i>	<i>Place is mostly described</i>	<i>Place is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Promotion: description of advertising methods	<i>Promotion is not described</i>	<i>Promotion is partially described</i>	<i>Promotion is mostly described</i>	<i>Promotion is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
People: description of target market	<i>Target market is not described</i>	<i>Target market is partially described</i>	<i>Target market is mostly described</i>	<i>Target market is fully described with multiple examples</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates knowledge and understanding of marketing concepts and creativity	<i>No additional marketing concepts or creativity were demonstrated</i>	<i>Minimal knowledge and understanding of marketing concepts and creativity demonstrated</i>	<i>Marketing concepts and creativity were evident throughout the presentation</i>	<i>Marketing concepts were fully explained with multiple examples; very creative</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	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

Video Game Challenge



Video Game Challenge provides members with the opportunity to develop and present a video game they've created. This competitive event consists of a presentation component where the game is presented to the judges.

Event Overview

Division: Middle 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 time, 7-minute presentation time, 3-minute question & answer time

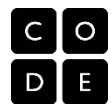
NACE Connections: Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

2024-25 Topic

Develop a game that introduces players to business etiquette in different cultures.

The game must:

- Be playable on PC, Mac, or tablet
- Incorporate accurate facts about business etiquette in different cultures
- Use keyboard, mouse, or touch input
- Include scoring, win/lose conditions, and at least two levels



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](#).

State

Individual/teams will present in person at the Middle Level State Leadership Conference.

National

Required Competition Items

<u>Items Competitor Must Provide</u>	<u>Items FBLA Provides</u>
<ul style="list-style-type: none">• Technology and presentation items• Conference-provided nametag• Attire that meets the FBLA Dress Code	<ul style="list-style-type: none">• Table• Internet access

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

Video Game Challenge



- 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 (Annual Chapter Activities Presentation, Community Service Presentation).
- 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.
- 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

2024-25 Competitive Events Guidelines

Video Game Challenge



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.
- Competitors will choose a programming language or game/animation engine to create a standalone executable program that will display creativity and programming skill. The use of templates is permitted; however, the final product should demonstrate the competitors' creativity and original thought.
- Presentation should cover the following aspects of the game:
 - Game has no major bugs or issues
 - The development, usability and functionality of the game must be demonstrated and explained to the judges.
 - The design process and design principles used.
 - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
- Final Presentation Information
 - The above presentation guidelines will be in effect for the final presentation.
 - 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.

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)

2024-25 Competitive Events Guidelines

Video Game Challenge



- 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

Video Game Challenge



Video Game Challenge Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Topic is clear and easy to understand	Topic is not clear or easy to understand	Topic is partially clear, yet not easy to understand	Topic is fully understood and clear	User with no knowledge of the topic can identify it based on use of game	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates a high-quality game that runs smoothly	Game does not run	Game is too simplistic or does not run smoothly	Game is high-quality and runs smoothly.	Game is high-quality, runs smoothly, and has several outcomes available for completion	
	0 points	1-8 points	9-12 points	13-15 points	
Explains how the game was designed and made, and the tools used	Game design and creation process is not explained	Game design and creation process is partially explained	Game design and creation process is fully explained	Game design and creation process is explained with examples of difficulty or adaptation	
	0 points	1-8 points	9-12 points	13-15 points	
Technical Components					
Game instructions are easy to follow and work well	Instructions are missing or do not work	Instructions exist but hard to understand or don't work well	Instructions are clear and work well	Instructions are clear, easy to find, and work perfectly	
	0 points	1-6 points	7-8 points	9-10 points	
Game has no major bugs or issues	Game has major bugs that stop it from working	Game has some bugs, but they don't stop it from working	Game has no noticeable bugs		
	0 points	1-6 points	7-10 points		
Program documentation is readable, useful, and complete	Program documentation is not provided	Program documentation contains errors	Program documentation is error free	Program documentation invites use of advanced features	
	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	
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	
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: