2024 - 2025

# CHAPTER HANDBOOK

DARE to DREAM
DARE to LEAD

North Dakota FBLA

# NORTH DAKOTA FBLA HIGH SCHOOL

## GRADES 9-12

This publication contains information and forms necessary to operate a North Dakota FBLA High School chapters for 2024- 2025 school year.

# North Dakota
## Future Business Leaders of America – High School

*Future Business Leaders of America (FBLA) is the largest career student business organization in the world. Each year, FBLA helps over 200,000 members prepare for careers in business. FBLA inspires and prepares students to become community-minded leaders in a global society through relevant career preparation and leadership experiences.*

**FBLA Goals:**

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

**FBLA Creed:**

**I believe:**

- education is the right of every person.
- the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions; as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all of these groups.
- every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.
- every person should actively work toward improving social, political, community, and family life.
- every person has the right to earn a living at a useful occupation.
- every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.
- I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

**FBLA 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.

**FBLA Code of Ethics:**

**I commit to:**

- collaborating with a commitment to inclusivity, diversity, equity, care, and respect for the dignity and worth of every individual.
- undertaking each task with a clear understanding of my responsibilities, aiming to execute all work to the highest standard.
- performing all my actions and duties ethically with the utmost honesty, accountability, and transparency.
- establishing and nurturing relationships based on trust.
- being receptive to constructive feedback and seeking opportunities for personal and professional growth.
- complying with both the specific guidelines and the overarching principles of my school's policies and FBLA's standards.
- promoting a culture of respect through my dress, behavior and communication, positively representing myself, school, and future profession.
- contributing to the betterment of my local and global community by engaging in projects and initiatives that bring the greatest good to the greatest number.

# Preface

The 2024-25 edition of the North Dakota FBLA High School Chapter Handbook should replace any versions that were used in past years. This handbook will also be available on the North Dakota FBLA website at www.nd-fbla.org and the North Dakota CTE website at www.cte.nd.gov.

Advisers are reminded that this document contains only North Dakota FBLA High School forms and competitive event regulations and procedures. Chapters should access the FBLA website at www.fbla.org for national information, including national programs and NLC competitive event guidelines.

There have been numerous changes and additions to this edition of the handbook, and we ask that you please contact the state FBLA office if there are errors or omissions. There have been a number of small changes made to many of the competitive event guidelines. Please don't assume that nothing has changed from last year. Only major changes are listed below. Please read through the entire handbook as your chapter prepares for the State Leadership Conference and pay close attention to the checklist of deadline dates that appear in the "Official Information" section.

Changes to this edition:

- New Event – Business Management.
- New Event – Networking Infrastructures.
- Name Change – Business Calculations becomes Financial Math.
- Retired Event – International Business.
- Retired Event – Database Design and Application.
- Procedure Change – Production test events will take the online objective test at SLC, only the production test will be taken at the school-site.
- Recognition Event Modification – Changes have been made to the Go for North Dakota Gold project.

Reminders:

- Event guidelines were modified 7 years ago at the state and national level to no longer use projectors in the preliminary round of presentation events – competitors will present directly from their laptops/devices. Projectors will only be provided for finals in events with viewing, and it is up to the competitors to decide if they wish to use them.
- Photo ID required when checking in for competitive events.

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## ADDRESSES TO SEND DUES, NEWS, AND TO SEEK INFORMATION

| NATIONAL DUES: | |
|---|---|
| FBLA High School | $10.00 |
| FBLA Middle School | $10.00 |
| FBLA Collegiate | $10.00 |

| NORTH DAKOTA STATE DUES: | |
|---|---|
| FBLA High School | $5.00* |
| FBLA Middle School | $5.00* |
| FBLA Collegiate | $10.00* |

***Students must belong to state and national FBLA. Local dues may be assessed in addition to the state and national dues. A total of $15 state and national dues for FBLA High School and $15 state and national dues for FBLA Middle School are to be paid by credit card or mailed to the national office.**

FBLA state dues of $5 and national dues of $10 (total of $15 per member) should be sent directly to the national office using the online reporting process. Go to www.fbla.org and access the membership database. After reporting the membership online, either pay by credit card or print a copy of the membership form and send it to the national office along with a check made payable to FBLA, Inc.

No dues are required of local chapter advisers, but they are encouraged to join the FBLA Network for alumni and professionals.

In order for the local chapter to receive the first issue of *Tomorrow's Business Leader* and be eligible for fall membership awards, dues must be received at the national office by October 20. You can go online to add new members at any time. Mail dues to:

National Membership Dues
FBLA, Inc.
P.O. Box 79063
Baltimore, MD 21279-0063
1-800-325-2946
Payable to: FBLA, Inc.

For any *questions* on national dues, number of publications received, or anything from the national office, **contact the national office directly.**

FBLA
12100 Sunset Hills Drive, Suite 200
Reston, VA 20190
Toll Free: 1-800-325-2946
Fax: 866-758-0749
Email: membership@fbla.org
Web Site: www.fbla.org

**State and national membership dues must be paid by February 1, 2025, to compete at the ND FBLA SLC.**

Schools wishing to form an FBLA chapter should contact the state director for chapter start-up forms.

Jessica DeVaal
FBLA State Director
Dept. of Career and Tech. Education
600 East Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610
Phone: (701) 328-2286
Email: jdevaal@nd.gov
Website: www.nd-fbla.org

News for the *ND FBLA website* should be submitted using the online ND FBLA Chapter Check-In Form (https://ndfblapbl.wufoo.com/forms/mdh2u261mc6g5m/).

Each chapter should conduct a public relations program in the school and community and document the activities with newspaper clippings and reports of radio/TV coverage. News should be submitted via online form: https://fblapbl.wufoo.com/forms/ws6d2a1v5v1qy/.

# NORTH DAKOTA FUTURE BUSINESS LEADERS OF AMERICA
# HIGH SCHOOL
# 2024-2025 CALENDAR

| | |
|---|---|
| September 23, 2024 | Submit online registration for FBLA Fall Leadership Conference |
| October 6-7 | FBLA Fall Leadership Conference—Bismarck |
| October 15 | Dressed to Impress Scholarship deadline |
| November 8-9 | National Fall Leadership Conference – Columbus, OH |
| November 15 | American Enterprise Day |
| November 15-16 | Learn to Lead by factor 110 – Oklahoma City, OK |
| December 1 | Postmark deadline for ND FBLA Bylaw amendment submissions |
| February 1, 2025 | Last day to postmark FBLA state and national dues **(Dues must be postmarked directly to national office in order to participate at State Leadership Conference.)**<br>Online submission deadline for:<br>Businessperson of the Year and Honorary Membership nominations<br>Market Share Award Form<br>Postmark deadline for:<br>State officer candidate applications<br>National officer candidate applications—sent to state office |
| February 3-5 | CTE in Memorial Hall – Bismarck |
| February 6 | Online submission deadline for:<br>Conference and competitive event registration for FBLA State Leadership Conference<br>Reports: American Enterprise Project; Business Plan; Community Service Project; Local Chapter Annual Business Report; and Partnership with Business Project<br>Postmark deadline for:<br>FBLA conference registration fees—sent directly to fiscal agent<br>Hotel Reservation Form—sent directly to hotel |
| February 9-15 | FBLA Week |
| February 13 | Online submission deadline for:<br>Business Ethics, Digital Video Production, Future Business Leader and Job Interview prejudged materials<br>Reports: Business Financial Planning and Project Awareness<br>Chapter Scrapbook – Digital |
| March 1 | Business Achievement Awards & LEAD verification for SLC recognition |
| March 3 | Online submission deadline for:<br>Completed FBLA pre-conference production tests |
| March 3 | Online submission deadline for Go for North Dakota Gold entries |
| March 30 – April 1 | FBLA State Leadership Conference—Bismarck |
| April 11 | Deadline for FBLA chapters to *notify* ND FBLA & Travel World of intent to compete at NLC |
| April 15 | NLC Scholarship deadline |
| June 29-July 2 | FBLA National Leadership Conference— Anaheim, California |

# 2024 - 2025 NORTH DAKOTA FBLA HIGH SCHOOL
# STATE OFFICER DIRECTORY

| State Officer | Contact Information | Adviser to State Officer |
|---|---|---|
| **Clara Ankenbauer, President**<br>Bowbells High School | Clara.ankenbauer@bowbellshigh.com | Jennifer Nelson<br>Jennifer.nelson@k12.nd.us |
| **Alora Berke, Region I VP**<br>Northwood High School | alora.berke@northwoodk12.com | Brennen Beaudin<br>brennen.beaudin@northwoodk12.com<br>Kim Lorenz<br>Kim.lorenz@k12.nd.us |
| **Gretchen Hickel, Region II VP**<br>Ray High School | gretchenhickel@rayschools.com | Tyler Deering<br>Tyler.deering@rayschools.com<br>Madison Deering<br>madison.deering@rayschools.com |
| **Trudy Frank, Region III VP**<br>Mandan High School | Trudy.frank@msd1.org | Karla Stelter<br>Karla.stelter@msd1.org<br>Kelsey Brown<br>Kelsey.brown@msd1.org |
| **Carter Ketterling, Region IV VP**<br>Wishek High School | Carter.ketterling@k12.nd.us | Ann Bettenhausen<br>Ann.bettenhausen@k12.nd.us |
| **Codey Irwin, Secretary**<br>Minot North High School | irwincodey@gmail.com | Terry Van Berkom<br>Terry.vanberkom@minot.k12.nd.us |
| **Zack Volson, Treasurer**<br>Drake-Anamoose High School | Zack.volson@k12.nd.us | Joan Birdsell<br>Joan.birdsell@k12.nd.us |
| **Peyton Sauter, Historian**<br>Linton High School | Payton.sauter@linton.k12.nd.us | Megan Wald<br>Megan.wald@k12.nd.us |
| **Evelyn Isaak, Social Media Coordinator**<br>Drake-Anamoose High School | Evelyn.isaak@k12.nd.us | Joan Birdsell<br>Joan.birdsell@k12.nd.us |
| **Jade Uhlich, Parliamentarian**<br>Drake-Anamoose High School | Jade.uhlich@k12.nd.us | Joan Birdsell<br>Joan.Birdsell@k12.nd.us |

| State Staff | |
|---|---|
| **Jessica DeVaal, State Director**<br>Dept. of Career & Technical Ed.<br>Phone: 701-328-2286<br>jdevaal@nd.gov | |
| **Curt Schaff, State Adviser (Region I)**<br>Phone: 701-317-3936<br>curtis.schaff@k12.nd.us | **Joan Birdsell, State Adviser (Region II)**<br>Drake-Anamoose High School<br>Phone: (701) 465-3732<br>Joan.birdsell@k12.nd.us |
| **Megan Wald, State Adviser (Region III)**<br>Linton High School<br>Phone: 701-254-4717<br>megan.wald@k12.nd.us | **David Torgeson, State Adviser (Region IV)**<br>May-Port CG High School<br>Phone: 701-788-2281<br>david.a.torgeson@may-portcg.com |

**North Dakota FBLA Website: www.nd-fbla.org**

**National FBLA Website: www.fbla.org**

# 2024 - 2025 NORTH DAKOTA FBLA COLLEGE
# STATE OFFICER DIRECTORY

| Name/Office | Contact Information | Adviser to State Officer |
|---|---|---|
| **Chloe Gunderson**<br>**State President**<br>Dickinson State University | Chloe.s.gunderson@ndus.edu | Amy Kass<br>Amy.kass@dickinsonstate.edu |
| **Gracie Nutt**<br>**Vice President**<br>Williston State College | Gracie.nutt@ndus.edu | Leah Windnagel<br>Leah.windnagel@willistonstate.edu<br><br>Maren Furuseth<br>Maren.furuseth@willistonstate.edu |
| **Emma Taylor**<br>**Vice President**<br>Minot State University | Emma.m.taylor@ndus.edu | Jan Repnow<br>jan.l.repnow@minotstateu.edu |
| **Alec Wolf**<br>**Vice President**<br>Minot State University | Alec.wof@minotstateu.edu | Jan Repnow<br>jan.l.repnow@minotstateu.edu |
| **Jessica DeVaal, State Director**<br>Dept. of Career and Tech. Ed. | jdevaal@nd.gov<br>Office: (701) 328-2286<br>Dept. of Career and Tech. Ed.<br>600 E. Boulevard, Dept. 270<br>Bismarck, ND 58505 | |
| **Jan Repnow, State Adviser**<br>Minot State University | jan.l.repnow@minotstateu.edu | |

## FBLA National Officers

**FBLA High School National President:**
Andrew Stone

**Parliamentarian:**
Irene Pan

**Secretary:**
Olivia Herrin

**Treasurer:**
Gabriel Hankins

**Southern Region Vice President:**
Emma Horne

**Eastern Region Vice President:**
Vedika Deshpande

**Mountain Plains Region Vice President:**
Mason Lytle

**Western Region Vice President:**
Lizbeth Ortiz

**North Central Region Vice President:**
Pragnya Vella

## FBLA Collegiate National Officers

**FBLA Collegiate National President:**
Bethany Duke

**Executive Vice President:**
Jennifer Perez Bacilio

**Vice President of Operations:**
Jonathan Nevenhoven

**Vice President of Financial Development:**
Elizabeth Lilly Rowe

**Vice President of Membership:**
Cassie Keller

**Vice President of Communication:**
Alexandria Torbert

# 2024 – 2025 NORTH DAKOTA FBLA MEMBERSHIP DIRECTORY
## *High School*

| CHAPTER NAME | 2023 - 2024 MEMBERSHIP | ADVISER(S) |
|---|---|---|
| **REGION I** | | |
| Cavalier High School | 12 | Mia Kotze |
| Central Valley High School, Buxton | 16 | Tanner Bickford |
| Grand Forks Central High School | 21 | Trevor Lennon |
| Griggs County Central High School, Cooperstown | 11 | Ryan Dockter |
| Harvey High School | 22 | Chad Faul |
| Hatton/Northwood High Schools | 39 | Kim Lorenz<br>Brennen Beaudin |
| Lake Area Career Tech Center, Devils Lake | 12 | Nicole Anderson |
| Lakota High School | 21 | Cassandra Sundeen |
| Larimore High School | 27 | Julie Pearce |
| New Rockford/Sheyenne High School | 0 | Melody Volk |
| North Valley Career Tech Center, Grafton | 16 | Susan Shuley |
| Red River High School, Grand Forks | 8 | Michael Rood |
| Thompson High School | 37 | Jason Brend |
| Turtle Mountain Community High School | 12 | DJ McGillis |
| **REGION II** | | |
| Bishop Ryan High School | NEW! | Brian Rodgers |
| Bottineau High School | 33 | Kaitlin Walker |
| Bowbells High School | 13 | Jennifer Nelson |
| Burke Central High School | 21 | Julie Termine |
| Des Lacs-Burlington High School | 21 | Kyla Hacker |
| Divide County High School, Crosby | 26 | Amy Shaw<br>Nikita Swanson |
| Drake-Anamoose High School | 19 | Joan Birdsell |
| Grenora Public School | 12 | Stephanie Paine<br>Ashley Lampert<br>Heidi Whitney |
| Kenmare High School | 23 | Megan Kihle |
| Killdeer High School | 3 | Brady Wilz |
| Minot High School | 40 | Lisa Wolf |
| Minot North High School | 11 | Terry Van Berkom |
| Mohall Landsford Sherwood | 24 | Mickey Depute<br>Braeden Volk |
| Nedrose Public School | 22 | Erika Landro |
| Powers Lake High School | 35 | Roberta Helseth |
| Ray High School | 30 | Tyler Deering<br>Madison Deering |
| Stanley High School | 38 | Kendra Evensvold<br>Cindy Hernandez |
| Surrey High School | NEW! | Serenity Richard<br>Garret Klein |
| Tioga High School | 20 | Mallory Klabo |
| Velva High School | 16 | Annette Braaten<br>Jennifer Kramer |
| Westhope High School | 9 | Anthony Lee |
| Williston High School | 24 | Kayla Otis |

**FBLA Chapters** (continued)

**REGION III**

| | | |
|---|---|---|
| Beach High School | 9 | Carol Bartz<br>Amanda Stoltz |
| Belfield High School | NEW! | Andrew Klein |
| Dickinson High School | 21 | Kelly Olson |
| Glen Ullin Public School | 19 | Shelly Christensen |
| Grant County High School | 3 | Michael Mayer |
| Hazelton-Moffit-Braddock High School | 7 | Lana Held |
| Hazen High School | 31 | Alison Smith |
| Hettinger High School | 24 | Jeremy Fordahl |
| Linton High School | 22 | Megan Wald |
| Mandan High School | 33 | Karla Stelter<br>Kelsey Brown |
| Mott/Regent High School | 19 | Holly Ebner |
| New England High School | 5 | Joann Larson |
| Scranton High School | 27 | Laura Weber<br>Jana Anderson |
| Shiloh Christian, Bismarck | 28 | Shayne Haustveit |
| South Heart High School | 16 | Kelsey Boedeker |
| St. Mary's High School, Bismarck | 70 | Wyatt Nagel |
| Strasburg High School | 10 | Joleen Silbernagel |
| Underwood High School | 18 | Whitney Jangula |
| Zeeland High School | 2 | Lorie Bender<br>Jacob Cline |

**REGION IV**

| | | |
|---|---|---|
| Ashley High School | 5 | Ali Herriman |
| Carrington High School | 35 | Josey Skytland |
| Edgeley High School | 24 | Sandra Dally |
| Enderlin High School | 14 | Beau Diegel |
| Fargo Davies High School | 17 | Jenna Johnson Uphoff |
| Fargo North High School | 9 | Ronda Kelly |
| Hillsboro High School | 30 | Ryan Nielsen |
| Kindred High School | 63 | |
| Lisbon High School | 27 | Jacob Revier |
| Maple Valley Public School | NEW! | Cassandra Preston |
| May-Port CG High School | 51 | David Torgeson<br>Cindy Strand |
| Midkota High School | 34 | |
| Napoleon Public School | 14 | Bryan Schumacher |
| West Fargo High School | 3 | Richard Anderson |
| West Fargo Sheyenne High School | 9 | Annie Retka |
| Wishek High School | 10 | Ann Bettenhausen |

# 2023 – 2024 NORTH DAKOTA FBLA MEMBERSHIP DIRECTORY
## *Middle School*

| | CHAPTER NAME | 2023 – 2024 MEMBERSHIP | ADVISER(S) |
|---|---|---|---|
| **REGION I** | | | |
| | Cavalier Middle School | 6 | Mia Kotze |
| | Hatton/Northwood Middle Schools | 13 | Kim Lorenz<br>Brennen Beaudin |
| | Larimore Middle School | 21 | Julie Pearce |
| | New Rockford/Sheyenne Middle School | 0 | Melody Volk |
| **REGION II** | | | |
| | Bowbells Middle School | 11 | Jennifer Nelson |
| | Burke Central Middle School | 10 | Julie Termine |
| | Divide County Middle School | 0 | Amy Shaw<br>Nikita Swanson |
| | Drake-Anamoose Middle School | 17 | Joan Birdsell |
| | Grenora Middle School | 4 | Stephanie Paine<br>Ashley Lampert<br>Heidi Whitney |
| | Kenmare Middle School | 3 | Megan Kihle |
| | Stanley Middle School | 13 | Kendra Evensvold<br>Cindy Hernandez |
| | Tioga Middle School | 4 | Mallory Klabo |
| **REGION III** | | | |
| | Beach Middle School | 4 | Carol Bartz<br>Amanda Stoltz |
| | Grant County Middle School | 1 | Michael Mayer |
| | Hazelton-Moffit-Braddock Public School – MS | 5 | Lana Held |
| | Linton Middle School | 0 | Megan Wald |
| | New England Middle School | 5 | Joann Larson |
| | Scranton Middle School | 7 | Jana Anderson<br>Laura Weber |
| | South Heart Public School – MS | 3 | Kelsey Boedeker |
| | Zeeland | 3 | Jacob Cline |
| **REGION IV** | | | |
| | Ashley Middle School | 5 | Ali Harriman |
| | Carrington Middle School | 16 | Josey Skytland |
| | May-Port CG Middle School | 17 | David Torgeson<br>Cindy Strand<br>Miranda Petersen |
| | Wishek Middle School | 9 | Ann Bettenhausen |

**NORTH DAKOTA DEPARTMENT OF**
**CAREER AND TECHNICAL EDUCATION**

# Student Youth Organization Activities Policy for Secondary Students

**STATEWIDE CONFERENCES FOR CAREER AND TECHNICAL STUDENT ORGANIZATIONS AND ADVISERS REQUIRING ABSENCE FROM SCHOOL.**

Up to three days total absence yearly from school may be allowed with no more than two consecutive days absence for any one State Board approved activity. Weekends must be used for travel and/or conference time where a two-consecutive-day activity is scheduled.

All other related student organization group activities will be totally subject to local discretion and approval.

**OUT-OF-STATE CONFERENCES FOR CAREER AND TECHNICAL STUDENT ORGANIZATIONS AND ADVISERS REQUIRING ABSENCE FROM SCHOOL**

Total local discretion.

**STATE AND NATIONAL CAREER AND TECHNICAL STUDENT ORGANIZATION OFFICERS**

Secondary administrators should vigorously encourage their students to be candidates for state and national career and technical student organization offices.

# FBLA DRESS CODE

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees—students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.

## ACCEPTABLE ITEMS

### BUSINESS PROFESSIONAL

#### Business Suit

- Suit pants and jacket
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

#### Blazer

- Dress pants, including khakis, (or) dress (or) skirt
- Blazer
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

#### Dress

- A business dress
- Dress shoes (or) dress boots

#### Other Professional

- Dress pants, including khakis, (or) skirt
- Blouse (or) collared dress shirt
- Neckwear such as tie or scarf
- Dress shoes (or) dress boots

### BUSINESS CASUAL

- Dress pants, skirt, (or) khakis/chino-style pants
- Blouse, collared dress shirt, (or) polo shirt
- Dress shoes (or) dress boots

*NOTE: Business Casual is only permitted during sessions specifically noted in conference materials.*

## UNACCEPTABLE ITEMS

The following items are prohibited in all conference areas, including competitive events.

- Denim or flannel clothing
- Shorts
- Athletic clothing
- Leggings or graphically designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- Swimwear
- Flip flops or casual sandals
- Athletic shoes
- Industrial work shoes
- Hiking boots
- Hats
- Graphically printed clothing

No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.

FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.

*June 2023*

North Dakota FBLA

# COMPETITIVE EVENT GUIDELINES

# CHANGES FOR 2024-2025 MEMBERSHIP YEAR IN NORTH DAKOTA FBLA HIGH SCHOOL

The following list highlights the most significant changes made for the current membership year.

## New Events

- Business Management
- Networking Infrastructures

## Retired Events

- Database Design & Application
- International Business

## Name Change

- Business Calculations to Financial Math

## Updated Procedures

- Refreshed Rating Sheets

## Reminders

- All members and advisers are responsible for reading and following competitive event guidelines.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of SLC.
- Competitors may be disqualified if they violate competitive event guidelines.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.
- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Photo ID required when checking in for Competitive Events

# GENERAL COMPETITIVE EVENT GUIDELINES –
NORTH DAKOTA FBLA HIGH SCHOOL

The general event guidelines below are applicable to all ND FBLA High School state competitive events. Please review and follow these guidelines when competing at the state level. When competing at the national level, check the national guidelines since they may differ.

**All members and advisers are responsible for reading and following competitive event guidelines.**

## Eligibility

- ***Dues*:** Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on February 1 of the current school year.
- ***SLC Registration*:** Participants must be registered for the SLC and pay the state conference registration fee in order to participate in competitive events.
- ***Deadlines*:** The chapter adviser must register each state competitor on the official online entry forms by February 6, 2025.
- Each competitor can only compete in two individual/team events and one chapter event.
- Each competitor must compete in all parts of an event for award eligibility.
- A team shall consist of one, two or three members. The exception is Parliamentary Procedure, which must be a team of four or five members.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for a competitive event, there are no guarantees they will get to compete. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of SLC.
- Competitors may be disqualified if they violate competitive event guidelines.

## Repeat Competitors

***Members may compete in an event at SLC and 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 eliminates the exceptions for team events that were previously in place, as this change will now affect all events.***

- ***Modified Events***: A competitor may compete in the same event when the event is modified, regardless of placement at a NLC. Note, if the only modification is a name change, competitors may **not** compete in the renamed event if they have previously placed in the top ten at the NLC.
- ***Chapter Events*:** Competitors may compete in a chapter event as many times as they wish, regardless of placement at a previous NLC (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).
- ***Pilot Event*:** Competition in a pilot event does not disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

## On-Site Online Testing

North Dakota FBLA will be administering online testing onsite during the State Leadership Conference.

- Competitors/Chapters will be responsible for bringing their own device (ex: laptop, Chromebook, tablet, iPad).
- Cell phones will not be allowed for testing.
- Devices must be charged prior to coming to the testing session.
- WiFi will be available for online testing competitors.
- Competitors will receive their login information at the testing session.

## State Awards

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

## GENERAL COMPETITIVE EVENT GUIDELINES (continued)

### National Recognition

- In most events, the top four winners from North Dakota, or alternate, are eligible to compete at the National Leadership Conference.

### Americans With Disabilities Act (ADA)

- North Dakota FBLA meets the criteria specified in the Americans with Disabilities Act for all participants who complete the special needs field with their SLC registration.

### Recording of Presentations

- No unauthorized audio or video recording devices will be allowed in any competitive event.

### Dress Code

- Participants must adhere to the dress code established by the Board of Directors, or they will be assessed penalty points.

### Format Guide

- Participants should use the FBLA Format Guide at www.fbla.org

### Rating Sheets

- Participants should use the National FBLA High School Rating Sheets, unless otherwise noted.
- Rating sheets can be found on the FBLA website at www.fbla.org

### Performance Guidelines

- An equal number from each section in the preliminary round will advance to the final round.
- Performance events can be run as a final presentation only depending on the number of registered competitors.
- In the case of team events, all team members are expected to actively participate in the performance.
- Each competitor must compete in all parts of an event for award eligibility.
- Competitors cannot be replaced or substituted for prejudged events except for the chapter events — American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project.
- If competitors are late for a competitive event, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the events. Competitive event schedules cannot be changed. PLEASE NOTE that competitive events start before the opening session of SLC.
- Prejudged materials will not be returned.
- No animals (except authorized service animals) will be allowed for use in any competitive events.

## GENERAL COMPETITIVE EVENT GUIDELINES (continued)

### Technology Guidelines

- 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 will not be available.
- The following will be provided for the final round of technology presentation events in rooms set for audience viewing: screen, power, table, and projector. It is up to final round competitors to determine if they wish to use the provided technology.
- Participants using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Internet access will not be provided for all events, but guest access may be available at the venue.
- Please note that Internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case Internet connections go down.

### Performance Competencies

- Demonstrate excellent verbal communication skill.
- Display effective decision-making and problem-solving skills.
- Express self-confidence and poise.
- Work well as a team when applicable.
- Exhibit logic and systematic understanding.
- Conduct a professional business presentation.
- Answer questions effectively (when applicable).

### Penalty Points

- Competitors may be disqualified if they violate Competitive Event Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to the event.

### Audience

- Preliminary performances are not open to conference attendees.
- Final performances may be open to conference attendees, space permitting (except for interview and role play events). Finalists may not view other competitors' performances in their event.
- Recording performances is prohibited.
- All electronic devices must be turned off.
- All attendees must follow the dress code and wear their name badge; however, the badge may be removed when presenting.
- All attendees are asked to remain quiet while in competitive event areas.

# 2024-25 Competitive Events Guidelines

## Accounting I

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

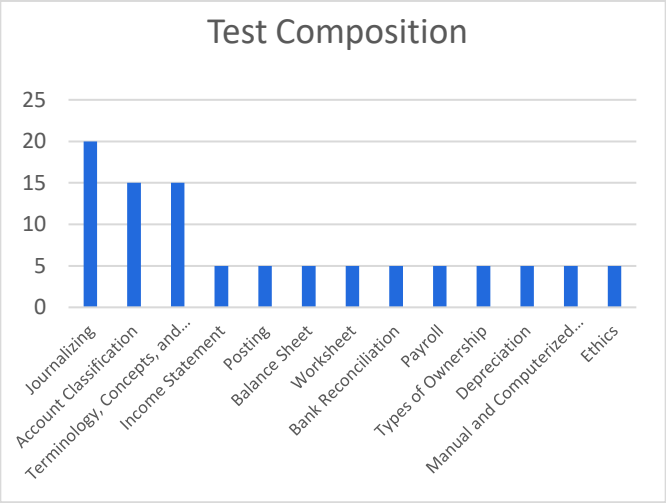
### Event Overview

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

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

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

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

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

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

F. Balance Sheet

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

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

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

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

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

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

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

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

M. Ethics

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

# 2024-25 Competitive Events Guidelines

## Accounting II

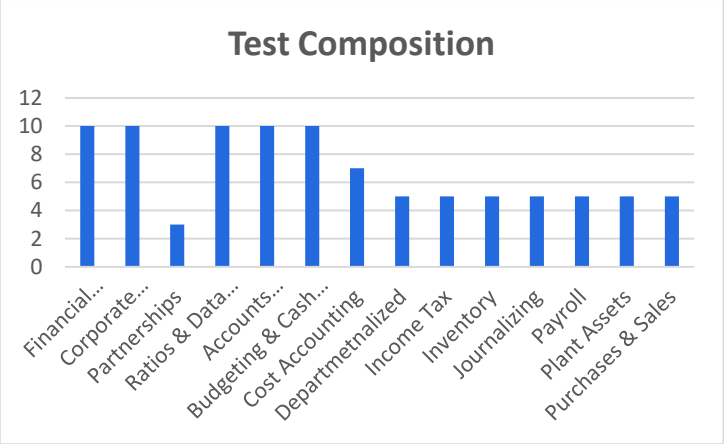
Accounting II provides members with the opportunity to gain knowledge around more advanced competencies in accounting. This competitive event consists of an objective test. This event aims to inspire members to learn about accounting.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

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

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

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

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

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

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

G. Cost Accounting/Manufacturing
   1. Define managerial accounting and understand the terminology and techniques related to cost accounting.
   2. Interpret and explain costs and accounts that are unique to the manufacturing process.

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

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

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

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

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

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

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

N. Plant Assets and Depreciation
    1. Explain the need for recording the depreciation of assets.
    2. Calculate and journalize annual and partial-year depreciation for plant assets using straight line, sum-of-the-year's digits, declining balance, production unit, MACRS, and depletion of natural resources.
    3. Record disposition of plant assets through buying, selling, or trading.

4. Explain, compare, and analyze various depreciation methods and their effect on the value of assets.
5. Identify property, plant, and equipment assets; and record their initial costs.

O. Purchases and Sales

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

# 2024-25 Competitive Events Guidelines

## Advertising

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

### Event Overview

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

### Objective Test Competencies

*The number of questions per competency is in parentheses.*

- Basic Marketing Functions (4)
- Personal Selling & Sales Promotion (4)
- Traditional Advertising Media (4)
- Alternative Forms of Advertising Media (4)
- Branding & Positioning (4)
- Advertising & the Economy (4)
- Promotion (3)
- Advertising & Public Relations (3)
- The Advertising Plan (4)
- Creation of the Advertisement (3)
- Consumer-Oriented Advertising (3)
- Financial Planning for Advertising (5)
- Consumer Behavior (3)
- Consumer Purchase Classifications (4)
- Influences on Consumer Behavior (2)
- The Target Market (2)
- Market Segmentation (4)
- Product Development (2)
- Product Life Cycle (2)
- Price Planning (2)
- Channels of Distribution & Supply Chain Management (4)
- Types of Promotion (2)
- Marketing Research for Advertising (2)
- Developing an Effective Sales Promotion Strategy (2)
- Consumer-Oriented Advertising & Sales Promotion (2)
- Types of Communication (2)
- Effective Advertising & Promotional Messages (2)
- Legal & Ethical Issues Affecting Advertising (2)
- Ethics in Advertising (2)
- Advertising in a Multicultural Market (5)
- Diversity & Advertising (2)
- History of Advertising (1)
- Influences on Advertising (1)
- The Advertising Industry & Careers (2)
- The Internet & Advertising (1)
- Self-Regulation (1)
- Cross-Cultural Communication (1)

# Advertising

## State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

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

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

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

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

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

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

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

I. The Advertising Plan
   1. Identify the steps in creating an advertising plan (perform a SWOT analysis, set advertising objectives, determine the budget, develop the creative strategy, execute the plan, evaluate the plan).
   2. Recognize the various types of analyses that should be performed when creating an advertising plan.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# 2024-25 Competitive Events Guidelines

## Agribusiness

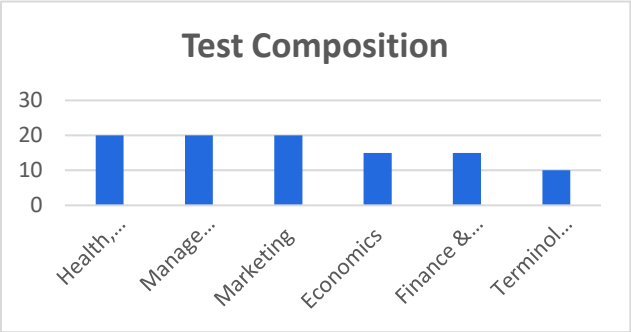
Agribusiness provides members with the opportunity to gain knowledge around business in agriculture. This competitive event consists of an objective test. This event aims to inspire members to learn about agribusiness.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

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

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

D. Economics
   1. Utilize economics principles to establish and manage and AFNR enterprise.
   2. Describe the role of global supply and demand on AFNR.
   3. State the economic output of AFNR-related industries in the United States.

4. Evaluate the impact of AFNR activities in your local community.
5. Apply economic principles to marketing.
6. Differentiate types of ownership and outline the structure of AFNR businesses in a capitalistic economic system.
7. Classify the characteristics of successful entrepreneurs in AFNR businesses.

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

F. Terminology and Trends
1. Examine economic, social, and technological changes to spotlight their impact on AFNR organizations and the industry.
2. Analyze the interaction among ANFR systems in the production, processing, and management of food, fiber, fuel, and sustainable use of natural resources.
3. Explain foundational cycles and systems of AFNR (plant and animal life cycles, nutrient and water cycles, and animal production).
4. Explain how changes in one system in AFNR can benefit and cost components of other systems (e.g., using less irrigation water and the impact on soil systems, economic systems, and watersheds).
5. Explain how regulations and major laws impact management of AFNR activities.
6. Describe current issues impacting AFNR.
7. Explain the impact of sustainability on AFNR activities and practices.
8. Envision emerging technology and globalization to project its influence on widespread markets.

# 2024-25 Competitive Events Guidelines

## American Enterprise Project

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

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members present the chapter project
**Event Category:** Chapter Event
**Event Elements:** Pre-judged Report & Presentation
***Pre-judged Component:*** *17-page report due May 13, 2025 (for NLC)*
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: pre-judged report and final presentation.
- Pre-judged Report
    - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 6, 2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - Report Specifics
        - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
        - The second page must include a table of contents and each page must be numbered.
        - Divider pages and appendices are optional and must be included in the page count.
        - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
        - The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
        - Restricted Items: QR codes and links cannot be included in the report.
    - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC or NLC.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - Reports should follow the rating sheet sequence.
    - The report is judged before the SLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
- Final Presentation
    - **Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not provided
    - Based on the pre-judged report scores, the top 6 teams will advance to the final presentation.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time

shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

- The report score will determine the finalists.
- The final presentation score will determine the winners.
- The report 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

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

- The American Enterprise Project award is named after Edward D. Miller. Dr. Miller was the first president and chief executive officer of Future Business Leaders of America. He served in the role for 30 years, until his retirement in 1997.

*Event Administration*

- This event has three parts: pre-judged report, preliminary presentation, and final presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 13, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
    - The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
    - Restricted Items: QR codes and links cannot be included in the report.
  - Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - Reports should follow the rating sheet sequence.
  - The report is judged before the NLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - **Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- Final Presentation
  - **Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.

        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## American Enterprise Project

FBLA Future Business Leaders of America

### American Enterprise Project Pre-Judged Report Rating Sheet

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

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

Comments:

### American Enterprise Project Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Broadcast Journalism

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

### Event Overview

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

### 2024-25 Topic

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

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

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

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

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

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not provided
    - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Competitors will comply with state and federal copyright laws. Facts and data must be cited and secured from quality sources. Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time

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

        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Broadcast Journalism

FBLA Future Business Leaders of America

### Broadcast Journalism Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Business Communication (High School)

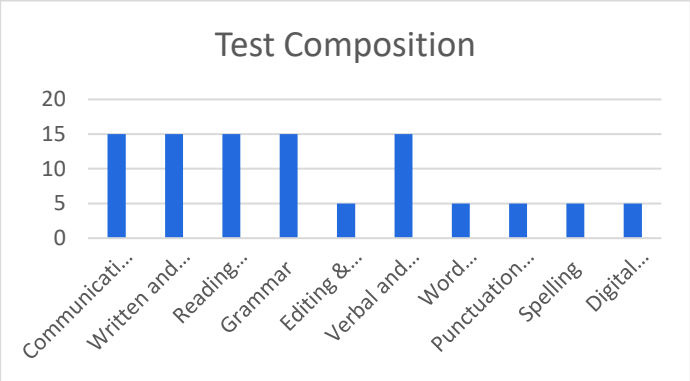
Business Communication provides members with the opportunity to gain knowledge about communication in the business world. This competitive event consists of an objective test. This event aims to inspire members to learn about communication skills in the business world.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

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

Future Business Leaders of America

### National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

B. Written and Report Applications
   1. Produce organized, coherent, and developed paragraphs with a clear topic sentence, effective transitions, and a relevant conclusion.
   2. Describe and demonstrate the stages of the writing process to include planning, writing, editing, proofreading, and revising.
   3. Write and design and document (e.g., memo, letter, report) using the correct style, format and content (e.g., letter, memorandum, report, e-mail) that is appropriate for the type of correspondence (e.g., persuasive, positive, negative).
   4. Plan, compose, and produce instructions/directions, and descriptions.
   5. Conduct research using the five basic steps: planning the search, locating sources of information, organizing the information, evaluating the sources, and using the information to prepare a short report on a business topic.
   6. Identify and utilize traditional and electronic research sources such as encyclopedias, reference manuals, periodicals, internet, etc.
   7. Interpret, analyze, and evaluate information for relevance, purpose, timeliness, and authenticity.
   8. Document all sources (e.g., print and electronic) using current standards.

9. Distinguish between paraphrasing, documentation, and plagiarism.
10. Comprehend copyright laws and their applications to text, visual art, design, music and photography.
11. Use scanning hardware and layout, design, and graphics software to enhance documents.
12. Compose and evaluate common types of business reports including informational reports, news releases, proposals, and policy statements.
13. Prepare presentation documents to include publicity, agenda, handouts, follow-up report, etc.

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

D. Grammar
1. Describe and identify the eight parts of speech in context sentences.
2. Identify the difference between adverbs and adjectives.
3. Identify the categories of pronouns and uses of reflexive pronouns.
4. Identify features of prepositions and uses of prepositional phrases.
5. Identify types of conjunctions.
6. Use a verb that correctly agrees with the subject of a sentence.
7. Describe the types of verbs and demonstrate the six tenses.
8. Use irregular verbs and their different forms properly and distinguish transitive and intransitive verbs.
9. Identify subjects, predicates, verbs, adverbs, pronouns, direct and indirect objects, and prepositional and infinitive phrases in sentences.
10. Select pronouns properly and use them correctly in a sentence.
11. Correctly use a possessive noun in a sentence.
12. Create the plural form of a noun.
13. Identify and correct misplaced and dangling modifiers.

14. Describe and write the four kinds of sentences – declarative, interrogative, imperative, and exclamatory.
15. Recognize types of sentence fragments, run-on sentences, and double negatives.
16. Recognize and correct problems in grammar and usage including, but not limited to, completeness, agreement, reference, and form.
17. Write clear, descriptive sentences in a variety of sentence patterns (e.g., simple, compound, complex, and compound-complex).
18. Write logical, coherent phrases, sentences, and paragraphs. Incorporate correct spelling, grammar, and punctuation.

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

F. Verbal and Nonverbal Communications
1. Demonstrate effective active listening and identify major barriers to listening.
2. Listen objectively and record major points of a spear's message.
3. Explain the differences between verbal and nonverbal communication.
4. List examples of how nonverbal messages have different meanings in various cultures.
5. Identify and interpret the major types of verbal and nonverbal communication.
6. Describe and demonstrate basic speaking skills and their implications in the communication process.
7. Discuss various methods of presentation delivery including verbal, written, multimedia, teleconferencing, and interactive.
8. Design effective presentations to include multimedia components of presentation software packages.
9. Identify and evaluate different types of presentations to include information, persuasive, and debate.
10. Use proper techniques to make an oral presentation.
11. Ask questions to clarify information.
12. Describe and analyze problems and barriers with differences in languages and customs on business operations.
13. Provide a clear description of a simple system or process or give clear, concise directions.
14. Express opinions and discuss issues positively and tactfully.

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

7. Use contextual clues to recognize word meaning.

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

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

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

# 2024-25 Competitive Events Guidelines

## Business Ethics

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

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Objective Test, Pre-judged Report and a Presentation (with a Topic)
***Objective Test Time:*** *50 minutes*
***Pre-judged Component:*** *Three-page report due May 13, 2025 (for NLC)*
***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 pages 10-11 for the full background and scenario.*

### Objective Test Competencies

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

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

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Internet access<br>• One piece of scratch paper per competitor | • Test login information (link & password) |

| | | |
|---|---|---|
| **Preliminary Presentation** | • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table |
| **Final Presentation** | • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, and prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has four parts: Objective Test, Pre-judged Report, Preliminary Presentation and Final Presentation based on a topic
- This event can be run as a final presentation only (eliminating the preliminary presentation) depending on the number of registered competitors.

- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This objective test is administered and proctored by an adult at a designated school-site prior to the SLC.
  - No reference or study materials may be brought to the testing site.
  - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Events Guidelines.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Pre-Judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 13, 2025.
  - **Number of Pages:** The report will be no more than three (3) pages.
  - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous SLC or NLC.
  - Competitors must research the topic and prepare a one-page summary (called a report) prior to the conference.
  - Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored into their recommendations. This information must be addressed in the report and the presentation.
  - The first page of the report must include only the title (Business Ethics Summary) on the first line, names of all competitors on the second line, the name of the school on the third line, the state on the fourth line and the year (2024-25) on the fifth line.
  - The second page of the report is a one-page summary of the topic and findings, with the following headings: Why the Ethical Issue Happened, How the Ethical Issue Should be Resolved, What Could Have Prevented the Ethical Issue. The one-page summary can be single spaced.
  - The third page is a works cited page.
  - Restricted Items: QR codes and links cannot be included in the report.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The report is judged before the SLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
- 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 SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
- Competitors/teams are randomly assigned to sections.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Facts and data must be cited and secured from quality sources.

- Final Presentation
  - The above presentation guidelines will be in effect for the final presentation.
  - This event can be run as a final presentation only depending on the number of registered competitors.
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop

screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.

*Scoring*

- The objective test score, pre-judge score and preliminary presentation score will be added together to determine the finalists.
- The objective test score and pre-judge score will be added to the final presentation score to determine the top winners.
- Ties are broken by the objective test score.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This part is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Pre-Judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 13, 2025.
  - **Number of Pages:** The report will be no more than three (3) pages.
  - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous NLC.
  - Competitors must research the topic and prepare a one-page summary (called a report) prior to the conference.
  - Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored into their recommendations. This information must be addressed in the report and the presentation.
  - The first page of the report must include only the title (Business Ethics Summary) on the first line, names of all competitors on the second line, the name of the school on the third line, the state on the fourth line and the year (2024-25) on the fifth line.
  - The second page of the report is a one-page summary of the topic and findings, with the following headings: Why the Ethical Issue Happened, How the Ethical Issue Should be Resolved, What Could Have Prevented the Ethical Issue. The one-page summary can be single spaced.
  - The third page is a works cited page.
  - Restricted Items: QR codes and links cannot be included in the report.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The report is judged before the NLC.

- Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.

- Preliminary Presentation 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.
    - Power is not available.

  - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Research: Facts and data must be cited and secured from quality sources.
- 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.
- Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

## 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.

**High School Scenario**

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

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

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

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

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

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

Suggested Questions to Cover in the Event

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

## Objective Test Study Guide: Competencies and Tasks

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

A. Business Law
   1. Comply with the spirit and intent of laws and regulations.

B. Communication Skills
   1. Demonstrate active listening skills.

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

D. Professional Development
   1. Set personal goals.
   2. Follow rules of conduct.
   3. Make decisions.
   4. Demonstrate problem-solving skills.

# 2024-25 Competitive Events Guidelines

## Business Ethics

FBLA Future Business Leaders of America

### Business Ethics Pre-Judged Report Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Business Ethics

FBLA Future Business Leaders of America

### Business Ethics Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Business Law

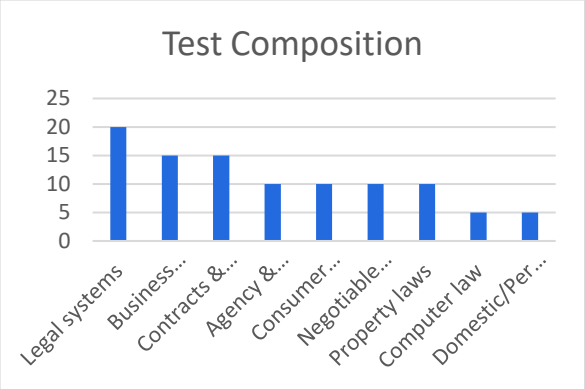
Business Law provides members with the opportunity to gain knowledge about legal systems and implications in the business world. This competitive event consists of an objective test. This event aims to inspire members to learn about legal aspects in the business world.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Legal System
   1. Identify ethical character traits: honesty, integrity, compassion, respect, responsibility, citizenship, and justice.
   2. Explain the relationship between law and ethics and why they sometimes conflict.
   3. Explain the differences between local, state and federal government and the powers and limitations of each.
   4. Define statutory law, identify the purpose of statutory law, and describe how a bill becomes a statue under federal law.
   5. Identify ways laws affect individuals, sources of law, constitutional rights and responsibilities of U.S. citizens, and the responsibilities of government.
   6. Distinguish between different types of courts.
   7. Distinguish between the roles of legal professionals (e.g., judges, lawyers, and paralegals).
   8. Identify the elements of criminal, civil, and business law, including trial procedures.
   9. Define crimes such as embezzlement, larceny, robbery, burglary, assault, battery, forgery, white collar, extortion, bribery, conspiracy, etc.; and classify it based on the severity of the punishment.
   10. Explain the difference between crimes and torts.
   11. Define "negligence per se" and give examples of circumstances under which it applies.
   12. Define tort of assault, battery, false imprisonment, mental distress, invasion of privacy, defamation of character, trespass to land and personal property, conversion negligence, and strict liability.
   13. Identify crimes that occur in the business environment.
   14. Understand the purpose and uses of a variety of common legal documents.
   15. Recognize situations that call for legal advice.
   16. Possess a working vocabulary of most frequently used legal terms, such as litigation, arbitration, mediation and conciliation, etc.
   17. Explain how disputes can be settled without resort to the courts.
   18. Complete legal documents with notarization as required.
   19. Define environmental law, energy regulation and conservation, and explain the purpose and need.

B. Business Organization
   1. Describe the legal forms of business organization and identify their respective advantages/disadvantages.
   2. Describe the types of organizational structures and management levels.
   3. Examine the ways businesses can be created including their rights, limitation, and liabilities.
   4. Distinguish between a limited partnership and general partnership.
   5. Differentiate between types of corporations and describe the functions of the board of directors and officers of a corporation.
   6. Identify shareholder rights and explain the nature of the shareholder liability.
   7. Differentiate between types of corporate expansion (e.g., mergers, consolidations, and conglomerates).

8. Describe the characteristics of a franchise and analyze where it fits in the economic and legal framework.
9. Define a limited liability company and explain the steps in forming it.
10. Discuss the role of the S.E.C. and identify potential consequences of violating SEC regulations.
11. Discuss ways that government regulation and legal issues in businesses have affected each of us.
12. Develop an understanding of a business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions (anti-trust laws, organized labor, and regulatory agencies).
13. Identify, apply, and keep current with laws and regulations such as those that affect business practices like financial and accounting records and storage and retention of records.
14. Identify the legal issues and agencies related to managing a business in the global environment.
15. Identify trade regulations and unfair trade practices regulated by the Federal Trade Commission.

C. Contracts and Sales
1. Explain the nature and importance of contracts.
2. Identify the elements of a contract (e.g., offer, acceptance, genuine agreement, consideration, capacity, and legality).
3. List and analyze the steps to creating a legal and binding contract.
4. Discuss the requirements of an offer and acceptance and how the offer can be terminated/discharged/assigned.
5. Identify the classifications of contracts: valid, void, voidable, unenforceable, express, implied, oral, and written.
6. Define consideration and list examples of valid consideration.
7. Differentiate among the ways that a contract can be disrupted, such as fraud, nondisclosure, misrepresentation, mistake, duress, and undue influence.
8. Explain a minor's rights regarding contracts.
9. List contracts that should be in writing under the Statute of Frauds and identify the consequences for failure to comply.
10. Define breach of contract and name legal remedies available for resolution.
11. Define sale and explain how the UCC governs the sale of goods.
12. Distinguish between payment, delivery, and transfer of title of goods.
13. Explain who may transfer ownership of goods and what is required for the transfer of ownership.
14. List and define the performance obligations of the seller and buyer in a typical sales transaction.

D. Agency and Employment Law
1. Explain agency relationships and list the ways agency relationships may be created.
2. Distinguish between an agent and individuals such as independent contractors, real estate brokers, bailees, and trustees.
3. Identify the duties, scope of authority, responsibilities, and liabilities of agents.

4. Identify legislation that regulates employee rights (e.g., employment interview, testing, law affecting minors, and collective bargaining).
5. Identify legislation that regulates employment conditions and worker benefits (OSHA, workers' compensation, unemployment compensation, etc.).
6. Identify legislation (e.g., civil rights, right to privacy, and ADA) affecting personnel practices (compensation, promotion, recruitment, selection, termination, and training and development).
7. Describe legal reasons for terminating employees (e.g., employment at will, embezzlement, and violation of company policy).
8. Analyze contracts and company's position to assist management in labor contract negotiations and monitor implementation of contract for compliance.
9. Discuss the impact of immigration relations to the operation of businesses.

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

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

G. Property Laws

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

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

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

# 2024-25 Competitive Events Guidelines

## Business Management

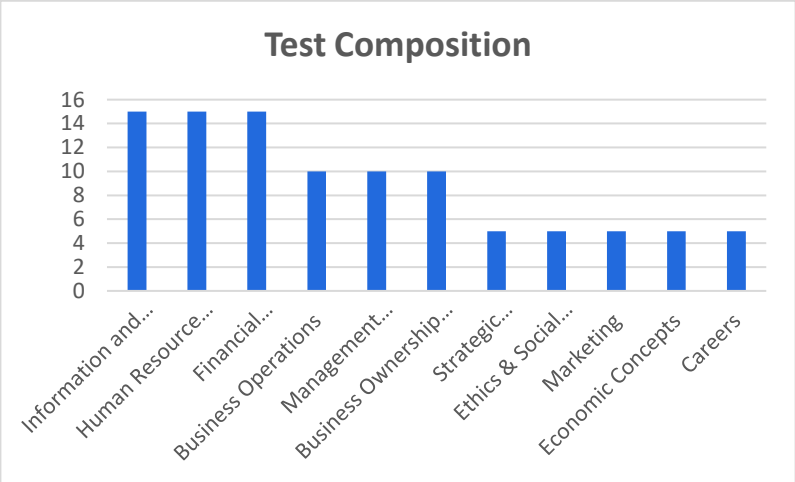
Business Management provides members with the opportunity to gain knowledge around management themes. This competitive event consists of an objective test and a role play scenario.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 8 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
    - **Objective Test Time:** 50 minutes
    - **Objective Test Questions:** 100 questions
    - This event is an objective test administered and proctored by an adult at a designated school-site prior to the SLC.
    - No reference or study materials may be brought to the testing site.
    - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.

- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 8 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario encountered in the business community. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

*Scoring*

- The team-averaged objective test score determines the top 8 teams advancing to role- play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

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

*Electronic Devices*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Test Competencies and Tasks

A. Information and Communication Systems
   1. Define communication and discuss its implication for effective management in the manager's role.
   2. Apply communication skills (e.g., reading, writing, speaking, listening and viewing) in a courteous, concise, and correct manner.
   3. Demonstrate effective communication techniques and skills (e.g., verbal, nonverbal, and technological communications and effective listening skills) in working with individuals, groups, and supervisors.
   4. Examine communication barriers and ways to eliminate them.
   5. Write internal and external analytical reports (reports that examine a problem/issue and recommend an action).
   6. Examine potential communication challenges in international business.
   7. Apply appropriate strategies to manage and resolve conflicts in work situations.

8. Plan and facilitate an effective meeting (e.g., agenda, handouts, etc.).
9. Make an oral presentation with appropriate media and aids to an audience.
10. Evaluate the impact of liaisons with community, governmental, and professional organizations on the business environment.
11. Read and comprehend technical and nontechnical reading related to job presentation.
12. Interpret data on graphs, charts, diagrams, and tables commonly used in this industry/occupation.
13. Use correct grammar, punctuation, and terminology, and communication skills to produce and edit clearly written traditional and electronic documents.
14. Select and use word processing software and accompanying features to enhance written business communications.
15. Use database, spreadsheet, presentation, scheduling, and integrated software packages to organize, prepare, manipulate, manage, and present information.
16. Use computer networks (e.g., Internet, online databases, and e-mail) to facilitate collaborative or individual learning and communication.
17. Operate electronic mail applications to communicate within a workplace.
18. Employ collaborative/groupware applications to facilitate group work.

B. Human Resource Management

1. Identify important human relation skills needed by managers.
2. Develop a staffing plan and prioritize staffing needs to minimize costs while maximizing business contribution.
3. Analyze the impact of outsourcing on businesses.
4. Identify methods/procedures for recruiting employees, publicizing job openings, interviewing, and selecting applicants for employment.
5. Recognize the benefits and challenges in managing a diverse workforce.
6. Discuss factors and outline the procedures used in employee presentation documentation, promotion, and termination including grievance processes.
7. Identify legislation affecting the recruitment and selection process (e.g., affirmative action, right to privacy, and Americans with Disabilities Act).
8. Review legal issues (e.g., harassment, employee rights, privacy, drug testing, labor disputes, discrimination, and substance abuse) and the potential impact to the business.
9. Investigate and evaluate the elements of an employee compensation package and benefit plan.
10. Explain the purpose and characteristics of orientation programs for new employees, staff development, and other training and continuing education programs.
11. Investigate the impact of new technology on the workforce.
12. Resolve staff issues/problems to enhance productivity and improve employee/employer relationships.
13. Explain the role of labor unions and management, the collective bargaining process, and advantages and disadvantages of union membership.
14. Compare various motivation theories and explain their importance for understanding employee behavior including job rotation, job enlargement, and job enrichment.
15. Explain the concept of authority, delegation, responsibility, and accountability as a requirement of any managerial position.

16. Develop, interpret, and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.
17. Organize work teams and schedule employee work assignments.
18. Develop company health and safety programs to ensure compliance with regulations and employee protection.

C. Financial Management

1. Describe methods of obtaining capital and explore differences among various sources of capital.
2. Discuss investment instruments and the stock market and its impact on business decisions.
3. Compare the types of financial service providers and describe common banking services.
4. Analyze cost/profit relationships and other financial data to guide business decision making.
5. Monitor results of revenue and explain its impact on inventory, personnel, insurance, and promotion.
6. Manage the cash flow of the business including identifying the cost of operations, the ways that companies can control costs, and sales/production records.
7. Analyze basic financial statements and reports (e.g., cash flow, income statement, and balance sheet) and apply to business decisions.
8. Identify and assess business risks, select risk-management strategies, and develop and evaluate a risk-management plan.
9. Forecast future budgetary needs and prepare a budget to include short- and long-term expenditures.
10. Describe types of records needed and implement suitable internal accounting controls to ensure the proper recording of financial transactions.
11. Describe credit plans, credit cards, credit policies, credit ratings, credit agencies, collection procedures, and credit analysis.
12. Identify reasons for taxes, types of taxes, and the effects taxes have on business decisions.
13. Describe the purpose of insurance and the types of insurance for business.
14. Analyze the components of a financial plan.

D. Business Operations

1. Identify, interpret, analyze, and synthesize information used in decision making in the business environment.
2. Develop and manage quality-control processes to minimize errors, maximize operational effectiveness, and to expedite workflow.
3. Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.
4. Develop and implement security policies/procedures to protect employees and to minimize chance for loss.
5. Identify methods and tools to design or redesign products.
6. Evaluate the effectiveness and efficiency of a production schedule.
7. Identify factors considered when selecting suppliers (e.g., quality, price, and reliable delivery).

8. Define inventory control and evaluate a system for maintaining inventory control.
9. Employ planning and time management skills and tools to monitor, plan, and control day-to-day activities required to enhance results and complete work tasks.
10. Utilize organizational and project management skills to improve workflow, minimize costs, and monitor and evaluate business projects.
11. Maintain property and equipment necessary for ongoing business activities.
12. Manage purchasing activities to obtain the best service/product at the least cost.
13. Use appropriate technology tools and computer-based equipment (containing embedded computers or processors) to control devices and for business applications.
14. Plan physical layout, furnishings, and equipment for a business environment and analyze for maximum efficiency.

E. Management Functions and Environment
1. Describe current and emerging trends in business (e.g., acquisition/downsizing, e-commerce, data mining, labor market, and social issues).
2. Describe the impact of demographic issues on business.
3. Define the four functions of management and describe management roles, functions, skills, and values.
4. Compare and contrast the planning function to other management functions.
5. Explain the importance of organizing in business.
6. Describe how an organization provides accountability by delegating authority and assigning responsibility.
7. Describe the nature of managerial control (e.g., control process, types of control, and what is controlled).
8. Determine the evaluating/controlling strategy for a given business situation.
9. Analyze leadership and management styles and their characteristics, benefits, and limitations in a variety of business situations.
10. Identify stressors in the business environment and employ strategies for dealing with stress.
11. Define forms of global partnering (e.g., licensing, joint ventures, exporting, importing, and franchising) and analyze business situations to determine opportunities for global partnering.

F. Business Ownership and Law
1. Compare the characteristics, advantages, and disadvantages of different types of business ownership and organization in both service- and product-based businesses.
2. Analyze ownership change transactions (e.g., mergers, acquisitions, hostile takeovers, and restructuring).
3. Identify management levels and describe the interaction between and among management levels.
4. Describe the types of organizational structures and identify the factors that influence an organization’s structure.
5. Identify current laws and regulations affecting the establishment and operation of businesses.
6. Explain the purpose, list the parts of a business plan, and develop an effective business plan.

7. List and explain components of a legally enforceable contract.
8. Analyze the impact and relationship of government regulations and community involvement on business management decisions.
9. Analyze the relationships among contract law, law of sales, consumer law, agency law, and environmental law.
10. Describe the role of organized labor and its influences on government and business.

G. Strategic Management
1. Identify examples of strategic plans, tactical plans, and operational plans.
2. Describe the strategic planning process within an organization.
3. Use planning tools (business and action plans, company goals and objectives, SWOT, benchmarks) to guide an organization's activities.
4. Develop business plans to meet company needs (e.g., company vision, goals, objectives, and management plan).
5. Identify major management tasks involved in implementing the work of an organization.
6. Organize business activities related to a company's vision, mission, and values to achieve established action plans.
7. Control an organization's/department's activities to monitor business activities and to make business decisions.
8. Discuss benchmarking and discuss the importance of benchmarking in evaluating company presentation.
9. Adjust growth projections impacting facilities and equipment to foster profitable operations.

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

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

8. Explain the importance of packaging and branding in relation to customer/sales satisfaction.
9. Discuss the channels of distribution, distribution transportation, and product handling.

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

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

### Business Management Role Play Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Business Plan

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

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Pre-judged Report & Presentation
***Pre-judged Component:*** *17-page report due May 13, 2025 (for NLC)*
***Presentation Time:*** *3-minute set-up time, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

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

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: pre-judged report and final presentation
- **The business must not have been in operation more than 12 months.**
- Pre-judged Report: The Business Plan
    - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 6, 2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - The first page (front cover) should include the name of school, competitor names, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous SLC or NLC.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - The report is judged before the SLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
    - Research: Facts and data must be cited and secured from quality sources.
    - Restricted Items: QR codes and links cannot be included in the report.
    - Reports will follow this sequence, mirroring the rating sheet:
        - *Executive Summary:* Provides a brief synopsis of the key points and strengths included in the plan.
        - *Company Profile:* Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.
        - *Industry Analysis:* Provides an analysis of the larger industry in which the business will belong, analyzes key trends and strategic opportunities in the industry, demonstrates an understanding and awareness of external business decisions.

- *Target Market:* Provides a brief overview of the nature and accessibility of the targeted audience. Analyzes the market's potential, current patterns, and sensitivities.
- *Competitive Analysis:* Includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
- *Marketing Plan and Sales Strategy:* Demonstrates how the business' product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.
- *Operations:* Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- *Management and Organization:* Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
- *Long-Term Development:* Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- *Financials:* Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- *Appendix:* Includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).

- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - Based on the pre-judged report scores, the top 6 teams will advance to the final presentation.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.

        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Research: Facts and data must be cited and secured from quality sources.
    - Presentation should cover:
        - Business Concept and Company Profile
        - Marketing Aspects
        - Operations and Management Plans
        - Financial Documents & Projections
        - Risks & Adverse Results
        - Long-Term Goals

*Scoring*

- The report score will determine the finalists.
- The final presentation score will determine the winners.
- The report 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

- This event has three parts: pre-judged report, preliminary presentation, and final presentation
- The business must not have been in operation more than 12 months.
- Pre-judged Report: The Business Plan
    - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 13, 2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - The first page (front cover) should include the name of school, competitor names, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous NLC.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - The report is judged before the NLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
    - Research: Facts and data must be cited and secured from quality sources.
    - Restricted Items: QR codes and links cannot be included in the report.
    - Reports will follow this sequence, mirroring the rating sheet:
        - *Executive Summary:* Provides a brief synopsis of the key points and strengths included in the plan.
        - *Company Profile:* Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.
        - *Industry Analysis:* Provides an analysis of the larger industry in which the business will belong, analyzes key trends and strategic opportunities in the industry, demonstrates an understanding and awareness of external business decisions.
        - *Target Market:* Provides a brief overview of the nature and accessibility of the targeted audience. Analyzes the market's potential, current patterns, and sensitivities.
        - *Competitive Analysis:* Includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses.
        - *Marketing Plan and Sales Strategy:* Demonstrates how the business' product or service will be marketed and sold, includes both strategic and tactical elements of the marketing and sales approach.

- *Operations:* Provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services.
- *Management and Organization:* Describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development and discusses compensation and incentives.
- *Long-Term Development:* Gives a clear vision of where the business will be in three (3), five (5) or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities.
- *Financials:* Indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively.
- *Appendix:* Includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).

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

- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Facts and data must be cited and secured from quality sources.
- Presentation should cover:
  - Business Concept and Company Profile
  - Marketing Aspects
  - Operations and Management Plans
  - Financial Documents & Projections
  - Risks & Adverse Results
  - Long-Term Goals

- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Facts and data must be cited and secured from quality sources.
- Presentation should cover:
  - Business Concept and Company Profile
  - Marketing Aspects
  - Operations and Management Plans
  - Financial Documents & Projections
  - Risks & Adverse Results
  - Long-Term Goals

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Business Plan

FBLA Future Business Leaders of America

### Business Plan Pre-Judged Report Rating Sheet

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

# 2024-25 Competitive Events Guidelines

## Business Plan

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Business Plan

FBLA Future Business Leaders of America

### Business Plan Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Community Service Project (High School)

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

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members present the chapter project
**Event Category:** Chapter Event
**Event Elements:** Pre-judged Report & Presentation
***Pre-judged Component:*** *17-page report due May 13, 2025 (for NLC)*
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: pre-judged report and final presentation.
- Pre-judged Report
    - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 6, 2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - Report Specifics
        - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
        - The second page must include a table of contents and each page must be numbered.
        - Divider pages and appendices are optional and must be included in the page count.
        - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
        - Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
            - Description of the project
            - Chapter member involvement
            - Degree of impact on the community
            - Evidence of publicity received
            - Project evaluation
        - Restricted Items: QR codes and links cannot be included in the report.
    - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC or NLC.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - Reports should follow the rating sheet sequence.
    - The report is judged before the SLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
- Final Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)

- **Question & Answer Time:** 3 minutes
- **Internet Access:** Not provided
- Based on the pre-judged report scores, the top 6 teams will advance to the final presentation.
- Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with and bring any of the following technology into the presentation:
    - Laptop
    - Tablet
    - Mobile phone
    - External monitor that is approximately the size of a laptop monitor
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.
- Non-technology Items: Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

- The report score will determine the finalists.
- The final presentation score will determine the winners.
- The report 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

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

*Event Administration*

- This event has three parts: pre-judged, preliminary presentation, and final presentation
- Pre-judged Report
    - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 13, 2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - Report Specifics
        - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
        - The second page must include a table of contents and each page must be numbered.
        - Divider pages and appendices are optional and must be included in the page count.
        - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
        - Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
            - Description of the project
            - Chapter member involvement
            - Degree of impact on the community
            - Evidence of publicity received
            - Project evaluation
        - Restricted Items: QR codes and links cannot be included in the report.
    - Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - Reports should follow the rating sheet sequence.
    - The report is judged before the NLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
    - **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 can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

- Final Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology

- Competitors can present with and bring any of the following technology into the presentation:
  - Laptop
  - Tablet
  - Mobile phone
  - External monitor that is approximately the size of a laptop monitor
- The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters. It is up to final-round competitors to determine if they wish to use the technology provided.

- Non-technology Items: Pre-judged materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

### Community Service Project Pre-Judged Report Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Community Service Project (High School)

FBLA
Future Business Leaders of America

### Community Service Project Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Computer Applications (High School)

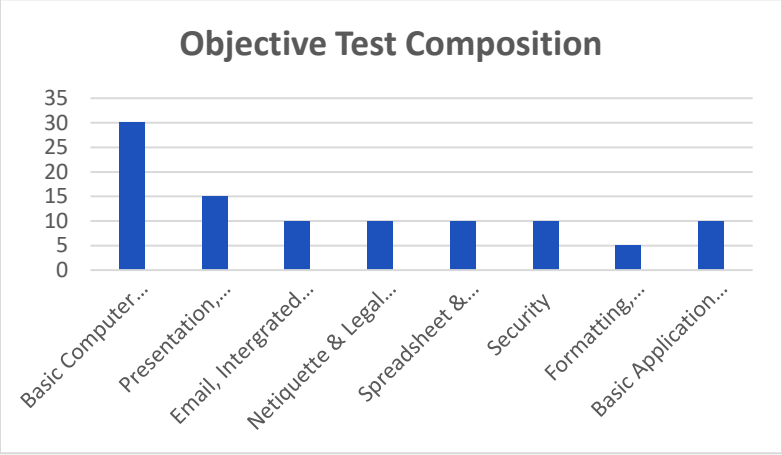
Computer Applications provides members with the opportunity to demonstrate knowledge around competencies in different applications in computing. It aims to inspire members to learn about the effective application of the computer to facilitate handling of business information. This competitive event consists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

### Event Overview

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

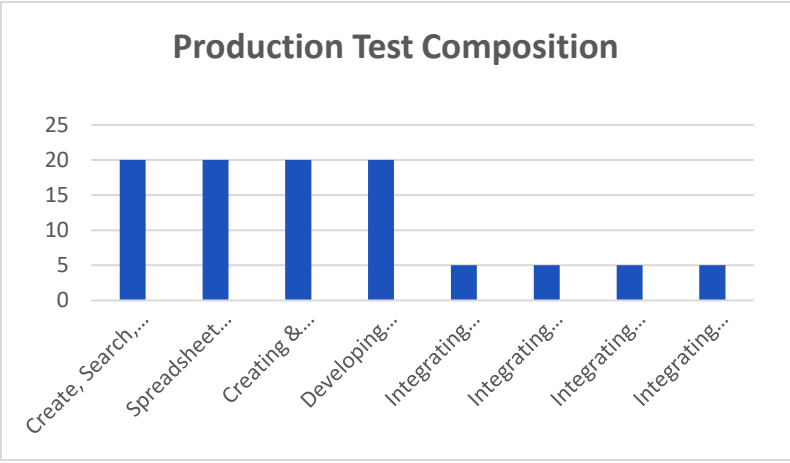
### Objective Test Competencies

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




### Production Test Competencies

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



**State**

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event has two parts: Objective Test and Production Test
- Objective Test
    - The objective test is administered online at the SLC.

- 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.

- Production Test
  - **Submission Deadline:** An accessible link to all the tasks must be uploaded in the state conference registration system by March 1, 2025.
  - The production test is administered and proctored by an adult at the designated school-site prior to the SLC. Administration procedures for the production test are determined by the state chair/adviser.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Calculators cannot be used on the production test.
  - The Format Guide, found on the Competitive Events website (www.fbla.org) can be used for the production test.

*Scoring*

- Production Test is 85% of the total score.
- 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 ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Events Guidelines.

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

**National**

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Basic Computer Terminology and Concepts

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

B. Presentation, Publishing, and Multimedia Applications

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

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

C. Spreadsheet and Database Applications

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

D. Basic Application Knowledge and Word Processing

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

E. E-mail, Integrated, and Collaboration Applications

1. Produce documents integrating word processing, spreadsheet, and related charts, database files, reports, and presentation files.

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

F. Netiquette and Legal

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

G. Security

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

H. Formatting, Grammar, Punctuation, Spelling, and Proofreading

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

# 2024-25 Competitive Events Guidelines

## Computer Applications (High School)

FBLA
Future Business Leaders of America

### Computer Applications Rating Sheet High School

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Databases:** *Table created correctly* *Data entered accurately* | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Databases:** *Report properly created* *Report formatted per instructions* | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Spreadsheets:** *Data entered correctly* *Data formatted properly* | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Spreadsheets:** *Advanced features created correctly* | 0 points | 1-3 points | 4-5 points | 6 points | |
| **Spreadsheets:** *Proper formulas and functions with correct output* | 0 points | 1 point | 2-3 points | 4 points | |
| **Word Processing:** *Correct formatting* | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Word Processing:** *Advanced features created correctly* | 0 points | 1-3 points | 4-5 points | 6 points | |
| **Word Processing:** *Copy entered correctly* | 0 points | 1 point | 2-3 points | 4 points | |
| **Presentation:** *Slides formatted properly* | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Presentation:** *Advanced features created correctly* | 0 points | 1-3 points | 4-5 points | 6 points | |
| **Presentation:** *Slides created correctly* | 0 points | 1 point | 2-3 points | 4 points | |
| **Integration:** *Databases & Word Processing* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Integration:** *Spreadsheets & Word Processing* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Integration:** *Presentations & Spreadsheets* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Integration:** *Word Processing, Spreadsheets, Presentations, & Databases* | 0 points | 1-2 points | 3-4 points | 5 points | |
| | | | | **Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Computer Game & Simulation Programming

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

### Event Overview

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

### 2024-25 Topic

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

Include:

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

The game must:

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

Games should consider accessibility features to accommodate players with disabilities.

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

## State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation

- This event can be run as a final presentation only depending on the number of registered competitors.
- 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 SLC. 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 program:
        - Choosing a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
        - The development, usability and functionality of the program must be demonstrated and explained to the judges.
        - Data must be free of viruses/malware.
        - Must be graphical in nature, not text based.

        - Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
        - Must have a quit command programmed to the escape key.
        - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
        - The presentation should follow the rating sheet and include the following:
            - Concept and Design of the Game: What are the game rules? Are they easy to understand? Do the rules address all aspects of the game?
            - Implementation of the Concept & Design: What process was used to turn the concept and design into software? How was the art/sound built?
            - User Experience: Does the user have a good experience with the interface?
- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the program:
  - Choosing a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
  - The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - Data must be free of viruses/malware.
  - Must be graphical in nature, not text based.
  - Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
  - Must have a quit command programmed to the escape key.
  - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - The presentation should follow the rating sheet and include the following:
    - Concept and Design of the Game: What are the game rules? Are they easy to understand? Do the rules address all aspects of the game?
    - Implementation of the Concept & Design: What process was used to turn the concept and design into software? How was the art/sound built?
    - User Experience: Does the user have a good experience with the interface?

*Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Policy and Procedures Manual*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the program:
  - Choosing a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
  - The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - Data must be free of viruses/malware.
  - Must be graphical in nature, not text based.
  - Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
  - Must have a quit command programmed to the escape key.
  - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - The presentation should follow the rating sheet and include the following:
    - Concept and Design of the Game: What are the game rules? Are they easy to understand? Do the rules address all aspects of the game?
    - Implementation of the Concept & Design: What process was used to turn the concept and design into software? How was the art/sound built?
    - User Experience: Does the user have a good experience with the interface?

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Computer Game & Simulation Programming

FBLA Future Business Leaders of America

### Computer Game & Simulation Programming Presentation Rating Sheet

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

# 2024-25 Competitive Events Guidelines

## Computer Game & Simulation Programming

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Computer Problem Solving

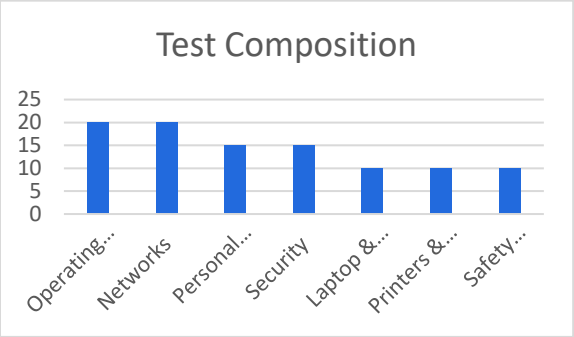
Computer Problem Solving provides members with the opportunity to demonstrate knowledge about operating systems, networks and hardware. This competitive event consists of an objective test. This event aims to inspire members to learn about computer problem solving.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Operating Systems
   1. Compare and contrast the functionality of various operating systems.
   2. Explain what an operating system is, describe its purpose, and site examples of different operating systems including DOS, Windows, and Macintosh.
   3. Identify the fundamentals of using operating systems (e.g., Mac, Windows, and Linux) and describe operating system revision levels including GIU system requirements, application, and hardware compatibility.
   4. Identify names, purposes, and characteristics of the primary operating system components including registry virtual memory and file system.
   5. Install, configure, optimize, and upgrade operating systems using appropriate procedures and utilities.
   6. Describe features of operating system interfaces.
   7. Use command-line functions and utilities to manage operating systems, including proper syntax.
   8. Identify concepts and procedures for creating, viewing, and managing disks, directories, and files on operating systems.
   9. Demonstrate proficiency with file management and structure (e.g., folder creation, format, file creation, backup, copy, rename, delete, move, open, and save).
   10. Demonstrate file management skills and perform basic software configuration operations (e.g., install new software, compress and expand files as needed, and download files as appropriate).
   11. Identify the names, locations, purposes, and characteristics of operating system files.
   12. Demonstrate the ability to recover operating systems (e.g., boot methods, recovery console, ASR, and ERD).
   13. Recognize and resolve common operational problems, such as blue screen, system lock-up, input/output device, and application install.
   14. Recognize, explain, and resolve common error messages and codes.
   15. Identify the names, locations, purposes, and characteristics of operating system utilities.
   16. Use disk management tools (e.g., DEFAG, NTBACKUP, CHKDSK, and format), system management tools (e.g., device and task manager and MSCONFIG>EXE) and file management tools (e.g., Windows Explorer and ATTRIB.EXE) to enhance optimization of operating system.
   17. Demonstrate the ability to perform preventive maintenance on operating systems including software and Windows updates (e.g., service packs), scheduled backups/restore, and restore points.
   18. Document computer system malfunction and software malfunction.

B. Networks
   1. Define networking and describe the purpose, benefits, and risks of a network.
   2. Identify the types (e.g., LAN, WAN, and MAN), features, advantages, and disadvantages of different networks.
   3. Identify names, purposes, and characteristics of basic network protocols and terminologies.

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

C. Personal Computer Components

1. Identify how hardware components interact and work with software to perform computing tasks.
2. Install, configure, optimize, and upgrade personal computer components.
3. Identify tools, diagnostic procedures, and troubleshooting techniques for computer components.
4. Describe the characteristics and functions of CPUs, motherboards, random access memory (RAM), expansion connections, hard drives, and CD-ROM drives.
5. Explain the functions and characteristics of system expansion devices (e.g., graphics cards, sound cards, and modems).
6. Recognize and isolate issues with peripherals, multimedia, specialty input devices, internal and external storage, memory utilization, and CPUs.
7. Identify the steps used to troubleshoot components (e.g., installation, appropriate components, error codes, connections, compatibility, functionality, settings, and drivers).
8. Identify and apply common preventative maintenance techniques for personal computer components.
9. Identify issues that must be considered when purchasing or upgrading a computer.

10. Demonstrate the use of connectivity devices and peripheral equipment (e.g., portable storage devices, printers, cable modem, and wireless technologies).
11. Identify the various types of computer steerage devices and compare the advantages and disadvantages of certain storage devices.
12. Identify and demonstrate resolutions to simple hardware and software problems as they occur (e.g., frozen screen, disk error, and printing problems).

D. Security
1. Identify the purposes and characteristics of access control and permissions, auditing, and event logging.
2. Identify names, purposes, and characteristics of hardware and software security issues including wireless, data and physical security.
3. Define the various virus types and describe the common symptoms caused by viruses and their potential effects.
4. Implement virus protection and removal procedures for a stand-alone computer or a network.
5. Describe importance and process of incidence reporting.
6. Install, configure, upgrade, and optimize software, wireless, and data security.
7. Recognize social engineering and address social engineering situations.
8. Implement security preventive maintenance techniques such as installing service packs and patches and training users about malicious software prevention technologies.
9. Define concepts such as phishing, viruses, e-mail attachments, social engineering, spoofing, identity theft, and spamming.
10. Explain concepts such as denial of service, hacking/cracking, intrusion, and intellectual property.
11. Implement procedures used to recover information from failures and security breaches (e.g., malware and viral infection).
12. Assess security threats and develop plan to address.

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

environments including temperature and air quality, storage, transportation and shipping.

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

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

# 2024-25 Competitive Events Guidelines

## Cybersecurity

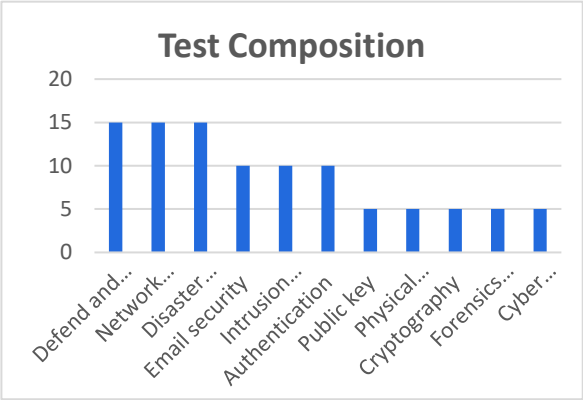
Cybersecurity provides members with the opportunity to demonstrate knowledge about defending and attacking viruses, spam, and spyware. This competitive event consists of an objective test. This event aims to inspire members to learn about cybersecurity.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

B. Network Security
   1. Explain the importance of network security (e.g., ethics and rights).
   2. Explain principles of basic network security (e.g., IP spoofing, packing sniffing, password compromise, and encryption).
   3. Determine threats and analyze risks to network perimeters.
   4. Determine the impact on network functionality of a particular security implementation (e.g., port blocking/filter, authentication, and encryption).
   5. Identify the following security protocols and describe their purpose and function: IPSEC, L2TP, SSL, WEP, WPA, and 802.1x.
   6. Identify specific access levels that need to be accommodated.
   7. Match security system design to identify security requirements.
   8. Develop, document and implement a network security plan (e.g., install, configure, upgrade, and optimize security).
   9. Train users in malicious software prevention technologies.
   10. Diagnose and troubleshoot hardware, software, and data security issues.
   11. Implement hardware and software network security solutions (e.g., VPN, SSL, and firewall).
   12. Identify the purposes and characteristics of access control and permissions, auditing and event logging.

13. Know and implement user security policies and procedures to maintain, monitor, and support the security and integrity of a network.
14. Implement secured access to network resources.
15. Describe the importance and demonstrate forms of network security (e.g., password strategies and user accounts).
16. Illustrate fundamental legal issues involved with security management.
17. Design an audit policy and incident response procedures.
18. Manage and distribute critical software updates that resolve known security vulnerabilities and other stability issues.
19. Explain the importance of educating users and supervisors in regard to network security.
20. Implement security controls such as MAC or DAC to ensure user policies and enabled.
21. Implement server and Web-based services security features.
22. Describe what a firewall is, its uses, and how it works.
23. Explain the characteristics, uses, and benefits of software firewalls and hardware firewalls.
24. Install and update a firewall.
25. Configure personal firewall protection.
26. Describe the four basic firewall techniques (e.g., proxy server, packet filter, application gateway, and circuit-level gateway).
27. Implement global, domain, and local account policies.
28. Distinguish among the following security methods: DMX (including dual-homed and triple-homed firewalls), VLan, intranet, extranet, PKI.

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

D. Intrusion Detection
1. Explain concepts such as denial of service, hacking/cracking, intrusion, and intellectual property.
2. Assess security threats and develop plan to address.

3. Analyze and inspect the system's configuration and vulnerabilities to detect inadvisable settings.
4. Inspect the password files to detect inadvisable passwords.
5. Inspect other system areas to detect policy violations.
6. Assess system and file integrity.
7. Recognize patterns typical of attacks.
8. Analyze abnormal activity patterns.
9. Track user policy violations.
10. Demonstrate an understanding of internet use and security issues.
11. Investigate security issues related to internet technology (e.g., viruses, firewalls, spam, system backup, passwords, wireless, and data encryption).
12. Identify types of intrusion detection and recommend tools to protect against each type.

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

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

G. Disaster Recovery
1. Identify possible effects of natural disasters on computers.

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

H. Physical Security
1. Define physical security.
2. Identify names, purposes, and characteristics of hardware and software security issues including wireless, data, and physical security.
3. Describe basic physical security risks inherent to computer hardware and software.
4. Describe physical security best practices for enterprises.
5. Describe risk-mitigation techniques (e.g., policies, procedures, hardware, and software).
6. Establish and implement controls for physical site access and security.
7. Identify and analyze environmental hazards (e.g., fire, flood, moisture, temperature, electricity) and establish environmental security controls to protect and restore.
8. Perform a physical configuration audit.
9. Train and test employees in the area of physical security awareness.
10. Describe the physical security components of a Disaster Recovery/Business Continuity Plan.

I. Cryptography
1. Explain the purpose of cryptography.
2. Identify levels of encryption.
3. Describe the types of cryptography algorithms (e.g., secret key, public key, and hash functions).
4. Describe trust models such as web of trust, Kerberos, and certificates.
5. Identify cryptography applications used for password protection and private communication. (IP security protocol, clipper, Identify Base Encryption, Internet Security Association and Key Management Protocol, and Secure Sockets Layer).
6. Illustrate concepts of data encryption and its use with protecting network resources.

7. Identify uses for VPN and network data encryption.
8. Define the advantages and risks associated with passwords.
9. Explain how passwords are stored.
10. Describe DES (Data Encryption Standards) and explain how it operates.
11. Explain the purpose and use of AES (Advanced Encryption Standard).
12. Explain export controls associated with cryptography.

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

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

# 2024-25 Competitive Events Guidelines

## Data Analysis

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

### Event Overview

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

### 2024-25 Topic

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

Datasets provided by Data.gov:

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

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

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

## State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation

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

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

*Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

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

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

- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Competitors must research the topic prior to the conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Data Analysis

FBLA Future Business Leaders of America

### Data Analysis Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Digital Video Production

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

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Pre-judged Project and Presentation with a Topic
***Pre-judged Component:*** *Video URL due May 13, 2025 (for NLC)*
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

Importance of Tourism

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

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component. They must also set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: pre-judged project and final presentation
- Pre-judged Project
    - **Submission Deadline:** A URL of the video must be uploaded in the state conference registration system by February 13, 2025.
    - Project Specifics
        - The video should be no longer than two minutes.
        - All content must be original.
        - Restricted Items: QR codes cannot be included in the project.
    - Competitors must prepare projects. Advisers and others are not permitted to prepare projects. Projects must be original, current, and not submitted for a previous SLC or NLC.
    - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
    - The project is judged before the SLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
- Final Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - Based on the pre-judged report scores, the top 6 teams will advance to the final presentation.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - The video should be shown to the judges during the presentation.

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

- The project score will determine the finalists.
- The final presentation score will determine the winners.
- The project 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

- This event has three parts: pre-judged project, preliminary presentation, and final presentation
- Pre-judged Project
    - **Submission Deadline:** A URL of the video must be uploaded in the conference registration system by May 13, 2025.
    - Project Specifics
        - The video should be no longer than two minutes.
        - All content must be original.
        - Restricted Items: QR codes cannot be included in the project.
    - Competitors must prepare projects. Advisers and others are not permitted to prepare projects. Projects must be original, current, and not submitted for a previous NLC.
    - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the pre-judge score will be zero.
    - The project is judged before the NLC.
    - Pre-judged materials will not be returned. Projects submitted for competition become the property of FBLA. These projects may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
    - **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.
    - The video should be shown to the judges during the presentation.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.

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

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Digital Video Production

### Digital Video Production Pre-judged Project Rating Sheet

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

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

# 2024-25 Competitive Events Guidelines

## Digital Video Production

FBLA Future Business Leaders of America

### Digital Video Production Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Economics

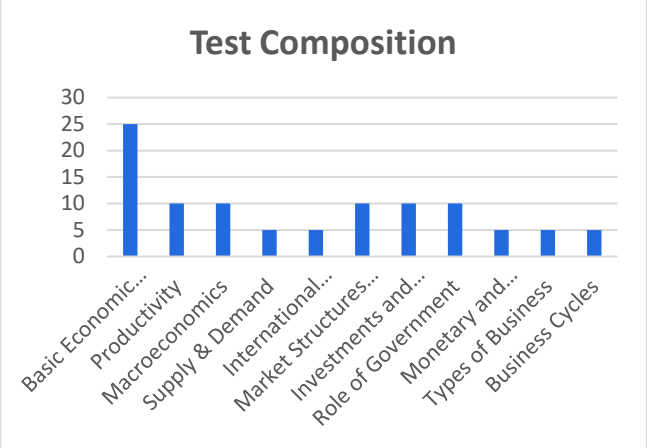
Economics provides members with the opportunity to demonstrate knowledge about economic concepts and principles. This competitive event consists of an objective test. This event aims to inspire members to learn about economics.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

B. Productivity

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

C. Macroeconomics

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

D. Supply & Demand (Markets & Prices)

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

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

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

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

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

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

I. Monetary and Fiscal Policy
1. Differentiate between monetary and fiscal policies and identify when it may be appropriate to use a given policy.
2. Identify the organization and functions of the Federal Reserve System and their influences on the economy.

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

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

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

# 2024-25 Competitive Events Guidelines

## Electronic Career Portfolio

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

### Event Overview

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

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- 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 SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12’ x 12’.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

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

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Research: Facts and data must be cited and secured from quality sources.

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Presentation should cover the following aspects of the portfolio:
  - The portfolio is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences. The chosen career does also not need to be business focused.
  - All information should reflect the competitor's accomplishments and experiences that have occurred.
  - Facts and data must be cited and secured from quality sources.
  - The portfolio must include:
    - Resume
    - Career Summary: Including career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement).
    - Sample Materials: These samples must include, but are not limited to, the following:
      - Career-Related Education: Describe career related education that enhance employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to the career.
      - Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, work-

based learning experiences, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences.

- Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. Audio and/or video recordings may be included in the portfolio.

*Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

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

informational interviews, community service projects, and products developed during these experiences.
    - Examples of Special Skills: Includes up to five examples of special skills, talents, and/or abilities related to job and career goals. Audio and/or video recordings may be included in the portfolio.

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

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Electronic Career Portfolio

FBLA Future Business Leaders of America

### Electronic Career Portfolio Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Entrepreneurship

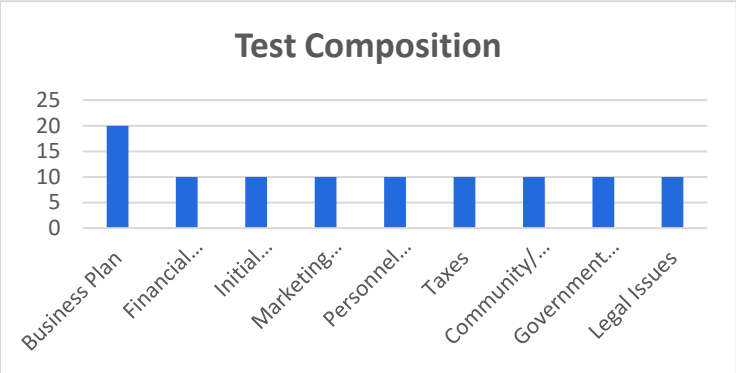
Entrepreneurship provides members with the opportunity to gain understanding of the knowledge and skills needed to establish and manage a business. This competitive event consists of an objective test and a role play scenario.

### Event Overview

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

### Test & Role Play Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 8 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
    - **Objective Test Time:** 50 minutes
    - **Objective Test Questions:** 100 questions
    - This event is an objective test administered and proctored by an adult at a designated school-site prior to the SLC.
    - No reference or study materials may be brought to the testing site.
    - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.

- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 8 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario encountered by entrepreneurs. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

*Scoring*

- The team-averaged objective test score determines the top 8 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*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 ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

*Electronic Devices*

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

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

*Scoring*

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

*Recording of Presentations*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Test Competencies and Tasks

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

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

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

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

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

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

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

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

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

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

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

# 2024-25 Competitive Events Guidelines

## Entrepreneurship

### Entrepreneurship Role Play Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Financial Math

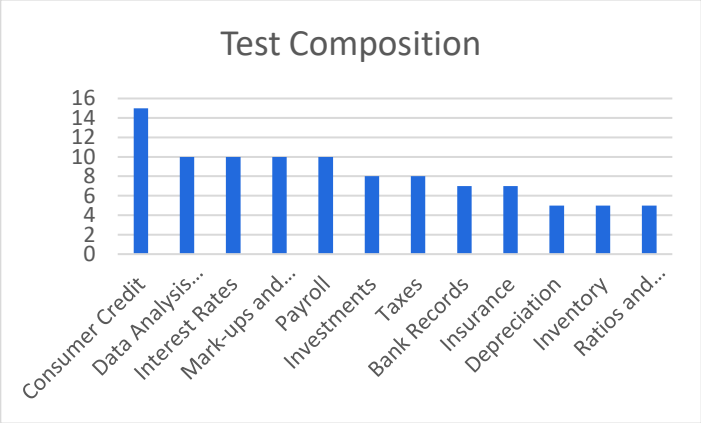
Financial Math provides members with the opportunity to gain knowledge around calculations in the business world. This competitive event consists of an objective test. This event aims to inspire members to learn about math in the business world.

### Event Overview

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

### Objective Test Competencies

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




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

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

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

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

D. Mark-ups and Discounts
   1. Identify the various types of discounts.
   2. Calculate chain, trade, and cash discounts and net selling price of each kind of discount.

3. Determine price of product after coupons and/or rebates.
4. Define and calculate markup and markdown.
5. Determine the rate of the markup or markdown.
6. Find the cost, markup or selling price when any two of the three are known.
7. Find the amount of markdown, the reduced price and the percent of markdown of an item.
8. Calculate markup based on cost.
9. Calculate markup based on selling price.
10. Convert markups from cost to selling price or from selling price to costs.

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

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

G. Taxes
1. Define tax terms such as standard deduction, itemized deductions, exemptions, and various types of taxes such as income tax, sales tax, and property tax.
2. Define and calculate property taxes based on local percentages/guidelines.
3. Calculate sales tax on purchase.
4. Complete a 1040 EZ Federal Income Tax Form with a W2 form.
5. Prepare a 1040 A using W2 and 1099 Interest form.
6. Complete basic tax forms such as W2 and W4.

H. Bank Records
1. Compare different types of banking options such as credit unions and other banks.
2. Identify the types of banking services and their costs for meeting various needs.
3. Write a check, prepare deposits, and prepare withdrawal slips.

4. Maintain a check register including proper procedures for ATM and automatic payment withdrawals.
5. Reconcile a bank statement.
6. Utilize online banking and bill payment options securely.

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

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

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

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

# 2024-25 Competitive Events Guidelines

## Future Business Leader

Future Business Leaders of America

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

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Presentation
**Event Elements:** Pre-judged Materials, Objective Test & Presentation (Interview)
***Pre-judged Component:*** *Resume and Cover Letter due May 13, 2025 (for NLC)*
***Objective Test:*** *50 minutes, 100 questions*
***Presentation Time:*** *10-minute interview*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

### Objective Test Competencies

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

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

### State

*Required Competition Items*

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

*Eligibility*

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

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event has four parts: pre-judged materials, objective test, preliminary presentation (interview), and final presentation (interview)
- This event can be run as a final presentation (interview) only (eliminating the preliminary interview) depending on the number of registered competitors.
- Pre-judged Materials
    - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the state conference registration system by February 13, 2025.
    - Cover Letter
        - Not to exceed one page.
        - Letter should state reasons for deserving the honor of this award.
        - Address letter to: President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
    - Resume Specifics
        - Not to exceed two pages.
        - Should list the competitor's education, activities, awards/honors, FBLA activities/involvement, and work/volunteer experience.
        - Photographs are not allowed.

  - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous SLC or NLC.
  - Restricted Items: QR codes cannot be included in the cover letter or resume.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The pre-judge materials are judged before the SLC.
  - Pre-judged materials will not be returned.
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This objective test is administered and proctored by an adult at a designated school-site prior to the SLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
  - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Events Guidelines.
  - Note: There is no objective test composition/question breakdown available for this competition.
- Preliminary Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation (interview) is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors/teams are randomly assigned to sections.
  - No materials can be brought to the interview.
- Final Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - No materials can be brought to the interview.

*Scoring*

- The pre-judge, objective test, and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the winners.
  - If there is no preliminary presentation (interview) round, the pre-judge, objective test, and final presentation (interview) will be added together to determine the winners.
- Objective test scores 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/interview time.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).

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

*Recognition*

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

*Event Administration*

- This event has four parts: pre-judged materials, objective test, preliminary presentation (interview), and final presentation (interview)
- Pre-judged Materials
    - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the conference registration system by May 13, 2025.
    - Cover Letter
        - Not to exceed one page.
        - Letter should state reasons for deserving the honor of this award.
        - Address letter to: President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190
    - Resume Specifics
        - Not to exceed two pages.
        - Should list the competitor's education, activities, awards/honors, FBLA activities/involvement, and work/volunteer experience.
        - Photographs are not allowed.
    - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous NLC.
    - Restricted Items: QR codes cannot be included in the cover letter or resume.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - The pre-judge materials are judged before the NLC.
    - Pre-judged materials will not be returned.
- Objective Test
    - **Test Time:** 50 minutes, 100 questions
    - This objective test is administered online at the NLC.
    - No reference or study materials may be brought to the testing site.
    - No calculators may be brought into the testing site; online calculators will be provided through the testing software.

    - Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.
    - Note: There is no objective test composition/question breakdown available for this competition.
- Preliminary Presentation – The Interview
    - **Interview Time:** 10 minutes (one-minute warning)
    - **Internet Access:** Not provided
    - The presentation (interview) is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors/teams are randomly assigned to sections.
    - No materials can be brought to the interview.

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Future Business Leader

FBLA Future Business Leaders of America

### Future Business Leader Pre-Judged Materials Rating Sheet

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

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

Comments:

### Future Business Leader Presentation Interview Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Graphic Design

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

### Event Overview

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

### 2024-25 Topic

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

Branding package should include:

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

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

## Graphic Design

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- 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 SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time

shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
  - Emphasize graphic interpretation of the topic and design.
  - Graphics should be computer generated.

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.

        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects:
        - Emphasize graphic interpretation of the topic and design.
        - Graphics should be computer generated.

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Graphic Design

### Graphic Design Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Description of the event topic and materials** | *Event topic not followed; or materials not described and/or one or more elements are missing or incomplete* | *Event topic and at least one of the materials described* | *Event topic and all materials described* | *All materials and event topic described, and the competitors connect the different pieces together* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Explains the design and development process** | *No explanation or description of the design and development process* | *Explains the design OR development process* | *Explain both the design and the development process* | *Expert industry explanation of both design and development process* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Create interest and desire for the design** | *Does not create interest or desire for the design* | *Describes two or more features of the design that would assist in selling the product* | *Describes four or more features of the design that would assist in selling the product* | *Describes at least four features that would assist in selling the product and identify how the design is connected to the brand of the company* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Consistency in graphic design to theme** | *Consistency in graphic design to theme not addressed* | *Explains how graphic design is consistent with theme* | *Demonstrates with visual aids the consistency between graphic design and theme* | *Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Healthcare Administration

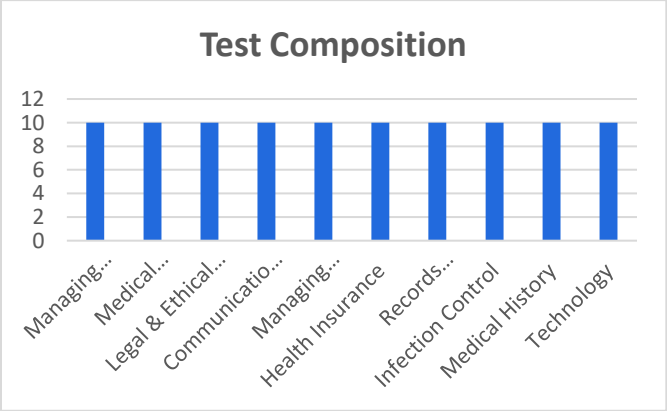
Healthcare Administration provides members with the opportunity to demonstrate knowledge about office procedures and medical terminology. This competitive event consists of an objective test. This event aims to inspire members to learn about healthcare administration.

### Event Overview

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

### Objective Test Competencies

- Managing Office Procedures
- Medical Terminology
- Legal & Ethical Issues in Healthcare
- Communication Skills
- Managing Financial Functions
- Health Insurance
- Records Management
- Infection Control
- Medical History
- Technology




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Managing Office Procedures
   1. Determine commonly used documents that are composed in a medical office.
   2. List procedures to maintain healthcare provider's schedule.
   3. Demonstrate procedures to schedule patient appointments.
   4. Identify procedures to register patients.
   5. Identify the parts of a patient chart.
   6. State rules to maintain patient confidentiality according to Health Insurance Portability and Accountability Act (HIPAA) regulations.
   7. Identify procedures to sort and process mail.
   8. Identify procedures for handling emergencies in medical offices.
   9. Prepare treatment rooms and exam tables.
   10. Determine procedures to clean instruments, equipment, and work areas.
   11. Determine maintenance requirements for supplies and equipment.
   12. Identify procedures to maintain, stock, and inventory of supplies and equipment.
   13. Identify unsafe conditions.
   14. Coordinate meetings, events, and activities.
   15. Select effective time management techniques.
   16. Identify resources needed to complete a job assignment.

B. Medical Terminology
   1. Define medical root words.
   2. Define what specific suffixes mean in a medical terminology context.
   3. Define what specific prefixes mean in a medical terminology context.
   4. Define common medical abbreviations.
   5. Communicate information using medical terms.
   6. Differentiate between various medical specialties.
   7. Use anatomical terminology to describe body parts and functions.

C. Legal & Ethical Issues in Healthcare
   1. State healthcare facility policies and procedures.
   2. Identify national, state and local standards for workplace safety.
   3. Determine laws governing healthcare professionals.
   4. State the purpose of a patient's "Bill of Rights".
   5. Explain laws and standards associated with employment and labor.
   6. Explain the purpose of Material Data Safety Sheets (MSDS) used in a healthcare setting.
   7. Explain laws associated with harassment.
   8. Determine licensure and certification needed by healthcare professionals.
   9. Identify standards of the Health Insurance Portability and Accountability Act (HIPAA).
   10. Maintain patient confidentiality.
   11. Identify threats to patient confidentiality.
   12. Define expressed, implied and informed consent.
   13. Identify practices and behaviors that result in malpractice, liability, and/or negligence.
   14. Identify ethical issues related to healthcare.
   15. Identify appropriate work habits and ethics.

D. Communication Skills
    1. Describe the various forms of communication common to healthcare.
    2. Discuss the role of letters, memos, and reports in the healthcare business.
    3. Manage telephone communications and use appropriate techniques to gather and record information.
    4. Describe and analyze the impact of cultural diversity on the communication process.
    5. Employ appropriate communication strategies for dealing with dissatisfied customers (e.g., face-to-face discussions, electronic correspondence and writing).
    6. Identify techniques to respond to the emotional needs of patients and families (e.g., supportive listening).
    7. Assist practitioner in management of communication activities.
    8. Identify appropriate responses to difficult patient behavior.
    9. List purposeful activities for cognitive skills.
    10. Analyze the need for effective communication with members of interdisciplinary teams.

E. Managing Financial Functions
    1. Identify procedures for payment on accounts.
    2. Identify procedures for and complete a balance sheet.
    3. List procedures to bill patient.
    4. Define procedures for processing past-due accounts.
    5. Identify procedures for and make a bank deposit.
    6. Identify procedures to open a new patient account.
    7. Identify procedures for reconciling a bank statement.
    8. Process an accounts payable invoice.
    9. Identify procedures to maintain a petty cash fund.
    10. Identify common financial forms used in healthcare.

F. Health Insurance
    1. List types of health insurance coverage (HMO, PPO, Medicare, etc.)
    2. Identify procedures for obtaining insurance authorization for patient treatment or testing.
    3. Identify commonly used insurance forms and statements.
    4. List commonly used International Classification of Diseases (ICD-11) codes for billing purposes and insurance claims.
    5. Identify procedures for processing referrals.
    6. Prepare a billing statement.
    7. Interpret an explanation of benefits (EOB's) form.
    8. Identify procedures for submitting insurance claims.

G. Records Management
    1. Identify components of the medical record.
    2. Determine procedures to code medical records.
    3. Identify procedures for filing medical records manually or electronically.
    4. Identify the phases of the record life cycle.
    5. List medical record charge-out procedures.
    6. Manage electronic file storage through the use of file and disk management techniques.

H. Infection Control
   1. List procedures for aseptic hand washing.
   2. Identify infection control techniques to prevent transmission of infectious disease.
   3. Describe OSHA and CEC standards for infection control.
   4. Identify procedures to dispose of bio-hazardous materials.
   5. Detail proper technique for handling clean and soiled linens and clothing.
   6. Identify standard precautions used in healthcare (i.e., gown, mask, gloves, cap, and protective eyewear.)
   7. Detail procedures to clean, sterilize, and prepare instruments and supplies.
   8. List factors that promote and inhibit growth of microorganisms.
   9. Identify ways the body protects against microorganisms and infection.

I. Medical History
   1. Identify common elements of a patient's medical history.
   2. List procedures to record and report vital signs.
   3. Interpret readings on various metering devices.
   4. List patient responses during testing or treatment.
   5. Record/file patient's data or lab test results manually and electronically.
   6. Answer inquiries concerning patients from medical staff using correct medical terminology.
   7. Carry out plan of care/orders.
   8. Identify charting techniques.
   9. Identify and use the correct chart forms.

J. Technology
   1. Define basic computer terminology.
   2. Identify software and its common applications to the healthcare industry.
   3. Explain the purpose, operation, and care of hardware components.
   4. Identify tools, diagnostic procedures and troubleshooting techniques for components and operating systems for personal computers, laptops and portable devices.
   5. Apply basic commands and navigate the operating systems.
   6. Input data and commands using peripherals (e.g., keyboard, touchscreen, scanner, and voice recognition.)
   7. Identify key words used to search and navigate the internet using a search engine.
   8. Identify the different parts of a browser window (pull-down menus, toolbar, address box, status bar, close button, maximize and minimize buttons and title bar).
   9. Analyze emerging technologies used by the healthcare industry.
   10. Identify tools and diagnostic procedures to troubleshoot printers and scanners.
   11. Identify and use appropriate resources to obtain assistance (e.g., help menu, manuals, websites).

# 2024-25 Competitive Events Guidelines

## Human Resource Management

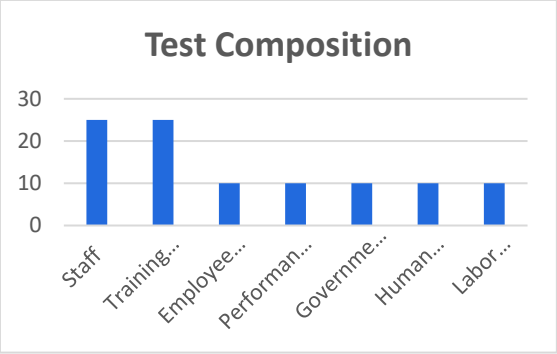
Human Resource Management provides members with the opportunity to demonstrate knowledge about staffing, training and development. This competitive event consists of an objective test. This event aims to inspire members to learn about human resource management.

### Event Overview

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

### Objective Test Competencies

- Staff
- Training and Development
- Employee Compensation and Benefits
- Performance Management
- Government Relations and Issues
- Human Resource Planning
- Labor Relations and Collective Bargaining




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Staff

1. Explain the importance of employee confidentiality.
2. Define transitional employees and strategies to meet their special needs.
3. Explain the planning techniques used in the hiring process (forecasting, succession, planning).
4. Describe the stages of job analysis.
5. Explain the role of labor market statistics on the recruitment process.
6. Define effective recruitment strategies to hire the best qualified employees.
7. Define team recruiting.
8. Describe the employee selection process.
9. Describe testing, interviewing, and legal issues associated with employee selection.
10. Explain the validity and importance of reference checks for the employee selection process.

11. Describe effective questions for the interview process.
12. Define contingency factors (background check, physical results) associated with the job offer.
13. Define outsourcing and its impact on personnel.
14. Define the role of Affirmative Action in the employee selection process.
15. Explain the impact of Equal Employment Opportunity legislation for women, minorities, and handicapped.
16. Describe strategies to attract and keep the top talent.
17. Explain factors associated with employee job satisfaction.

B. Training and Development
1. Explain the importance of training to maintain the competitive advantage.
2. Define the importance of orientation and training for employees.
3. Describe planning and implementation of an employee training program.
4. Determine organization and employee needs to develop appropriate training.
5. Define needs analysis and its relationship to hiring employees.
6. Determine trainee problems and develop solutions.
7. Develop strategies to reduce employee/trainee conflict.
8. Recognize different learning styles when creating training.
9. Set objectives that are observable, measurable, attainable, and specific.
10. Explain how effective training curriculum is impacted by internal and external sources.
11. Explain the impact of technology and visual aids on effective training plans.
12. Administer training delivery that focuses on the needs of trainees.
13. Define strategies for evaluation and improving the delivery of training.
14. Explain the latest training and development trends.
15. Explain the long-term benefits of employee professional development.
16. Identify online training resources.
17. Define human resource safety and security programs that are in compliance with laws and regulations.
18. Describe evaluation processes to evaluate training programs.

C. Employee Compensation and Benefits
1. Define legal aspects of employee compensation and payroll deductions.
2. List legally required benefits that employers must provide to employees.
3. Describe discretionary fringe benefits.
4. Define perception of fair compensation and its impact on employee productivity.
5. Explain the impact of rising health care costs and increased compensation expectations of employees.
6. Calculate dollar, average, and percentage labor costs.
7. Calculate dollar, average, and percentage benefit costs.
8. Explain how labor costs affect break-even point.
9. Explain a salary schedule.
10. Explain variable pay based upon level of performance.
11. Define types of benefits provided by employers.
12. Explain the difference between broad branding, strategic compensation, and comparable worth.

13. Define piecework plan, merit pay, and employe reward program.
14. Describe how pay rates are calculated.
15. Explain team-based compensation plans.
16. Define social security, unemployment compensation, and worker's compensation benefits.

D. Performance Management

1. Define coaching, counseling, and discipline in the employer/employee relationship.
2. Explain the importance of active listening.
3. Describe how influence increases performance.
4. Explain the importance of employer and employee feedback.
5. List the steps in the counseling process.
6. Describe counseling methods and techniques associated with the counseling process.
7. Explain the relationship between deficiency in knowledge and deficiency in execution.
8. Explain how performance problems are related to personal problems.
9. Explain how deficiency of knowledge relates to deficiency in execution.
10. Explain the importance of employee agreement to change.
11. Identify the purpose and components of performance management systems.
12. Explain the steps in the appraisal process.
13. Explain the advantages and disadvantages of an appraisal system.
14. Differentiate types and purposes of performance appraisals.
15. Describe strategies to improve employee morale and motivation resulting in increased productivity.
16. Describe employee behavior that requires disciplinary action.
17. Explain disciplinary techniques to address employee behavior.
18. Describe legal issues associated with employee discipline.
19. Describe best human resource practices for positive financial results.
20. Define effective performance management systems.

E. Government Relations and Issues

1. Describe personnel laws.
2. Differentiate between equal employment and Equal Employment Opportunity Act.
3. Define types of sexual, hostile environment, discrimination, and reverse discrimination.
4. Explain the requirement for verification of employability under IRCA and describe penalties for noncompliance.
5. Explain Affirmative Action.
6. Describe a human resource Code of Ethics for employees.
7. Define employee rights and responsibilities.
8. Describe habitual employee handicaps (tobacco, drugs, alcohol).
9. Differentiate between exempt and non-exempt employees.
10. Define an independent contractor.
11. Define defamation, disclosure, and negligent hiring.
12. Explain the Fair Labor Standards Act (FLSA).
13. Explain OSHA requirements.
14. Explain requirements of ADEA and its impact on early retirement programs.

15. Explain Family Medical Leave Act, Worker Adjustment and Retraining Act, Older Worker Benefit Protection Act, and Retirement Security Act.
16. Define the Americans with Disabilities Act and accommodations made by employers.
17. Define work-related injuries covered by Worker's Compensation.
18. Define the role of the National Labor Relations Act.
19. Explain workplace violence and the need for security programs.
20. Define the Privacy Act of 1974 and its impact on Human Resources management.
21. Explain the Drug Free Workplace Act of 1988.

F. Human Resource Planning
1. Define human resource planning.
2. Explain the role of human resources in a comprehensive planning process.
3. Describe the goals and policies within human resources.
4. Explain the importance of teams at work.
5. Recognize the role of diversity in an organization.
6. Evaluate and update human resource policies.
7. Identify human resource challenges and possible remedies.
8. Identify latest human resource trends impacted by work from home, flexible scheduling, job sharing, etc.
9. Explain human resources' role for maintaining a company code of ethics.
10. Discuss how changes in technology, workforce diversity, skill requirements, and world issues impact human resources.

G. Labor Relations and Collective Bargaining
1. Develop a timeline for the history of management-labor relations.
2. Compare adversarial and cooperative approaches to labor relations.
3. Describe labor legislation (Wagner Act, Taft-Hartley Act).
4. Describe case laws the prohibit certain acts by organized labor.
5. Describe case laws that prohibit certain acts by management.
6. List the steps of organizing a labor union.
7. Explain the employee grievance process.
8. Describe the negotiation process and binging arbitration.
9. Explain the role of the National Labor Relations Board.
10. List the steps of collective bargaining.
11. Define impasse and labor strike.
12. Define unions, mediation, and arbitration.
13. Explain the goal of management when negotiating with labor.
14. List the goals, structure, and management of labor unions.

# 2024-25 Competitive Events Guidelines

## Impromptu Speaking (High School)

Impromptu Speaking provides members with the opportunity to demonstrate their skills around preparing and delivering a speech extemporaneously. This competitive event consists of a speech, with the topic being given on site.

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Presentation
**Event Elements:** Speech with a topic on site
***Presentation Time:*** *10-minute preparation time, 5-minute presentation time*
**NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism

### State

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Two notecards<br>• Pencil<br>• Secret speech topic |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

## Impromptu Speaking (High School)

*Event Administration*

- This event is two rounds: a preliminary and final round.
- This event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Round (Speech)
    - **Preparation Time:** 10 minutes (one-minute warning)
    - **Presentation Time:** 5 minutes (one-minute warning)
    - **Question & Answer:** None
    - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors/teams are randomly assigned to sections.
    - The speech topic may be related to FBLA or business-related topics. The speech topic will be given to the competitor at the beginning of their assigned preparation time.
    - Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
    - No additional reference materials, props, or visuals are allowed.
    - Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.
- Final Presentation (Speech)
    - **Preparation Time:** 10 minutes (one-minute warning)
    - **Presentation Time:** 5 minutes (one-minute warning)
    - **Question & Answer:** None
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
    - The presentation is judged at the SLC. Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - The speech topic may be related to FBLA or business-related topics. The speech topic will be given to the competitor at the beginning of their assigned preparation time.
    - Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
    - No additional reference materials, props, or visuals are allowed.
    - Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.

*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.

*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.

*Penalty Points*

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

*Electronic Devices*

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

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Two notecards<br>• Pencil<br>• Secret speech topic |

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).

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

*Recognition*

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

*Event Administration*

- This event is two rounds: a preliminary and final round.
- Preliminary Round (Speech)
    - **Preparation Time:** 10 minutes (one-minute warning)
    - **Presentation Time:** 5 minutes (one-minute warning)
    - **Question & Answer:** None
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors/teams are randomly assigned to sections.
    - The speech topic may be related to FBLA or business-related topics. The speech topic will be given to the competitor at the beginning of their assigned preparation time.
    - Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
    - No additional reference materials, props, or visuals are allowed.
    - Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.
- Final Presentation (Speech)
    - **Preparation Time:** 10 minutes (one-minute warning)
    - **Presentation Time:** 5 minutes (one-minute warning)
    - **Question & Answer:** None
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
    - The presentation is judged at the NLC. Final presentations are not open to conference attendees. The presentation will take place in a large, open area.

- The speech topic may be related to FBLA or business-related topics. The speech topic will be given to the competitor at the beginning of their assigned preparation time.
- Two notecards will be provided to each competitor and may be used during event preparation and speech. Information may be written on both sides of the notecards. Notecards will be collected following the speech.
- No additional reference materials, props, or visuals are allowed.
- Competition ethics demand that competitors do not discuss or reveal the speech until the event has ended.

*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.

*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

## Impromptu Speaking (High School)

FBLA Future Business Leaders of America

### Impromptu Speaking Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Incorporates provided topic** | *Provided topic is not mentioned in speech* | *Topic is not clearly incorporated into speech* | *Topic was clearly incorporated into speech* | *Topic was clearly incorporated and expanded thoroughly throughout the speech* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Identify and execute a consistent theme** | *No theme presented* | *Theme was identified, but not consistent throughout speech* | *Theme identified and consistent throughout speech* | *Personal stories are utilized to expand on the central theme* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Include accurate and appropriate supporting information** | *No supporting information provided OR inappropriate material used* | *One example of supporting information provided* | *Multiple examples of supporting information provided* | *Multiple examples of supporting information included to develop and enhance the speech* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Introduce the topic immediately (Introduction)** | *Topic was not introduced* | *Introduction was not clearly presented* | *Introduction was clearly presented, and topic was defined immediately* | *Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Support the topic throughout (Body)** | *Speech did not have a topic* | *Multiple topics presented without clear connections* | *Central topics were identified, connected, and supported throughout the speech* | *Smooth transitions were effectively utilized to support the central topic* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Provide effective conclusion (Closing)** | *Speech did not have a conclusion* | *Conclusion was not clearly presented* | *Effective conclusion was presented* | *Conclusion provides connection to entire presentation* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Presentation Delivery** | | | | | |
| **Delivers quality extemporaneous presentation** | *Does not address audience at all* | *Reads speech directly from notes with minimal eye contact* | *Glances at notes occasionally while keeping appropriate eye contact with audience* | *Glances at notes occasionally, keeps appropriate eye contact, and utilizes appropriate body language and hand gestures* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor did not demonstrate self-confidence* | *Competitor demonstrated self-confidence and poise* | *Competitor demonstrated self-confidence, poise, and good voice projection* | *Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-5 points | 6-10 points | 11-15 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Insurance & Risk Management

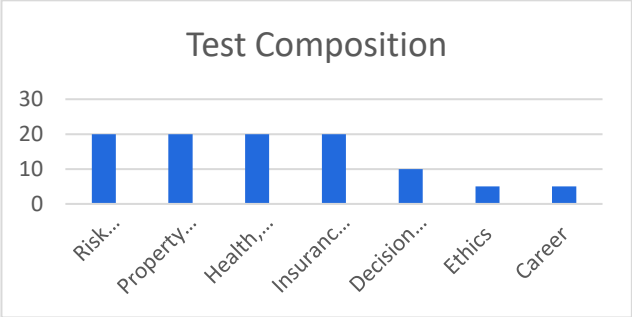
Insurance & Risk Management provides members with the opportunity to demonstrate knowledge about risk management processes and different types of insurance. This competitive event consists of an objective test. This event aims to inspire members to learn about insurance and risk management.

### Event Overview

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

### Objective Test Competencies

- Risk Management
- Property & Liability Insurance
- Health, Disability, & Life Insurance
- Insurance Knowledge
- Decision Making
- Ethics
- Career




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• 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*

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*Electronic Devices*

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## Study Guide: Competencies and Tasks

A. Risk Management
   1. Understand the risk management model (identify hazards, assess and prioritize risks, choose control measures, implement controls, and monitor and review results).
   2. Understand the enterprise risk management model – ERM (state goal, identify risks, evaluate risks, treat risks, monitor and review results, ad communicate results).
   3. Adapt risk management models to meet organization's needs.
   4. Understand how risk creates value.
   5. Know the risk management process of creating a risk program.
   6. Create valid risk forecasts.
   7. Perform risk mapping and risk profiling.
   8. Determine the cost of risk.
   9. Apply risk control theories to create prevention, reduction, enablement, and enhancement tactics.
   10. Create emergency response and business continuity plans.
   11. Understand risk retention plans and risk financing transfers.
   12. Understand how to prepare risk management reports.
   13. Understand legal components of risk management industry.
   14. Recommended insurance for the types of risk commonly faced by young adults.

B. Property and Liability Insurance
   1. Differentiate between the main types of auto insurance coverage.
   2. List facts that can increase or reduce auto insurance premiums.
   3. Determine the legal minimum amounts of auto insurance coverage required in one's state of residence and recommended optimal amounts.
   4. Calculate the amount paid on insurance claims after applying exclusions and deductibles.
   5. Compare costs of auto insurance, given different deductibles and liability coverage limits.
   6. Explain renter's insurance benefits.
   7. What are worker's compensation benefits in states and how they are paid.

C. Health, Disability, and Life Insurance
   1. Analyze conditions when people need health, disability, and life insurance.
   2. Identify government programs, including social security, that provide financial assistance for income loss due to illness, disability, or premature death.
   3. Compare sources of health and disability insurance.
   4. Explain purpose of long-term care insurance.
   5. Create a basic financial plan and explain both the benefits and how the plan will change over time.

D. Insurance Knowledge
   1. Recognize basic policy types and basic policy features.
   2. Determine how companies underwrite life insurance.
   3. Define term insurance and permanent insurance.
   4. Understand the basics of contract provisions and legal doctrines.

5. Understand claims management.
6. Create portfolios and place insurance coverage.
7. Be knowledgeable of global insurance markets.
8. Understand the importance of pricing, risk aversion, and regulation.
9. Negotiate, write, and renew insurance contracts.
10. Define regulations that ensure compliance and demonstrate adherence to insurance industry regulations.
11. Explain legal concepts pertinent to the insurance industry.
12. Describe insurance products and their benefits.
13. Discuss the nature of insurance fraud.
14. Investigate suspected insurance fraud.
15. Process a claim to fulfill company's legal obligation to client.
16. Ensure regulatory compliance of EPA, OSHA, NFPA, ERISA, and COBRA laws and regulations.
17. Discuss the insurance business cycle (agent, underwriter, claims, settlement, etc.)

E. Decision Making
1. Recognize and analyze problems and make decisions based on global environments.
2. Use benchmarking to compare data.
3. Understand the techniques and processes for optimizing risk taking decisions within an organization (Enterprise Risk Management).
4. Analyze the risk posed by potential clients in order to make insurance approval/denial decisions.
5. Demonstrate ethical decision making by compliance with fiduciary duties of care (competency and due diligence).

F. Ethics
1. Understand the process and importance of confidentiality agreements.
2. Implement data security measures for confidential records.
3. Recognize state and federal regulations regarding privacy violations and public disclosure.

G. Careers
1. Identify insurance industry jobs.
2. Recognize industry organizations.
3. Describe essential knowledge and skills needed to be employed in the insurance industry.
4. Describe roles and responsibilities in insurance (e.g., underwriter, insurance sales representative, actuary, claims personnel, and loss control specialist).
5. Describe insurance licensing and certification programs.

# 2024-25 Competitive Events Guidelines

## Introduction to Business Communication

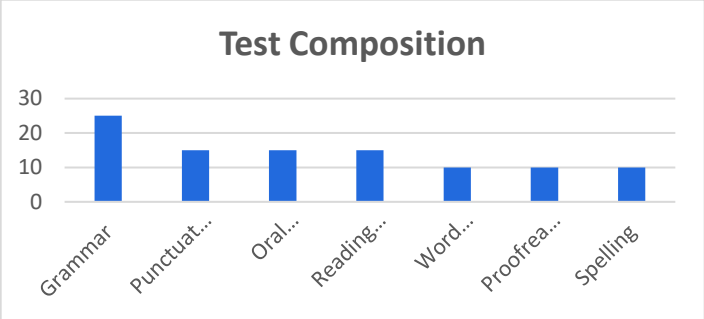
Introduction to Business Communication provides members with the opportunity to demonstrate knowledge around introductory competencies in communication. This competitive event consists of an objective test. It aims to inspire members to learn about the process of sharing information in and outside of a company.

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Grammar
- Punctuation and Capitalization
- Spelling
- Proofreading & Editing
- Word Definition and Usage
- Oral Communication Concepts
- Reading Comprehension




### State

*Required Competition Items*

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

*Eligibility*

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*Recognition*

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*Event Administration*

- This event is an objective test administered online at the SLC.
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*Tie Breaker*

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*Penalty Points*

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## Study Guide: Competencies and Tasks

A. Grammar

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

B. Punctuation and Capitalization

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

C. Spelling

1. Illustrate the ability to correctly spell the words regularly used in writing.
2. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
3. Identify prefixes and suffixes.
4. Explain plural spelling rules.

5. Apply spelling rules to homonyms and commonly confusing words such as effect and affect.
6. Find silent letters in a word.
7. Recognize letter patterns in words.
8. Demonstrate application of spelling rules such as i before e, silent e, words ending in y, etc.

D. Proofreading & Editing

1. Proofread a paragraph and identify spelling, grammatical, and punctuation errors.
2. Proofread written communications with errors, using proofreader's marks.
3. Compare drafts to final documents and make editorial changes.
4. Proofread and edit business documents to ensure they are clear, correct, concise, complete, consistent, and courteous.
5. Review sentence structure and the style of writing.
6. Review and edit for the effectiveness of word choices.

E. Word Definition and Usage

1. Deduce the meanings of words and idiomatic phrases.
2. Recognize how word selection and usage affects communication.
3. Recognize slang, jargon, and clichés.
4. Recognize common errors in word usage.
5. Use proper sentence structure.
6. Illustrate the proper way to divide words.
7. Identify homophones.
8. Create new words using root words.
9. Illustrate the ability to use a dictionary and thesaurus as an aid to spelling, pronunciation, and meaning.
10. Use contextual clues to recognize word meaning.

F. Oral Communication Concepts

1. Use bias-free language (e.g., gender, race, religion, physical challenges, and sexual orientation)
2. Illustrate sensitivity to audience needs and desires.
3. Differentiate between pronunciation and enunciation.
4. Correctly choose and pronounce words used in verbal communication.
5. Provide a clear description of a simple system or process or give clear, concise directions.
6. Use proper techniques to make an oral presentation.
7. Express opinions and discuss issues positively and tactfully.
8. Identify major listening barriers and effective active listening techniques.
9. Ask questions to clarify information.
10. Interpret nonverbal cues in messages.
11. Follow spoken directions.
12. Listen objectively and record major points of a speaker's message.

G. Reading Comprehension

1. Read and follow directions.
2. Demonstrate reading comprehension by restating or summarizing.
3. Differentiate between fact and opinion.
4. Determine if a text is descriptive, informative, instructional, or persuasive.
5. Summarize the important points of a document.
6. Identify and explain enhancements such as graphs, charts, tables, and illustrations/photographs for visual impact.

7. Interpret information from articles, manuals, etc.
8. Select the appropriate reading method (e.g., skimming, scanning, speed-reading, and in-depth reading) for a particular situation.
9. Identify factors that affect readability of text (e.g., sentence length, word selection, and type size).
10. Investigate the need for various reading skills in the workplace such as reading for information, summarization, drawing conclusions, making judgments, and following directions.
11. Evaluate the quality and reliability of source information.
12. Analyze information presented in a variety of formats such as tables, lists, and figures.
13. Use note-taking skills that incorporate critical listening and reading techniques.

# 2024-25 Competitive Events Guidelines

## Introduction to Business Concepts

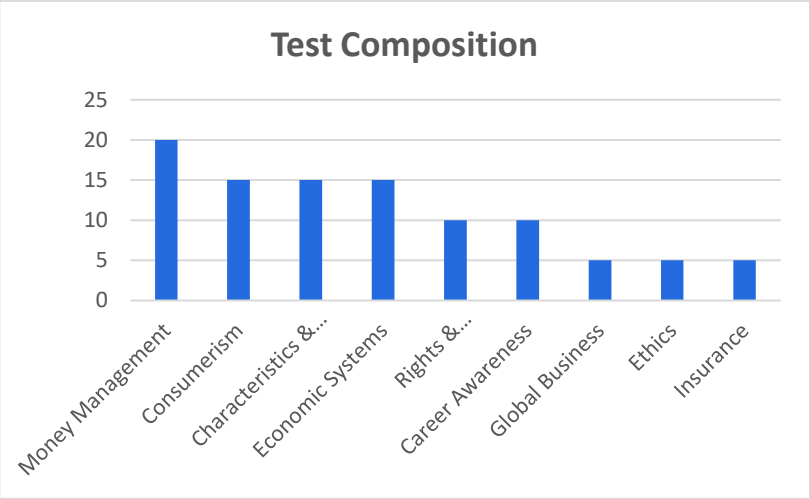
Introduction to Business Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in business. This competitive event consists of an objective test. It aims to inspire members to learn about the different functions of businesses.

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Money Management, Banking, and Investments
- Consumerism
- Characteristics and Organization of Business
- Economic Systems
- Right and Responsibilities of Employees, Managers, Owners, and Government
- Career Awareness
- Insurance
- Ethics
- Global (International) Business

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Money Management, Banking, and Investments

1. Discuss the nature of monetary policy and the role of the Federal Reserve System.
2. Discuss the general methods of financing business ventures and various sources of financing.
3. Develop, evaluate, and modify a spending/savings plan.
4. Describe the purpose of budgets and identify the steps in preparing a good budget.
5. Demonstrate proper procedures for managing a checking account (e.g., writing checks, balancing check register, making deposits, electronic funds transfers, and debit cards).
6. Compare services provided by banks, credit unions, and other financial institutions.
7. Define the difference between fixed expenses and variable expenses.
8. Prepare and interpret financial statements such as a balance sheet and an income and expenditure record.
9. Evaluate savings and investment options (e.g., stocks, bonds, mutual funds, real estate, etc.) to meet short- and long-term goals.
10. Describe source of securities information.
11. Compare and contrast various sources of credit.
12. Explain the advantages and disadvantages of using credit.
13. Compute simple interest loans.
14. Explain how a good credit record can be established and maintained.

B. Consumerism

1. List sources of consumer information.
2. Identify rights and responsibilities of consumers and list ways to protect consumer rights.
3. Explain the function of organizations such as the Better Business Bureau and the Federal Trade Commission.
4. Analyze the characteristics, motivations, and behaviors of consumers.
5. Interpret financial elements to determine impact on consumer behavior.
6. Describe the use of advertisements and other marketing strategies.
7. Explain the importance of comparative shopping.
8. Describe the difference between a promotional and a clearance sale.

C. Characteristics and Organization of Business

1. Define the main goals and functions of a business.
2. Explain the difference between gross profit and net profit.
3. List and describe the steps in organizing a business.
4. Define the main features, advantages, and disadvantages of various types of business ownership.
5. Describe the major functions of business and their relationship to one another.
6. Identify current business trends to recognize changes needed in business operations.
7. Develop a business plan that facilitates growth and business success.

D. Economic Systems

1. Define key economic terms.
2. Analyze the role of supply and demand in the economy.
3. Identify major components of the free enterprise system.
4. Explain the economic role played by business in satisfying customer needs and wants in a free enterprise system.
5. Recognize effects of competition on businesses, consumers, and society.

6. Explain characteristics, including strengths and weaknesses of various types of economic systems (e.g., traditional, communist, socialist, etc.).
7. Identify factors affecting business profit.
8. Explain the importance of productivity and how finances, labor, and technology affect productivity.
9. Identify economic trends/indicators to measure economic conditions.
10. Examine current events (regional, national, and international) to determine their impact on business.
11. Analyze the economic impact of e-commerce.

E. Rights and Responsibilities of Employees, Managers, Owners, and Government

1. Identify ways for businesses to demonstrate their social responsibility.
2. Identify ways to improve employee morale and customer satisfaction.
3. Discuss procedures and consequences when on-the-job rules and laws are not followed.
4. Identify basic principles of organized labor and describe its influence on government and business.
5. Explain the impact of equal employment opportunity and affirmative action on business.
6. Recognize bias, vested interest, stereotyping, and the manipulation and misuse of information
7. Determine the relationship between government and business to ascertain government's role in a market economy.
8. Analyze impact of government regulation and rights on business.

F. Career Awareness

1. Identify personal qualities and characters and match to business careers.
2. Identify factors affecting the future of the workforce.
3. Identify sources of information about careers and job leads.
4. Write a letter of application.
5. Prepare a resume or personal data sheet.
6. Demonstrate how to properly fill out a job application form.
7. Implement job-interview strategies.

G. Insurance

1. Identify reasons for buying personal and business insurance.
2. Distinguish among the various types of insurance (e.g., home, life, medical automobile, liability, disability, etc.).
3. Compare basic types of insurance policies to determine appropriate use.
4. Implement safety, health, and environmental controls to minimize loss and risk.

H. Ethics

1. Identify current and emerging ethical issues in the global business environment and the consequences of unethical business dealings.
2. Exhibit legal and ethical behaviors when using information and technology and discuss consequences of misuse.
3. Apply a professional code of ethics to a workplace problem or issue.
4. Apply ethics and government regulations to protect the business.
5. Explain the relationship of business ethics to product/service management.
6. Examine the role of ethics and social responsibility on decision making.

I. Global (International) Business

1. Explain the difference between foreign trade and domestic trade.

2. Describe some of the ways in which social, cultural, economic, legal, and political differences among nations affect international business.
3. Discuss how current world events impact international business.
4. Recognize the impact of international trade on business.
5. Demonstrate an understanding of global competition.
6. Describe how tariffs, quotas, and embargoes affect world trade.

# 2024-25 Competitive Events Guidelines

## Introduction to Business Presentation

Introduction to Business Presentation provides members with the opportunity to showcase their skills in using a presentation software program as an aid in delivering a business presentation. This competitive event consists of a presentation component.

### Event Overview

**Division:** High School (9th or 10th grade only)
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Presentation with a Topic
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

You have been asked to give a presentation at the high school career fair. The topic for the presentation is *Smart Money Management Tips for High School Students*.

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

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

- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Facts and data must be cited and secured from quality sources.

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

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not Provided
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two

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

- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Facts and data must be cited and secured from quality sources.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Introduction to Business Presentation

FBLA Future Business Leaders of America

### Introduction to Business Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Demonstrates understanding of the event topic in presentation** | *No understanding of event topic OR incorrect topic used* | *Understanding of topic inconsistent from the event guidelines* | *Demonstrates the topic throughout presentation* | *Demonstrates use of industry terminology throughout presentation* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Describes the purpose with a logical sequence of ideas** | *No evidence of purpose and logical sequence* | *Purpose stated OR logical sequence of ideas given* | *Purpose is described using a logical sequence of ideas* | *Purpose is well-defined and in a logical sequence of ideas* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Summarizes information from the event topic and identifies recommendations** | *No summary or recommendations identified* | *Recommendations or summary provided, but plan not developed* | *Summary was effective and logical recommendations developed* | *Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Technology demonstrates proper formatting, design elements, and business presentation features** | *No use of technology or design* | *Proper formatting and design elements are consistent with theme* | *Demonstrates with visual aids proper formatting and design elements* | *Emphasize interpretation of the topic through proper formatting and design of the presentation* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Uses suitable and accurate statements of information in presentation** | *Sources are not cited* | *Sources/References are seldom cited to support statements* | *Professionally legitimate sources & resources that support statements are generally present* | *Compelling evidence from professionally legitimate sources & resources is given to support statements* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Introduction to Business Procedures

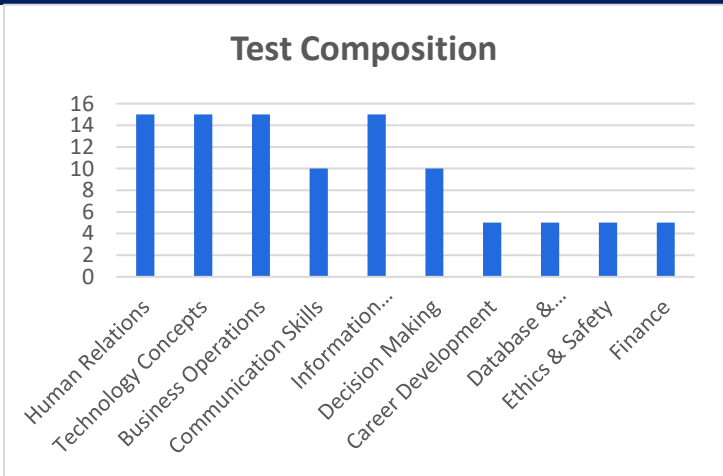
Introduction to Business Procedures provides members with the opportunity to demonstrate knowledge around introductory competencies in the procedures of a business. This competitive event consists of an objective test. It aims to inspire members to learn about office skills, procedures, and business decisions.

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Human Relations
- Technology Concepts
- Communication Skills
- Decision Making/Management
- Career Development
- Business Operations
- Database/Information Management
- Ethics/Safety
- Finance
- Information Processing




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Human Relations

1. Identify appropriate work habits and ethics including appropriate dress.
2. Identify, evaluate, and select training resources for employee training programs.
3. Develop/explain work processes and procedures (organizational and prioritizing skills).
4. Coordinate staff work schedule and workload distribution.
5. Contribute to development of job descriptions for staff.
6. Discuss and analyze an employee performance evaluation.
7. Maintain employee records.
8. Update policy and procedures manual.
9. Conduct new employee orientation and employee training.
10. Create and maintain effective and productive work relationships.
11. Work in a team to solve problems and share knowledge.
12. Exhibit behaviors and actions to effectively motivate and lead people.

B. Technology Concepts

1. Conduct a needs assessment of hardware, software, furniture, equipment, and supplies.
2. Evaluate and recommend hardware, vendors, warranties, and purchasing options to solve specific problems.
3. Remove, upgrade, store, and install computer hardware and supportive software.
4. Navigate the basic operating system and internet applications.
5. Manage files and folders.
6. Identify and use appropriate help resources to learn software and hardware and to solve problems (e.g., help desks, online help, and manuals).
7. Select and apply the appropriate productivity software to complete tasks.
8. Identify, evaluate, and select software specific to an organizational function and/or industry.
9. Select and apply multimedia software appropriate for specific tasks.

C. Communication Skills

1. Compose, give, and follow oral and written instructions.
2. Identify good listening skills.
3. Interpret verbal and nonverbal cues/behaviors to enhance communication.
4. Locate/maintain telephone numbers and addresses.
5. Identify proper techniques for answering, screening, and placing calls, including conference calls.
6. Identify proper techniques for placing a caller on hold, transferring a call, and/or taking a message.
7. Identify, analyze, and evaluate emerging communications technologies for use in organizations.
8. Process electronic communications (e.g., fax, e-mail, file transmissions).
9. Prepare and deliver oral presentations.
10. Receive/greet visitors and clients; make introductions, and direct inquiries.
11. Locate, organize, and reference information from a variety of sources to communicate with co-workers and customers/clients.
12. Communicate with customers and other employees to foster positive relations, clarify workplace objectives, and provide feedback.
13. Compose business documents such as agendas, reports, and correspondence.
14. Develop and interpret tables, charts, and figures to support written and oral communications.

D. Decision Making/Management
1. Identify different types of leadership styles and describe characteristics of effective leaders.
2. Identify the functions of management.
3. List the responsibilities involved at the different levels of management.
4. Interpret an organizational chart.
5. Set priorities and develop efficient procedures for workflow and monitor workloads.
6. Develop efficient office teams and apply skills to assigned activities and to resolve conflicts.
7. Examine potential problems facing business and offer alternative solutions including contingency plans.
8. Acquire, analyze, access, exchange, organize, and synthesize information to guide business decision making and to increase workplace efficiency and effectiveness.
9. Identify, write, and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.
10. Manage quality-control processes to minimize errors and to expedite workflow.

E. Career Development
1. Explore business careers and examine job opportunities through various sources, including newspapers, employment agencies, personal inquiries, and the Internet.
2. Develop a career plan.
3. Prepare a letter of application, resume, employment application, and follow-up letter.
4. Identify behaviors considered to be appropriate or inappropriate in a job interview.
5. Identify the steps to follow in resigning from a position.
6. Develop and maintain a portfolio and personal professional documents and certifications.
7. Identify potential employment barriers for nontraditional groups and ways to overcome the barriers.
8. Utilize career-advancement activities to enhance professional development.

F. Business Operations
1. Identify characteristics of an efficiently organized workstation and recommend improvements in physical layout.
2. Make decisions on best reprographics methods to use for a specific task including appropriate paper.
3. Process incoming and outgoing mail, including electronic mail.
4. Identify and coordinate special mail services and alternative courier and electronic mail services.
5. Arrange and coordinate travel arrangements for supervisor or staff (e.g., reservations, itinerary).
6. Demonstrate time management skills.
7. Coordinate meetings, events, and activities related to the office.
8. Use Personal Information Management applications (notes, calendars, contact information) to increase workplace efficiency and to facilitate on-time, prompt completion of work activities.
9. Establish procedures to maintain workstation, equipment, materials, and supplies.
10. Troubleshoot problems with office equipment to make repairs and/or to obtain technical support.
11. Maintain office equipment such as printers, copiers, and fax machines (add toner, load paper, clear paper path, change cartridge).
12. Manage preventive maintenance and repair of equipment.
13. Implement processes for purchasing business supplies, equipment, and services.

14. Identify types of business ownership.

G. Database/Information Management
1. Establish and maintain document and information storage and retrieval system.
2. Prepare and maintain an inventory record of software, furniture, hardware, equipment, and supplies.
3. Maintain (index, code, sort, and file) alphabetical, subject, numerical, and chronological filing system and retrieve information from files.
4. Maintain tickler file system and retrieve information from files.
5. Maintain reference library, clippings, and historical records.
6. Purge records and/or files.
7. Convert and save data using scanning equipment.

H. Ethics/Safety
1. Identify major causes of office-related accidents and establish safety and security measures to maintain office safety.
2. Adhere to privacy, safety and security policies and legislation (e.g., acceptable use policy, Web page policies, student photo policies, computer crime, fraud, abuse).
3. Implement organizational policies and procedures for security, privacy, and risk management.
4. Demonstrate knowledge of an emergency/disaster plan.
5. Discuss basic issues related to responsible use of technology and describe personal or legal consequences of inappropriate use.
6. Identify confidentiality concepts and policies in an office.
7. Identify characteristics of professional conduct and work ethics (integrity, loyalty, honesty, courtesy, etc.).
8. Analyze various ethical issues and problems related to the office including acceptable/unacceptable office behavior.
9. Examine factors related to ergonomics and its importance to the office worker.
10. Read, interpret, and adhere to software license agreements and legal mandates (e.g., ADA, Sarbanne-Oxly).

I. Finance
1. Prepare banking transactions (deposit slips, reconcile bank statement, etc.).
2. Use manual and electronic methods to complete payroll documents and other financial transactions.
3. Apply uses of calculator or computer numeric keypad in solving business problems.
4. Develop budgets for office and/or specific events and manage expenses.
5. Complete purchase requisitions and vouchers for payment.
6. Implement expense-control strategies to enhance a business's financial well-being (budgets, expenses, contracts).
7. Manage business records to maintain needed documentation.
8. Record transactions to manage cash fund accounts such as petty cash.
9. General finance terms and conditions.

J. Information Processing
1. Utilize software to revise, edit, save, and output documents.
2. Transcribe business correspondence (correspondence, reports, minutes of meetings, etc.).
3. Dictate notes and correspondence.
4. Create and format tables, charts, and graphs.

5. Perform a variety of word processing functions (merge text, sort data, search/replace data, create macros, use templates, etc.).
6. Convert document from one operating system to another or one software program to another.
7. Create, edit, and enhance spreadsheets.
8. Create and edit a database.
9. Extract useful information using search queries and generate reports.
10. Integrate database, spreadsheet, graphic, and word processing files.
11. Complete preprinted and electronic forms (applications, invoices, purchase orders, purchase invoices, checks, credit memos, and labels).
12. Scan documents, data, or graphics for document use.
13. Proofread and edit documents for accuracy and content, grammar, spelling, and punctuation.
14. Develop a presentation and/or visual aids that include multiple slides with text and graphics.
15. Demonstrate ability to use office and online references.
16. Employ collaborative/groupware applications to facilitate group work (shared files, instant messaging, or virtual meetings).
17. Reproduce and distribute documents and information.

# 2024-25 Competitive Events Guidelines

## Introduction to FBLA

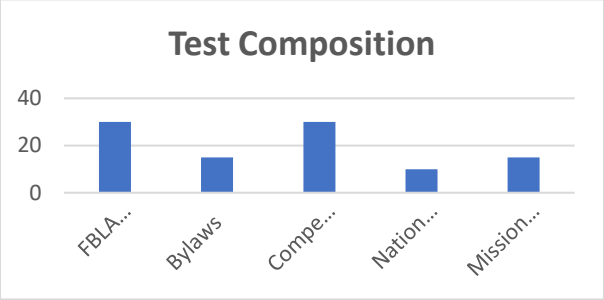
Introduction to FBLA provides members with the opportunity to demonstrate knowledge around introductory competencies in the FBLA organization. This competitive event consists of an objective test. It aims to inspire members to learn about the background and current information of FBLA.

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- FBLA Organization (History, Programs, Leadership)
- FBLA Bylaws
- FBLA Competitive Events
- FBLA National Publications
- FBLA Mission, Pledge, Creed, and Goals




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

# 2024-25 Competitive Events Guidelines

## Introduction to Financial Math

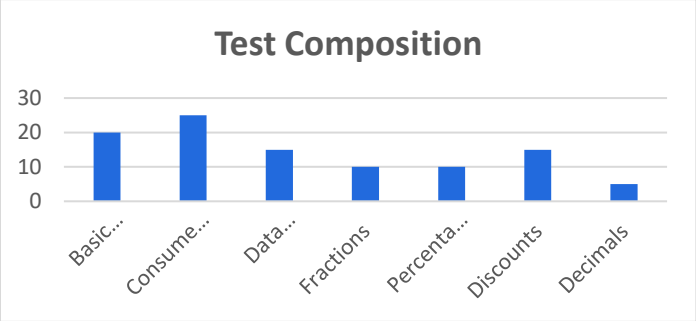
Introduction to Financial Math provides members with the opportunity to demonstrate knowledge around introductory competencies around math relating to business. This competitive event consists of an objective test. It aims to inspire members to learn about various math concepts used in business and industry.

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Basic Math Concepts
- Consumer Credit
- Data Analysis and Probability
- Decimals
- Discounts
- Fractions
- Percentages




### State

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## Study Guide: Competencies and Tasks

A. Basic Math Concepts

1. Develop fluency in addition, subtraction, multiplication, and division of basic operations with and without calculators.
2. Solve one- and two-step problems involving whole numbers, fractions, and decimals using addition, subtraction, multiplication, and division.
3. Solve practical computation problems for business such as calculating wages after taxes, developing a budget, and balancing a checkbook.
4. Analyze problem statements for missing/irrelevant data; estimate/exact values, and inconsistent parameters.
5. Identify business math terms.
6. Prove that results of computations using whole numbers, fractions, decimals, percents, and proportions are correct.
7. Recognize patterns and relationships among numbers.
8. Estimate the results of rational number computations and judge the reasonableness of the results.
9. Identify and use relationships between operations, such as division as the inverse of multiplication to solve problems.
10. Apply relational (equal, greater than, less than, etc.) and logical operations in a logical expression.
11. Select appropriate methods and tools for computing with whole numbers from mental computation, estimation, calculators, and paper and pencil.
12. Convert within and between measurement systems (metric and customary) and monetary systems using technology where appropriate.
13. Estimate conversions between the customary and metric systems.
14. Use the appropriate type of unit to calculate measurement of length, area, weight, volume, angles, and perimeter.
15. Construct or draw figures with given perimeters and areas.
16. Interpret scale drawings and models using maps and blueprints.
17. Use touch method on calculator to solve math problems that relate to business and industry.

B. Consumer Credit

1. Define credit and credit terms.
2. Identify the costs and benefits of various types of credit.
3. Calculate sales tax.
4. Compute total purchase price with interest added.
5. Compute the costs involved in owning and buying an item such as an automobile.
6. Compute finance charges for single payment loans.
7. Compare installment and revolving credit costs.
8. Calculate installment loan costs such as amount financed the installment price, finance charge, and installment payment.
9. Find the estimated annual percentage rate (APR) using a table.
10. Find the finance charge and new balance using the average daily balance method.

C. Data Analysis and Probability

1. Using a data set, determine mean, median, and mode.
2. Determine the type of average that best represents the measure of central tendency.
3. Distinguish between a simple average and a weighted average and calculate each.

4. Identify and construct various types of graphs and charts.
5. Compile and arrange facts in an organized manner for a table, chart, or figure.
6. Explain or prepare written summary of findings expressed in tables, charts, graphs, and figures.
7. Make predictions and decisions based on data and communicate their reasoning.

D. Decimals

1. Round decimals to the nearest tenth and nearest hundredth.
2. Add, subtract, multiply, and divide decimals.
3. Convert a decimal to a fraction.
4. Convert a fraction to a decimal.
5. Read and write decimals using the place-value structure of the base-ten number system.
6. Solve business problems with currency.

E. Discounts

1. Identify the various types of discounts.
2. Calculate the percentage of a discount of an item.
3. Calculate a chain discount and net selling price.
4. Calculate trade discounts and net selling price.
5. Calculate cash discounts and net selling price.

F. Fractions

1. Add, subtract, divide, and multiply fractions and mixed numbers with like (common) and unlike denominators.
2. Work flexibly with fractions to solve application problems.
3. Convert fractions to decimals, decimals to fractions, and use properties of basic operations to simplify fractional arithmetic expressions.
4. Convert an improper fraction to a whole or mixed number.
5. Convert a whole or mixed number to an improper fraction.
6. Reduce a fraction to lowest terms and raise a fraction to higher terms.
7. Apply appropriate methods for computing with fractions from among mental computation, estimation, calculators, or computers and paper and pencil.

G. Percentages

1. Define the terms base, rate, and percentage and identify them in word problems.
2. Solve for base, rate, or part in a percent problem.
3. Convert a whole number, fraction, or decimal to a percent.
4. Convert a percent to a whole number, fraction, or decimal.
5. Use the percentage formula to find the unknown value when two values are known.
6. Find the rate or the base in the increase or decrease of an item.
7. Calculate markup and markdown of original value of item.
8. Calculate simple interest.

# 2024-25 Competitive Events Guidelines

## Introduction to Information Technology

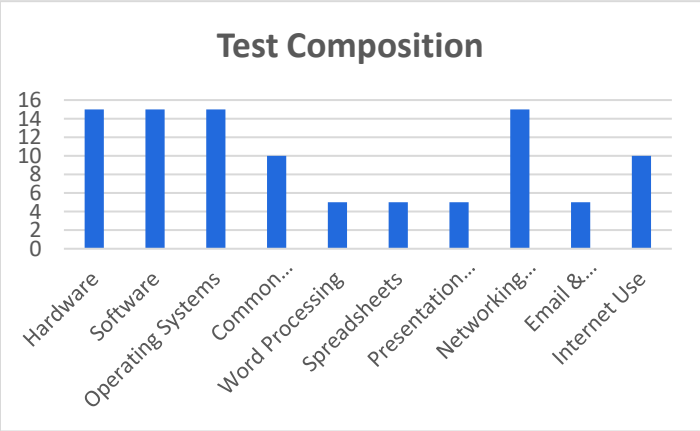
Introduction to Information Technology provides members with the opportunity to demonstrate knowledge around introductory competencies information technology. This competitive event consists of an objective test. It aims to inspire members to learn about the various aspects of technology to manage and deliver information.

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Computer Hardware
- Computer Software
- Operating Systems
- Common Program Functions
- Word Processing
- Spreadsheets
- Presentation Software
- Networking Concepts
- E-mail and Electronic Communication
- Internet Use




### State

*Required Competition Items*

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

*Eligibility*

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- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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*Electronic Devices*

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## Study Guide: Competencies and Tasks

A. Computer Hardware

1. Identify different types of computers.
2. Identify the function of various computer hardware components.
3. Identify factors that go into an individual or organizational decision on how to purchase computer equipment.
4. Identify how to maintain computer equipment and solve common problems relating to computer hardware.
5. Identify how different computers process information and how individual computers interact with other computing systems and devices.
6. Describe the characteristics and functions of CPUs, motherboards, random access memory (RAM), expansion connections hard drives, and CD-ROM drives.
7. Explain the functions and characteristics of system expansion devices (e.g., graphics cards, sound cards, modems).
8. Investigate basic issues affecting system purchases and upgrade decisions.
9. Compare categories of computers based on their size, power, and purpose.
10. Identify the various types of computer storage devices and compare the advantages and disadvantages of various storage devices.
11. Install and configure hardware and basic hardware applications in a computer system.
12. Clean and perform routine maintenance on computer systems.
13. Evaluate the performance of core computer systems components.
14. Demonstrate the use of connectivity devices and peripheral equipment (e.g., portable storage, devices, printers, cable modem, and wireless technologies).

B. Computer Software

1. Identify different types of general software concepts relating to software categories, and the tasks to which each type of software is most suited or not suited.
2. Identify how software is developed and upgraded.
3. Complete workplace applications that integrate word processing, spreadsheet, database, and multimedia software.
4. Produce documents integrating and manipulating graphic files and multimedia with other application software.
5. Identify how software and hardware work together to perform computing tasks.
6. Compare and contrast the appropriate use of specialized software applications.
7. Use system utilities and explain system utility software and cite examples.

C. Operating Systems

1. Identify what an operating system is and how it works.
2. Manipulate and control Windows desktop, files, and disks.
3. Identify how to change system settings.
4. Solve common problems related to operating systems (e.g., blue screen, system lock-up, and input/output device, application install, start, or load, Windows-specific printing problems).
5. Install and remove software.
6. Explain operating system software and site examples of different operating systems including DOS, Windows, and Macintosh.
7. Identify how the four components of a network operating system (server platform, network services software, network redirection software, and communications software) support network operations.

8. Identify names, purposes, and characteristics of the primary operating system components including registry, virtual memory, and file system.
9. Use command-line functions and utilities to manage operating systems, including proper syntax.
10. Compare different options of baking up, securing data, and restoring a system.
11. Identify the basic parts of a computer system and describe the functions and relationships among components.
12. Recognize file sizes in terms of kilobytes, megabytes, and gigabytes.

D. Common Program Functions
1. Be able to start and exit a Windows application.
2. Explain the purpose and functions of computer programming.
3. Identify common on-screen elements of Windows applications, change application settings, and manage files within an application.
4. Perform common editing and formatting functions.
5. Perform common printing and outputting functions.
6. Demonstrate how to utilize sources of online help.
7. Perform basic computer filing tasks (e.g., naming, saving, deleting, moving files).

E. Word Processing
1. Be able to format text and documents, including the ability to use automatic formatting tools.
2. Be able to insert, edit, and format tables in a document.
3. Explain the purpose, function, and common features of commonly used word processing programs.
4. Design, create, retrieve, proofread, edit, and save workplace documents using word processing software.

F. Spreadsheets
1. Be able to modify worksheet data.
2. Structure and format data in a worksheet.
3. Be able to sort and manipulate data using formulas and functions.
4. Be able to add and modify charts in a worksheet.
5. Explain the purpose, function, and features of commonly used spreadsheets.
6. Define spreadsheet terminology (e.g., cell, row, column, range, label, value, formula, function, worksheet, relative, absolute, legend).
7. Design, create, and use spreadsheets for workplace applications.

G. Presentation Software
1. Be able to create and format simple presentations.
2. Identify common features of presentation software.

H. Networking Concepts
1. Identify network fundamentals and the benefits and risks of network computing.
2. Identify the relationship between computer networks, other communication networks, and the Internet.
3. Identify types of networks (e.g., LAN, WAN, MAN) and their features and applications.
4. Explain principles of basic network security (e.g., IP spoofing, packet sniffing, password compromise, encryption).
5. Identify names, purposes, and characteristics (e.g., definition, speed, connections) of technologies for establishing connectivity.

6. Understand the functions of various network devices, including network connectivity hardware.
7. Identify the types of wireless network media and the uses, advantages, and disadvantages of each.
8. Install, configure, optimize, and upgrade networks.
9. Identify tools, diagnostic procedures, and troubleshooting techniques for networks.
10. Understand the differences between various network environments (e.g., peer-to-peer, client-server, thin client, n-tier, internetworks, intranets, and extranets).
11. Identify the purposes and interrelationships among the major components of networks (e.g., servers, clients, transmission media, network operating system, network boards).
12. Identify how computers share data, files, hardware, and software.
13. Understand the role of clients and servers in a network.
14. Demonstrate knowledge of the open system interconnection (OSI) standard.
15. Differentiate between various current protocols (e.g., TCP/IP, IPX/SPX, NETBEUI, and DHCP).
16. Explain network topologies (e.g., star, bus, ring, broadband, baseband).

I. E-mail and Electronic Communication

1. Identify how e-mail works.
2. Identify how to use an e-mail application.
3. Identify the appropriate use of e-mail and e-mail related "netiquette."
4. Use e-mail to send and receive messages and attachments.
5. Identify different types of electronic communication and electronic collaboration and how they work.
6. Identify common problems associated with electronic communication (e.g., delivery failure, junk mail, fraud, viruses).
7. Explain major current issues and trends in data communications.

J. Internet Use

1. Identify different types of information sources on the Internet.
2. Demonstrate proficiency in using the basic features of GUI browsers (e.g., setting bookmarks, basic configurations, e-mail configurations, address book).
3. Define Universal Resource Locators (URLs) and associated protocols (e.g., com, org, edu, gov, net, mil).
4. Demonstrate proficiency using various web tools (e.g., downloading of files, transfer of files, telnet, PDF).
5. Identify effective Boolean search strategies.
6. Demonstrate the ability to navigate the Internet using a variety of search engines to conduct research.
7. Understand how content is created, located, and evaluated on the World Wide Web.

# 2024-25 Competitive Events Guidelines

## Introduction to Marketing Concepts

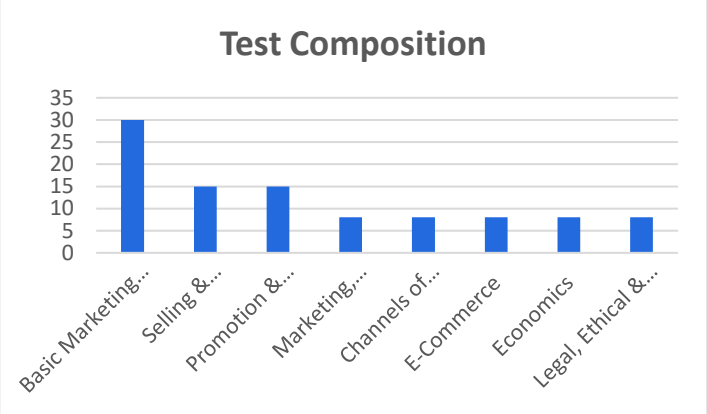
Introduction to Marketing Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in marketing. This competitive event consists of an objective test. It aims to inspire members to learn about basic marketing principles, actions needed to promote and sell products or services.

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Basic Marketing Functions
- Selling and Merchandising
- Promotion and Advertising Media
- Marketing Information, Research, and Planning
- Channels of Distribution
- E-commerce
- Economics
- Legal, Ethical, and Social Aspects of Marketing




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
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- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
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*Tie Breaker*

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*Americans with Disabilities Act (ADA)*

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*Penalty Points*

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*Electronic Devices*

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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. Basic Marketing Functions
1. Explain the marketing concept and describe the benefits of marketing and their importance.
2. Explain the seven functions involved in marketing goods and services.
3. Identify the elements of the marketing mix (e.g., product, price, place, and promotion) and describe its contribution to successful marketing.
4. Explain the concept of product mix and describe types of product mix strategies for various product classifications.
5. Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).
6. Describe the importance of branding, packaging, and labeling.
7. Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.
8. Identify and explain the factors that influence a product's price (e.g., cost, quality, competition, and brand loyalty).

B. Selling and Merchandising
1. Describe the purpose and importance of selling.
2. Describe the concepts and techniques used in selling and explain the steps in the selling process.
3. Demonstrate the ability to translate product knowledge/customer service information into customer benefits.
4. Explain the factors that influence customer buying motives and decisions.
5. Examine the role of salespersons in building customer relationships.
6. Demonstrate completing the sales transaction, including method of payment, and counting back change; the proper way to fold, wrap, and bag merchandise after a sale; and thanking customers and inviting them to return.
7. Apply appropriate methods of handling customer inquiries, complaints, or difficult situations.

C. Promotion and Advertising Media
1. Explain the role of promotion as a marketing function and identify the major purpose of advertising.
2. Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).
3. Explain the concept of promotional mix and identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, and personal selling).
4. Explain concept and purpose of visual merchandising, display, and trade shows to communicate with targeted audiences.

D. Marketing Information, Research, and Planning
1. Identify the reasons for conducting market research.
2. Explain marketing research methods and procedures.
3. Identify sources of primary and secondary data.
4. Identify ways to obtain market data for market research (e.g., surveys, interviews, and observations).
5. Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, and geographic) and describe how it is used.
6. Explain why a marketing plan is essential and identify the components of a marketing plan.
7. Describe how marketing information is used in business decisions.

E. Channels of Distribution
1. Explain the concept of distribution and identify the channels of distribution.

2. Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.
3. Identify shipping and receiving processes.
4. Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution.
5. Explain storing (e.g., cold storage, commodity, bulk) and warehousing options (e.g., distribution centers, public, and private) and procedures to store merchandise until needed.

F. E-commerce

1. Identify ways that technology including the Internet impacts marketing.
2. Explain the impact of the Internet on marketing.
3. Explain considerations in Web site pricing.
4. Explain how a Web site presence can be used to promote a business or product.

G. Economics

1. Explain the concept of competition and describe ways competition affects marketing decisions.
2. Explain the concept of profit in private enterprise and identify factors (e.g., economics, human, and nature) affecting a business' profit.
3. Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship).
4. Explain the principles of supply and demand.
5. Compare and contrast the types of economic systems (e.g., capitalism, socialism, and communism).

H. Legal, Ethical, and Social Aspects of Marketing

1. Identify ethical issues and their impact on marketing.
2. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.
3. Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of marketing in society.

# 2024-25 Competitive Events Guidelines

## Introduction to Parliamentary Procedure

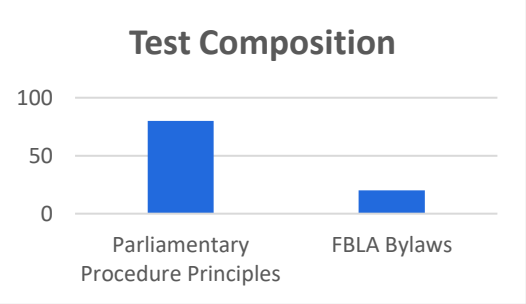
Introduction to Parliamentary Procedure provides members with the opportunity to demonstrate knowledge around introductory competencies in principles of parliamentary procedure. This competitive event consists of an objective test. It aims to inspire members to learn about the structure, the order, and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

### Event Overview

**Division:** High School (9th & 10th graders only)
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Parliamentary Procedure Principles
- FBLA Bylaws




### State

*Required Competition Items*

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

*Eligibility*

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- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.

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*Electronic Devices*

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*Important FBLA Documents*

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

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## Study Guides

- Visit the National Association of Parliamentarians website for more information about parliamentary procedure principles.
- Purchase Roberts Rules of Order, Newly Revised for the official handbook on parliamentary procedure.
- Visit www.fbla.org for more information about the FBLA Bylaws.

# 2024-25 Competitive Events Guidelines

## Introduction to Programming

Introduction to Programming provides members with the opportunity to code a program based on a specific topic. This competitive event consists of a presentation component where the program is demonstrated for the judges.

### Event Overview

**Division:** High School (9th and 10th grades only)
**Event Type: Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Presentation with a Topic
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

Write an interactive story that occasionally asks the user what they'd like to do, and changes where the story goes based on user input. Allow the user to stop interacting with the story by saying "stop."

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

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

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

devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects of the program:
        - The development, usability and functionality of the program must be demonstrated and explained to the judges.
        - Solution must run standalone with no programming errors.
        - Data must be free of viruses/malware.
        - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
        - The presentation should follow the rating sheet and include the following:
            - Code Quality: What are the specifics of and the big picture of the code?
            - User Experience: What focus is on the ease-of-use and accessibility of the interface?
            - Functionality: Speak to all aspects of the topic
- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology

        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
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*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

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- Presentation should cover the following aspects of the program:
  - The development, usability and functionality of the program must be demonstrated and explained to the judges.
  - Solution must run standalone with no programming errors.
  - Data must be free of viruses/malware.
  - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
  - The presentation should follow the rating sheet and include the following:
    - Code Quality: What are the specifics of and the big picture of the code?
    - User Experience: What focus is on the ease-of-use and accessibility of the interface?
    - Functionality: Speak to all aspects of the topic

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
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*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Introduction to Programming

FBLA Future Business Leaders of America

### Introduction to Programming Presentation Rating Sheet

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

# 2024-25 Competitive Events Guidelines

## Introduction to Programming

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Introduction to Public Speaking

Introduction to Public Speaking provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation component.

### Event Overview

**Division:** High School (9th and 10th grades only)
**Event Type:** Individual
**Event Category:** Presentation
**Event Elements:** Speech
***Presentation Time:*** *5-minute presentation time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism

### 2024-25 Topic

Develop and deliver a speech based on the following topic:

*How volunteerism and community service can shape your future as a leader.*

### State

*Required Competition Items*

| Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • N/A |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
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- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Information: The Speech
    - **Presentation Time:** 5 minutes (one-minute warning)
    - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors are randomly assigned to sections.
    - The speech must be developed around the topic.
    - When delivering the speech, competitors may use notes prepared before the event.
    - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation Information
    - **Presentation Time:** 5 minutes (one-minute warning)
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
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*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.

*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.

*Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/speech time.

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • N/A |

*Important FBLA Documents*

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

*Eligibility*

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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*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information: The Speech
    - **Presentation Time:** 5 minutes (one-minute warning)
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors are randomly assigned to sections.
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    - **Presentation Time:** 5 minutes (one-minute warning)
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
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*Scoring*

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- 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

## Introduction to Public Speaking

FBLA Future Business Leaders of America

### Introduction to Public Speaking Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Topic**<br><br>Incorporates provided topic | *Provided topic is not mentioned in speech* | *Topic is not clearly incorporated into speech* | *Topic was clearly incorporated into speech* | *Topic was clearly incorporated and expanded thoroughly throughout the speech* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Theme**<br><br>Identify and execute a consistent theme | *No theme presented* | *Theme was identified, but not consistent throughout speech* | *Theme identified and consistent throughout speech* | *Personal stories are utilized to expand on the central theme* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Introduction**<br><br>Introduce the topic immediately | *Topic was not introduced* | *Introduction was not clearly presented* | *Introduction was clearly presented, and topic was defined immediately* | *Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Supporting Information (Body)**<br><br>Include accurate and appropriate supporting information such as research | *Speech did not include supporting information* | *Competitor included one example of supporting information* | *Competitor included two examples of supporting information* | *Competitor included three or more examples of supporting information* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Conclusion**<br><br>Provide effective conclusion connected to the topic & theme | *Speech did not have a conclusion* | *Conclusion was not clearly presented* | *Effective conclusion was presented* | *Conclusion provides connection to entire presentation* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Speech Delivery**<br><br>Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise | *Does not have varied facial expressions and/or poor posture* | *Minimal varied facial expressions and/or poor posture* | *Appropriate varied facial expressions and posture* | *Appropriate varied facial expressions and posture that keeps audience fully engaged* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Does not make eye contact* | *Minimal eye contact* | *Appropriate eye contact* | *Appropriate eye contact and didn't use notecards* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Does not have voice projection* | *Minimal voice projection* | *Appropriate voice projection* | *Appropriate voice projection and diction* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Competitor did not demonstrate self-confidence* | *Competitor demonstrated self-confidence* | *Competitor demonstrated elevated self-confidence and poise* | *Competitor demonstrated elevated self-confidence, poise, and assertiveness* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Introduction to Social Media Strategy

Introduction to Social Media Strategy provides members with the opportunity to showcase their skills in developing a marketing strategy using one social media platform. This competitive event consists of a presentation component.

### Event Overview

**Division:** High School (9th or 10th grade only)
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Presentation with a Topic
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

Develop one social media strategy aimed at increasing donations and support for a local non-profit organization in your community. Highlight specific projects, success stories, and behind-the-scenes content to build a connection with the audience.

*Do not create live accounts without permission from the non-profit organization.*

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- 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 SLC. 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:
        - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
        - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
        - Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
        - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
        - Planned metrics to measure the campaign.
        - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
        - Effectively communicate required information and drive the campaign toward a clear call-to-action.
        - Research: Facts and data must be cited and secured from quality sources.
- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
  - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
  - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
  - Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
  - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
  - Planned metrics to measure the campaign.
  - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
  - Effectively communicate required information and drive the campaign toward a clear call-to-action.
  - Research: Facts and data must be cited and secured from quality sources.

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects:
        - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
        - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
        - Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
        - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
        - Planned metrics to measure the campaign.
        - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
        - Effectively communicate required information and drive the campaign toward a clear call-to-action.
        - Research: Facts and data must be cited and secured from quality sources.
- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of

preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

- Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
  - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
  - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
  - Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
  - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
  - Planned metrics to measure the campaign.
  - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.

- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Research: Facts and data must be cited and secured from quality sources.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Introduction to Social Media Strategy

### Introduction to Social Media Strategy Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Demonstrates understanding of the event topic** | *No understanding of event topic OR incorrect topic used* | *Understanding of topic inconsistent during the presentation* | *Demonstrates the topic throughout presentation* | *Demonstrates use of industry terminology and expertise throughout presentation* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrate knowledge of a social media strategy and metrics throughout** | *No knowledge demonstrated* | *Unclearly demonstrated knowledge of social media or metrics* | *Demonstrates knowledge of social media and metrics* | *Demonstrates knowledge of social media strategies and metrics with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Explains the design and development process** | *No explanation or description of the design and development process* | *Explains the design OR development process* | *Explains both the design and the development process* | *Expert industry explanation of both design and development process* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Incorporates campaign into presentation** | *Does not present campaign* | *Campaign is presented but contains less than 3 models of social media OR contains 3 models that are not well developed* | *Campaign is presented with 3 models of social media and is well developed* | *Campaign is presented with 3 models of social media and is fully developed* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Substantiates and cites sources used while conducting research** | *Sources are not cited* | *Sources/References are seldom cited to support statements* | *Professionally legitimate sources & resources that support statements are generally present* | *Compelling evidence from professionally legitimate sources & resources is given to support statements* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Job Interview (High School)

Job Interview is a competitive event demonstrating members creation of job materials and interviewing techniques. This competitive event consists of pre-judged materials and presentation (interview) components.

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Presentation
**Event Elements:** Pre-judged Materials and Presentation (Interview)
***Pre-judged Component:*** *Resume and Cover Letter due May 13, 2025 (for NLC)*
***Presentation Time:*** *10-minute interview*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism

### State

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • N/A |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has three parts: pre-judged, preliminary presentation (interview), and final presentation (interview)
- This event can be run as a final presentation (interview) only (eliminating the preliminary interview) depending on the number of registered competitors.
- The selected job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job.
- Pre-judged Materials
    - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the state conference registration system by February 13, 2025.
    - Cover Letter Specifics
        - Not to exceed one page.
        - Address letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041
        - *Note: Merit Corporation is a fictitious company*
    - Resume Specifics
        - Not to exceed two pages.
        - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
        - Photographs are not allowed.
    - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous SLC or NLC.
    - Restricted Items: QR codes cannot be included in the cover letter or resume.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - The pre-judge materials are judged before the SLC.
    - Pre-judged materials will not be returned.
- Preliminary Presentation – The Interview
    - **Interview Time:** 10 minutes (one-minute warning)
    - **Internet Access:** Not provided
    - The presentation (interview) is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors are randomly assigned to sections.
    - No materials can be brought to the interview.
- Final Presentation – The Interview
    - **Interview Time:** 10 minutes (one-minute warning)
    - **Internet Access:** Not provided
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.

- Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
- No materials can be brought to the interview.

*Scoring*

- The pre-judge and preliminary presentation (interview) scores will be added together to determine the finalists.
- The final presentation (interview) score determines the winners.
  - If there is no preliminary presentation (interview) round, the pre-judge and final presentation (interview) will be added together to determine the winners.
- Pre-judge scores 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/interview time.

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • N/A |

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

- This event has three parts: pre-judged, preliminary presentation (interview), and final presentation (interview)
- The selected job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job.
- Pre-judged Materials
    - **Submission Deadline:** A PDF of the cover letter and resume must be uploaded in the conference registration system by May 13, 2025.
    - Cover Letter Specifics
        - Not to exceed one page.
        - Address letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041
        - *Note: Merit Corporation is a fictitious company*
    - Resume Specifics
        - Not to exceed two pages.
        - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
        - Photographs are not allowed.
    - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters. Resumes and cover letters must be original, current, and not submitted for a previous NLC.

  - Restricted Items: QR codes cannot be included in the cover letter or resume.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The pre-judge materials are judged before the NLC.
  - Pre-judged materials will not be returned.
- Preliminary Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - The presentation (interview) is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - Competitors are randomly assigned to sections.
  - No materials can be brought to the interview.
- Final Presentation – The Interview
  - **Interview Time:** 10 minutes (one-minute warning)
  - **Internet Access:** Not provided
  - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
  - Final presentations are not open to conference attendees. The presentation will take place in a large, open area.
  - No materials can be brought to the interview.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Job Interview (High School)

FBLA
Future Business Leaders of America

### Job Interview Pre-Judged Materials Rating Sheet

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

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

Comments:

### Job Interview Presentation Interview Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Demonstrates the ability to understand and respond to interview questions** | *Does not answer questions* | *Answers are not relevant to questions asked* | *Answers are relevant to the questions asked* | *Answers are relevant and fully support knowledge of position/duties* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Relates previous experiences/activities with position's duties and skills necessary to succeed** | *No evidence of previous experience/activities* | *One previous experience/activity mentioned but not related to position's duties or skills necessary for success* | *One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success* | *Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Possesses knowledge about the position and career field** | *No evidence of position or career field knowledge* | *Has limited knowledge of the organization or understanding of the position* | *Comprehensive knowledge of the organization or understanding of the position demonstrated* | *Extensive knowledge of both the organization and career field demonstrated* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Asks questions that demonstrate an interest in the organization and understanding of the position** | *No questions asked* | *Questions asked, but are not related to the organization or understanding of the position* | *Questions asked that are related to the organization or understanding of the position* | *Questions asked that are directly related to both the organization and understanding of the position* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Presentation Delivery** | | | | | |
| **Demonstrates proper greeting, introduction, and closing** | *Competitor does not use proper greeting, introduction, OR closing* | *Competitor greeting, introduction, OR closing was weak* | *Competitor has strong greeting, introduction, AND closing* | *Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Demonstrates strong self-confidence, appropriate assertiveness, and enthusiasm** | *Competitor did not demonstrate self-confidence, assertiveness, OR enthusiasm* | *Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm* | *Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm* | *Competitor led the interview process and effectively used interview time* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Demonstrates proper verbal and nonverbal communication skills** | *Verbal AND nonverbal communication skills are inappropriate* | *Verbal and/or nonverbal communication skills are weak or distracting* | *All questions were clearly answered using good grammar and appropriate body language* | *Verbal communication skills are excellent; nonverbal communication is natural* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Journalism

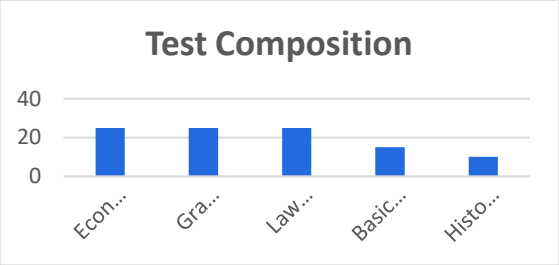
Journalism provides members with the opportunity to demonstrate knowledge around competencies around journalism. This competitive event consists of an objective test. It aims to inspire members to learn about the economics and business of journalism.

### Event Overview

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

### Objective Test Competencies

- Economics and Business of Journalism
- Grammar & Format
- Law and Ethics
- Basic Journalism Principles
- History of Journalism




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Economics and Business of Journalism

1. Identify the major funding sources that impact journalism, journalists, and publications.
2. Examine the economic impacts of social media on the journalism industry.
3. Identify the funding sources that allow for publications and news reporting.
4. Identify the education needed for different careers in journalism.
5. Understand the ranking structure and hierarchy of a journalistic environment.
6. Identify the potential salary opportunities for careers in journalism.
7. Identify the major funding sources for journalism.
8. Identify the major expenses for journalism.
9. Examine the economic impacts of digital and social media on the journalism industry.

B. Grammar & Format

1. Identify perspectives and how they are used in journalism.
2. Understand different types of abbreviations and how they are used correctly.
3. Understand what type of formats are used in different media sources.
4. Understand media terminology such as alliteration, onomatopoeia, simile, metaphor.

C. Law and Ethics

1. Identify major laws that impact journalism.
2. Understand the ethical boundaries most important to journalists, specifically when it relates to sources and sharing of information.
3. Understand the impacts of ethical decisions made by journalists on society and the individuals involved.
4. Identify major historical events related to journalism ethics.

D. Basic Journalism Principles

1. Define journalism.
2. Understand common principles that determine newsworthiness of an item.
3. Explain how news values remain true year over year, regardless of societal changes.
4. Explain the basic questions used in news gathering.
5. Define the role of sources in journalism.
6. Understand how strong leads define a story.

E. History of Journalism

1. Explain the constitutional amendments as they relate to the practice of journalism.
2. Identify the major players in the history of journalism and what role they played in the industry.
3. Explain the role of journalists in war and battle.
4. Understand the history of the major players in the journalism industry and the impacts they have had.
5. Understand timelines and transitions in style, medium, and circulation of different types of publications.
6. Identify and understand different awards presented in journalism, including major recipients and milestones in the industry related to these awards.

# 2024-25 Competitive Events Guidelines

## Local Chapter Annual Business Report

Local Chapter Annual Business Report provides chapter members with the opportunity to share their chapter's Program of Work and activities for the year. This competitive event consists of a pre-judged report and presentation component.

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members present the chapter project
**Event Category:** Chapter Event
**Event Elements:** Pre-judged Report & Presentation
***Pre-judged Component:*** *17-page report due May 13, 2025 (for NLC)*
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: pre-judged report and final presentation.
- Pre-judged Report
    - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 6, 2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - Report Specifics
        - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
        - The second page must include a table of contents and each page must be numbered.
        - Divider pages and appendices are optional and must be included in the page count.
        - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
        - Restricted Items: QR codes and links cannot be included in the report.
    - Reports should follow the rating sheet sequence.
    - Chapter activity artifacts are included and accurately and professionally displayed.
    - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC or NLC.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - Reports should follow the rating sheet sequence.
    - The report is judged before the SLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
- Final Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not provided
    - Based on the pre-judged report scores, the top 6 teams will advance to the final presentation.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

- The report score will determine the finalists.
- The final presentation score will determine the winners.
- The report 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

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

- The Local Chapter Annual Business Report Award is named after Hamden L. Forkner. Dr. Forkner was a professor of education at the Teachers College at Columbia University, where he developed the concept of what would become the Future Business Leaders of America.

*Event Administration*

- This event has three parts: pre-judged, preliminary presentation, and final presentation
- Pre-judged Report
  - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 13, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Report Specifics
    - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
    - The second page must include a table of contents and each page must be numbered.
    - Divider pages and appendices are optional and must be included in the page count.
    - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
    - Restricted Items: QR codes and links cannot be included in the report.
  - Reports should follow the rating sheet sequence.
  - Chapter activity artifacts are included and accurately and professionally displayed.
  - Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - The report is judged before the NLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.
- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology

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

        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Local Chapter Annual Business Report

FBLA Future Business Leaders of America

### Local Chapter Annual Business Report Pre-Judged Report Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Include "State of the Chapter" remarks to current member by chapter president. Report on membership numbers and population size of school and community.** | *This section is missing in the report* | *Part of this information is missing* | *All the information is included and easy to find* | *All the information is included, easy to find, and additional school and/or community information is given* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Program of Work** | *Program of Work not included in report* | Program of Work is a calendar of activities/events | *Program of Work is a calendar with some objectives* | *Program of Work is an extensive document with alignment to specific chapter goals & objectives* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Report activities to benefit chapter and its members:**<br>• **Recruitment**<br>• **Leadership Development**<br>• **Career Exploration & Preparation**<br>• **Business Partnerships**<br>• **Chapter Fundraising**<br>• **Public Relations & Chapter Publicity** | *This section is missing in the report* | *There is at least one activity mentioned in each component listed in this section* | *There are two activities reported in each component listed in this section, with details shared* | *There are three or more activities reported in each component listed in this section, with details shared* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Describe activities to benefit other individuals and organizations:**<br>• **State Projects & Programs**<br>• **National Projects & Programs**<br>• **Other community service projects** | *This section is missing in the report* | *There is at least one activity mentioned in each component listed in this section* | *There are two activities reported in each component listed in this section, with details shared* | *There are three or more activities reported in each component listed in this section, with details shared* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Include conferences attended and recognition received:**<br>• **Participation in FBLA conferences**<br>• **Other chapter and individual recognitions earned**<br>• **Competitive event winners and participation** | *This section is missing in the report* | *There is at least one activity mentioned in each component listed in this section* | *There are two activities reported in each component listed in this section, with details shared* | *There are three or more activities reported in each component listed in this section, with details shared* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Report Format** | | | | | |
| **Guidelines followed and report arranged according to rating sheet (See above Expectation Items)** | *Had more than specified page count, missing one or more sections and/or does not follow rating sheet* | *All information presented, but order inconsistent with rating sheet* | *Information arranged according to rating sheet* | *Presented in the correct order, correct page count, and includes written transitions between sections* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |

# 2024-25 Competitive Events Guidelines

## Local Chapter Annual Business Report

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Formatted and designed as business report** | *Does not format document* | *Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos* | *Consistent formatting throughout the report* | *Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Chapter activity artifacts included accurately and professionally displayed.** | *No artifacts included* | *Artifacts included, but not professionally displayed* | *Artifacts included* | *Artifacts included and enhance the written report* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Include correct grammar, punctuation, and spelling** | *More than 5 grammar, punctuation, or spelling errors* | *3-4 grammar, punctuation, or spelling errors* | *No spelling errors, and not more than 2 grammar or punctuation errors* | *No spelling error, and not more than 1 grammar or punctuation error* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| | | | | **Report Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Local Chapter Annual Business Report

FBLA Future Business Leaders of America

### Local Chapter Annual Business Report Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Describe chapter's program of work and summary of year's activities** | *No evidence of chapter's program of work and summary of year's activities presented* | *Chapter's program of work and summary of year's activities explained briefly* | *Chapter's program of work and summary of year's activities clearly outlined* | *Chapter's program of work and summary of year's activities clearly outlined. Activities are chronological, related to chapter goals/objectives and clearly explained* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Describe activities to benefit chapter and its members:**<br>• **Recruitment**<br>• **Leadership Development**<br>• **Career Exploration & Preparation**<br>• **Business Partnerships**<br>• **Chapter Fundraising**<br>• **Public Relations & Chapter Publicity** | *No evidence of activities* | *There is at least one activity described in two of the components listed* | *There is at least one activity described in four of the components listed* | *There is at least one activity described in all components listed* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Describe activities to benefit other individuals and organizations:**<br>• **State Projects & Programs**<br>• **National Projects & Programs**<br>• **Other community service projects** | *No evidence of activities* | *There is at least one activity described in one of the components listed* | *There is at least one activity described in each component listed* | *Multiple activities are described in all components listed* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Describe conferences attended and recognition received:**<br>• **Participation in FBLA conferences**<br>• **Other chapter and individual recognition earned**<br>• **Competitive event winners and participation** | *No evidence of activities* | *There is at least one activity described in one of the components listed* | *There is at least one activity described in each component listed* | *Multiple activities are described in all components listed* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines
## Marketing

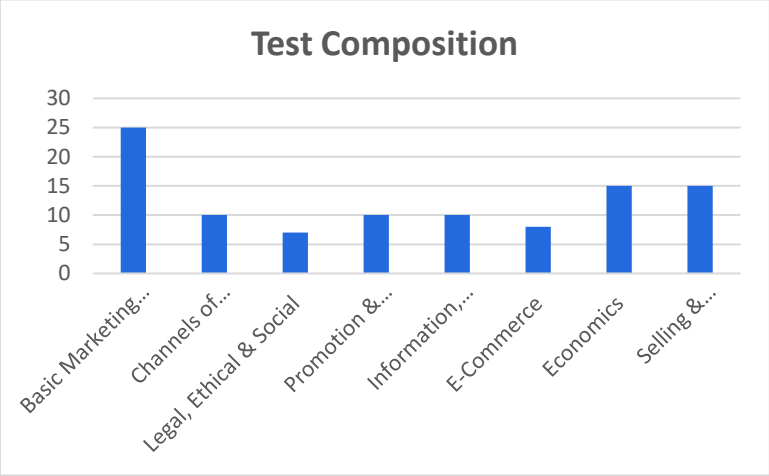
Marketing provides members with the opportunity to gain knowledge around marketing. This competitive event consists of an objective test and a role play scenario.

### Event Overview

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

### Objective Test & Role Play Competencies

- Basic Marketing Functions
- Channels of Distribution
- Legal, Ethical, and Social Aspects of Marketing
- Promotion and Advertising Media
- Marketing Information, Research, and Planning
- E-Commerce
- Economics
- Selling and Merchandising




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 8 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC 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 5.

*Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
    - **Objective Test Time:** 50 minutes
    - **Objective Test Questions:** 100 questions
    - This event is an objective test administered and proctored by an adult at a designated school-site prior to the SLC.
    - No reference or study materials may be brought to the testing site.
    - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.

- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 8 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario encountered in marketing. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

*Scoring*

- The team-averaged objective test score determines the top 8 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*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 ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

*Electronic Devices*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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

*Recognition*

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

*Event Administration*

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

*Scoring*

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.

- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

*Recording of Presentations*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Test Competencies and Tasks

A. Basic Marketing Functions
   1. Analyze the differences between a production-oriented company, a sales-oriented company, and a marketing-oriented company.
   2. Explain the marketing concept and describe the benefits of marketing and their importance.
   3. Explain the functions involved in marketing goods and services.
   4. Identify, explain, compare, and contrast the different types of business ownership (e.g., sole-proprietorship, partnership, corporation, franchise, and licensing).
   5. Identify the elements of the marketing mix (e.g., product, price, place, and promotion) and describe its contribution to successful marketing.
   6. Explain the concept of product mix and describe types of product mix strategies for various product classifications.
   7. Describe the process for new product and service development (e.g., conception, development, and test marketing).
   8. Explain the advantages and disadvantages of extending product lines and of product line diversification.
   9. Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).
   10. Explain the functions of packaging and why each is important.
   11. Describe the importance of branding, packaging, and labeling.

12. Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.
13. Identify and explain the factors that influence a product's price (e.g., cost, quality, competition, and brand loyalty).
14. Explain how consumer practices (e.g., shoplifting, improper returns, and product liability claims) affect prices.
15. Explain ways that government regulations/laws affect pricing practices (e.g., price discrimination and collusion).
16. Describe the influences of supply and demand on pricing and the concept of price elasticity.

B. Channels of Distribution

1. Explain the concept of distribution and identify the channels of distribution.
2. Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.
3. Identify the most efficient means (e.g., cost benefit analysis) for distributing different types of products and services.
4. Identify shipping and receiving processes.
5. Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution.
6. Explain storing (e.g., cold storage, commodity, bulk) and warehousing options (e.g., distribution centers, public, and private) and procedures to store merchandise until needed.
7. Describe the methods of handling merchandise and inventory control.

C. Legal, Ethical, and Social Aspects of Marketing

1. Describe the impact of specific marketing regulations/laws on both domestic and international business.
2. Identify ethical issues and their impact on marketing.
3. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.
4. Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of marketing in society.
5. Discuss the role of federal regulatory agencies (e.g., Food and Drug Administration, Consumer Product Safety Commission, Environmental Protection Agency).

D. Promotion and Advertising Media

1. Explain the role of promotion as a marketing function and identify the major purpose of advertising.
2. Identify major promotional activities used in marketing and the benefits of each.
3. Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).
4. Identify ethical issues (e.g., false and misleading advertising, copyright infringement, and age group discrimination) in marketing.
5. Identify various forms and purposes of sales promotion (e.g., sweepstakes, coupons, contests, and specialty products).
6. Explain the concept of promotional mix and identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, and personal selling).
7. Explain concept and purpose of visual merchandising, display, and trade shows to communicate with targeted audiences.

E. Marketing Information, Research, and Planning

1. Identify the reasons for conducting market research.
2. Explain marketing research methods and procedures.
3. Identify sources of primary and secondary data.
4. Identify ways to obtain market data for market research (e.g., surveys, interviews, and observations).
5. Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, and geography) and describe how it is used.
6. Explain why a marketing plan is essential and identify the components of a marketing plan.
7. Describe how marketing information is used in business decisions.

F. E-Commerce

1. Identify ways that technology including the Internet impacts marketing.
2. Explain the impact of the Internet on marketing.
3. Identify online shopping techniques for sales and purchasing.
4. Discuss the role e-commerce will play in the marketing of goods and services.
5. Explain considerations in Web site pricing.
6. Explain how a Web site presence can be used to promote a business or product.

G. Economics

1. Analyze the impact of changing economic conditions on marketing strategies.
2. Explain the concept of competition and describe ways competition affects marketing decisions.
3. Distinguish between consumer and capital economic goods and services.
4. Explain the concept and characteristics of private/free enterprise.
5. Explain the concept of profit in private enterprise and identify factors (e.g., economics, human, and nature) affecting a business' profit.
6. Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship).
7. Explain the principles of supply and demand.
8. Compare and contrast the types of economic systems (e.g., capitalism, socialism, and communism).
9. Identify and examine economic indicators and business cycles (e.g., GDP, GNP, and Consumer Price Index).
10. Explain the concepts of scarcity and elasticity of demand.
11. Discuss balance of trade, trade barriers, and concepts of tariffs.
12. Describe the importance of marketing in a global economy.

H. Selling and Merchandising

1. Describe the purpose and importance of selling.
2. Describe the concepts and techniques used in selling and explain the steps in the selling process.
3. Demonstrate the ability to translate product knowledge/customer service information into customer benefits.
4. Explain the factors that influence customer buying motives and decisions.
5. Explore the ethical issues involved in selling (e.g., high pressure sales and misrepresenting product information).
6. Examine the role of salespersons in building customer relationships.
7. Demonstrate completing the sales transaction, including method of payment, and counting back change; the proper way to fold, wrap, and bag merchandise after a sale; and thanking customers and inviting them to return.

8. Apply appropriate methods of handling customer inquiries, complaints, or difficult situations.
9. Identify consumer protection agencies (e.g., FTC, Better Business Bureau, and Consumer Product Safety Commission) and explain their services.
10. Identify examples of service extensions (e.g., product warranty, technical support, or service contract).

### Marketing Role Play Presentation Rating Sheet

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

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

Comments:

# 2024-25 Competitive Events Guidelines

## Networking Infrastructures

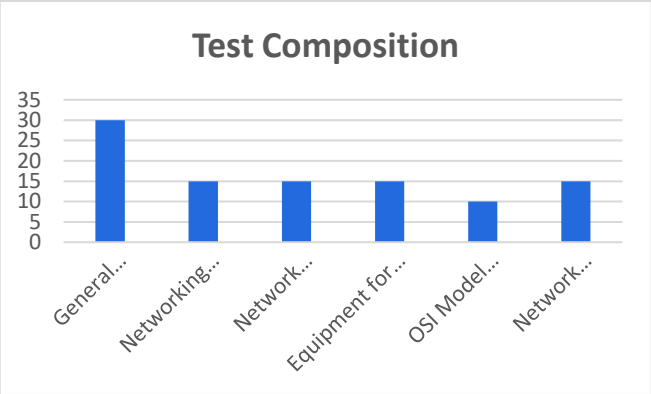
Networking Infrastructures provides members with the opportunity to demonstrate knowledge around competencies in network administration. This competitive event consists of an objective test. It aims to inspire members to learn about networks in today's connected workplace.

### Event Overview

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

### Objective Test Competencies

- General Network Terminology and Concepts
- Network Operating System Concepts
- Network Security
- Equipment for Network Access (Wi-Fi, wireless)
- OSI Model Functionality
- Network Topologies & Connectivity




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

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- 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*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. General Network Terminology and Concepts

1. Demonstrate knowledge of the purposes, benefits, and risks for installing a network.
2. Identify types of networks (e.g., LAN, WAN, MAN) and their features and applications.
3. Interpret basic networking terminology and concepts.
4. Identify various network operating systems (i.e., Novell, Linux, Apple, and Mac).
5. Identify the relationship between computer networks and other communications networks (i.e., telephone system).
6. Understand the differences between various network environments (e.g., peer-to-peer, client-server, thin client, n-tier, Internetworks, intranets, and extranets).
7. Analyze the advantages and disadvantages of peer-to-peer and client/server networks.
8. Identify services delivered by a server, such as application server, communication server, domain/directory server, fax server, file and print server, mail server, and Web server.
9. Identify applications and server services, including printer, DNS, DHCP and Internet services.
10. Know the functions of common help-desk tools and resources such as incident tracking, knowledge database, and staffing.
11. Describe the role of the ISP.
12. Define and explain the function of DNS, DHCP, WINS and host files.
13. Differentiate between various current protocols (e.g., AppleTalk, TCP/IP, IPX/SPX, NETBEUI, and DHCP).
14. Explain current network standards and pseudo-standards (e.g., IEEE, RFCs, and ISO).
15. Describe the role of the NIC (Network Interface Card) including explanation of the MAC (Media Access Control) address and its uses.
16. Define terms related to network media (e.g., shielding, crosstalk, and attenuation).
17. Identify standard high-speed networks (e.g., broadband, ISDN, SMDS, ATM, FDDI).
18. Identify names, purposes, and characteristics of network connectors (e.g., RJ45 and RJ11, ST/SC/LC, MT-RJ, USB).
19. Identify tools, diagnostic procedures, and troubleshooting techniques for networks.

B. Network Operating System Concepts

1. Identify the general characteristics and functions of network operating systems (i.e., window NT, LINUX, UNIX, etc.).
2. List and describe the function of the system files for major operating systems.
3. Navigate the desktop operating system environment by using system utilities, system administrative tools, file-structure tools, and hardware-management tools.
4. Identify tools, diagnostic procedures, and troubleshooting techniques for operating systems.
5. Properly setup protocols, clients, and adapters on a network operating system.
6. Identify major considerations faced when installing a network operating system.

C. Network Security

1. Identify security requirements and the need for data protection.
2. Develop, document, and implement a network security plan (install, configure, upgrade and optimize security).
3. Perform preventative maintenance for computer and network security.
4. Demonstrate understanding of physical and logical security issues and solutions.
5. Understand the security procedures and policies necessary to maintain, monitor, and support a network.

6. Know common potential risks and entrance points, including internal and external risks and the tools used to neutralize them (e.g., firewalls, monitoring, antivirus, spyware, and spam protection).
7. Know common techniques for disaster prevention and recovery (backup and restore).
8. Explain principles of basic network security (e.g., IP spoofing, packet sniffing, password compromise, encryption).
9. Describe the importance and demonstrate forms of network security (e.g., password strategies, user accounts).
10. Explore the characteristics, uses, and benefits of software firewalls and hardware firewalls.
11. Illustrate what fundamental legal issues involved with security management.
12. Identify various security, video, building utility monitoring systems and how they link to the network.
13. Describe and implement various forms of malware protection for servers, including antivirus software; spam, adware, and spyware filtering; and patch management.

D. Equipment for Network Access (Wi-Fi, wireless)

1. Explain different functions of network communications equipment (e.g., modems, DSL/CSU, NIC, bridges, switches, routers, and hubs.)
2. Discuss various types of network adapters.
3. Install and configure necessary hardware and software for a basic network installation, including the creation of a shared resource.
4. Explain the uses of current and emerging specialized server hardware, including RAID, blades, SMP, storage devices ultra-SCSI, and hot-swappable technologies.
5. Identify the types of wireless network media (e.g., Wi-Fi, WiMAX, and GSM).
6. Differentiate between broadband and baseband.
7. Describe types of modems (e.g., analog, cable, DSL) and standards.
8. Identify uses of virtual machines.

E. OSI Model Functionality

1. Demonstrate knowledge and identify the properties of the open system interconnection (OSI) standard.
2. Describe the evolution of OSI from its inception to the present and into the future.
3. Describe the primary function of each layer of the OSI model and the way each relates to networking activities.
4. Describe devices in a network environment and their place in the OSI model.
5. Describe the network processes that use protocols and map these to the appropriate OSI levels.
6. Identify the OSI layers at which the following network components operate: Hubs, Switches, bridges, routers, NICs and WAPs.

F. Network Topologies & Connectivity

1. Explain network topologies (e.g., star, bus, ring, broadband, baseband).
2. List advantages and disadvantages and distinguish between the topologies and protocols of local area networks and those of wide area networks.
3. Compare and contrast wireless networking to wired networking.
4. Explain advantages and disadvantages of wireless technologies.
5. Explore the concept of broadband and various incarnations, including DSL, cable, and high-speed wireless (e.g., satellite, Wi-Fi, WiMAX, GSM).

6. Identify components and features of the IEEE (Institute of Electrical and Electronics Engineers) 802 Networking Specifications.
7. Demonstrate knowledge of the principles and operation of fiber optics, analog and digital circuits.
8. Identify the principles and operation of wire (coaxial, fiber optics, etc.) and wireless systems and install.
9. Identify different types of network cabling such as CAT5, Coax, fiber, and select the appropriate type of connectors for each.
10. Install and configure network cards (physical address).
11. Identify names, purposes, and characteristics (e.g., definition, speed and connections) of technologies for establishing connectivity.
12. Demonstrate the use of connectivity methods (cable modem, DSL, T1, dial-up, Wi-Fi) and peripheral equipment (e.g., portable storage devices, printers, and cable modem and wireless technologies).
13. Specify the general characteristics (e.g., carrier speed, frequency, transmission type and topology) of the following wireless technologies: 802.ll, 802.11x, infrared, and Bluetooth.
14. Identify factors which affect the range and speed of wireless service (e.g., interference, antenna type and environmental factors).
15. Test, validate, and troubleshoot IP connectivity using TCP/IP utilities.
16. Demonstrate use of remote access (VPN, teleconferencing, etc.)

# 2024-25 Competitive Events Guidelines

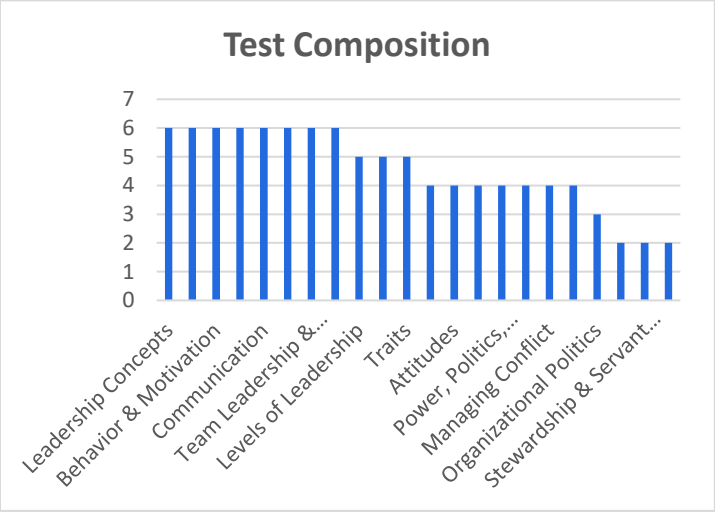
## Organizational Leadership

Organizational Leadership provides members with the opportunity to demonstrate knowledge around competencies in the leadership of an organization. This competitive event consists of an objective test. It aims to inspire members to learn about the different leadership concepts in the business environment.

### Event Overview

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

### Objective Test Competencies




- Leadership Concepts
- Leadership Managerial Roles
- Leadership Behavior and Motivation
- Networking
- Communication Skills
- Leader/Follower Relations
- Team Leadership and Self-Managed Teams
- Strategic Leadership for Managing Crises and Change
- Levels of Leadership
- Leadership Theory
- Traits of Effective Leaders
- Personality Profile of Effective Leaders
- Leadership attitudes
- Ethical Leadership
- Relationship Between Power, Politics, Networking, and Negotiation
- Coaching
- Managing Conflict
- Leadership and Team Decision Making
- Organizational Politics
- Charismatic and Transformational Leadership
- Stewardship and Servant Leadership
- Leadership in a Diverse Setting

## State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
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- Each chapter may submit unlimited entries per objective test event.
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*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners 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.

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*Electronic Devices*

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## National

*Required Competition Items*

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*Important FBLA Documents*

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

*Eligibility*

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*Electronic Devices*

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## Study Guide: Competencies and Tasks

A. Leadership Concepts
1. Explain why leadership is important.
2. Define leadership.
3. Explain how self-assessment is used to determine leadership potential.
4. Describe characteristics of leaders (initiative, ability to function independently, follow-through, ethics, and ability to respond to ambiguity and change, resiliency, positive attitude, confidence, record of excellence).

B. Leadership Managerial Roles
1. Describe interpersonal roles for managerial leadership.
2. Explain informational roles for managerial leadership.
3. Describe decisional roles of managerial leaders.
4. Understand the importance of effective research for leadership decisions.
5. Appreciate the perspectives of other individuals within an organization.
6. Explain how successful leaders use reflection and application for future challenges.
7. Explain the importance of analyzing situations to gain a more comprehensive understanding.
8. Explain how leaders connect individual thinking with systems thinking.
9. Explain the importance of evaluating different alternatives to make the best decisions.
10. Describe how leaders generate new ideas by expanding their thinking beyond convention.
11. Explain how problem solving and decision making are key duties for leaders.
12. Explain how self-understanding (personal values, personal contributions, scope of competence) determines leadership capabilities.

C. Leadership Behavior and Motivation
1. Compare leadership styles.
2. Explain the difference between job-centered and employee-centered behavior.
3. Explain the motivation process for leadership.
4. Compare and contrast motivation theories.
5. Define Maslow's Hierarchy of Needs Theory.
6. Explain the need for individuals to balance professional and personal needs.
7. Define the Equity Theory, Expectancy Theory, Reinforcement Theory, and Goal-Setting Theory for motivation.

D. Networking
1. Define professional networking.
2. Explain the relationship between professional networking and leadership.
3. Explain the leadership advantages of forming professional networks.
4. Describe the power of productive interpersonal interaction.
5. Describe characteristics of productive leaders (appropriate interaction with others, empathy, mentoring, helping others, motivation, empowerment, feedback, supervision, collaboration, and other's contributions).

E. Communication Skills

1. Explain how successful leadership is based upon solid communication.
2. Define the elements of the communication process (sender, receiver, message, and feedback).
3. Explain common approaches to getting feedback on messages.
4. Explain the power of nonverbal communication.
5. Explain the role of conflict negotiation for groups.
6. Explain the importance of listening skills.

F. Leader/Follower Relations
1. Define the Leader-Member Exchange (LMX) Theory.
2. Describe how group dynamics impact team building for leadership.
3. Explain strategies for developing positive leader-member relations.
4. Explain the importance of effective leader feedback.
5. List characteristics of an effective follower.
6. Explain the dual role of being a leader and a follower.

G. Team Leadership and Self-Managed Teams
1. Explain the use of teams in organizations.
2. Explain the difference between a group and a team.
3. Explain advantages and disadvantages of teamwork.
4. Describe characteristics of effective teams and the role of leadership.
5. Differentiate characteristics of different teams (functional, cross-functional, and self-managed).

H. Strategic Leadership for Managing Crises and Change
1. Explain the need to analyze the environment to form a strategic vision.
2. Explain the importance of mission statement, objectives, and strategic planning/implementation for leadership.
3. Explain the importance of evaluating leadership strategies.
4. Explain the need for leadership in crisis situations.
5. Define crisis management.
6. List the five-step process for crisis management (risk identification, risk assessment and ranking, risk reduction strategies, crisis prevention simulations, crisis management).
7. Recognize the need for change.
8. Understand why people resist change.
9. Define the change process.
10. Explain the mission, vision, goals, plan, and organization for making leadership decisions.

I. Levels of Leadership
1. Explain individual leadership.
2. Describe leadership within a group.
3. Define organizational leadership.
4. Describe interrelationships among individual, group, and organizational leadership.

J. Leadership Theory
1. Describe leadership theory.
2. Explain application of leadership theory.
3. Explain leadership skill development and the need for flexibility.

K. Traits of Effective Leaders
1. Define traits of effective leaders.
2. Explain how leadership traits can be acquired.

L. Personality Profile of Effective Leaders
1. Explain the Achievement Motivation Theory.

2. Define the Leader Motive Profile.
3. Explain how self-assessment is used to determine leadership qualities.

M. Leadership Attitudes
1. Differentiate Theory X and Theory Y styles of leadership.
2. Explain how attitudes influence leadership styles.
3. Explain the Pygmalion Effect on Leadership.

N. Ethical Leadership
1. Explain ethical leadership behavior.
2. Explain how personality traits and attitudes, moral development, and the situation affect ethical behavior.
3. Describe how people justify unethical behavior.
4. Describe simple guides to ethical behavior.
5. List characteristics of ethical leaders.

O. Relationship Between Power, Politics, Networking, and Negotiation
1. Describe sources of power for leaders.
2. Explain types of power, influencing tactics, and ways to increase personal power.

P. Coaching
1. Explain the relationship between coaching and leadership.
2. Describe why criticism does not work.
3. Explain how mentoring is used to prepare future leaders.

Q. Managing Conflict
1. Describe conflict management styles.
2. Define conflict resolution and mediation.

R. Leadership and Team Decision Making
1. Describe the difference between leader-centered and group-centered decision making.
2. Explain the difference between individual and team decision making.

S. Organizational Politics
1. Explain the nature of organizational politics.
2. Explain the relationship between political behavior and leadership.

T. Charismatic and Transformational Leadership
1. Describe factors that determine personal meaning.
2. Describe characteristics of charismatic leaders.
3. Explain the effects of charismatic leadership.
4. Define attributes and behaviors for transformational leadership.

U. Stewardship and Servant Leadership
1. Explain the nature of stewardship and servant leadership.
2. Describe the framework for stewardship and servant leadership.

V. Leadership in a Diverse Setting
1. Understand the power of culture.
2. Differentiate characteristics of low-performance and high-performance culture.
3. Describe how leaders are culture creators.
4. Explain how culture, values, diversity, and the learning organization influence the role of leaders.
5. Define diversity and explain the importance of inclusion for decision making.
6. Explain the importance of social responsibility.

# 2024-25 Competitive Events Guidelines

## Parliamentary Procedure (High School)

Parliamentary Procedure provides members with the opportunity to showcase their knowledge around parliamentary procedure concepts. This competitive event consists of an objective test and a role play scenario.

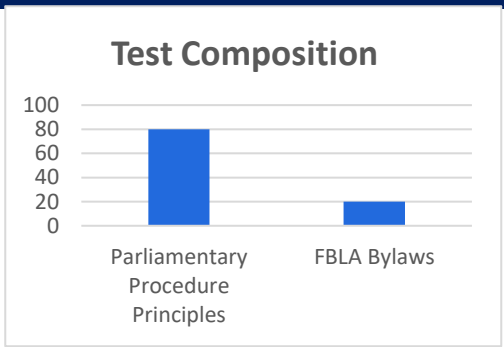
### Event Overview

**Division:** High School
**Event Type:** Team of 4 or 5 members
**Event Category:** Role Play Event
**Event Elements:** Objective Test and Role Play
***Objective Test Time:*** *50 minutes*
***Role Play Time:*** *20-minute preparation time, 9-11-minute presentation time*
**NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

### Objective Test Competencies

- Parliamentary Procedure Principles
- FBLA Bylaws

The objective test and presentation criteria for this event will be based on *Robert's Rules of Order, Newly Revised, 12th edition*




### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification | • Test login information (link & password) |
| **Role Play** | • Reference materials<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code<br>• Gavel and sounding block | • Pencils for prep and presentation room<br>• Secret role play problem/scenario<br>• Paper for secretary's notes |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- All team members are expected to actively participate in the presentation.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 6 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of teams will determine the number of winners. The maximum number of winners is 5.
- The Parliamentary Procedure award is named after Dorothy L. Travis. Dorothy was one of the founders of North Dakota FBLA and was appointed as the first State Chairperson in 1967.

*Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
    - **Objective Test Time:** 50 minutes
    - **Objective Test Questions:** 100 questions
    - This event is an objective test administered and proctored by an adult at a designated school-site prior to the SLC.
    - No reference or study materials may be brought to the testing site.
    - All electronic devices such as cell phones and smart watches must be turned off before competition begins.

- Competitors must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.

- Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time**: 9-11 minutes (one-minute warning)
  - **Question & Answer**: None
  - The top 6 scoring teams will advance to the role play final round.
  - The role play will be given to simulate a regular chapter meeting. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Parliamentary procedure reference materials may be used during the preparation period but not during the presentation itself. No script can be brought into or used in the preparation room.
  - The following items may be taken into the prep and presentation room: a gavel/sounding block, a copy of the role play, the treasurer's report, and a copy of the minutes from a preceding meeting. The treasurer's report and minutes are created prior to the competition time.
  - Presentations must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the role play must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be transcribed into minutes.
  - The role play may or may not include class of motions, but all five classes of motions listed in the role play – main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly – must be demonstrated during the presentation.
  - No script, reference materials, visual aids, or electronic devices may be brought to or used during the presentation, except for a gavel/sounding block. Competitors may not adjust seats at the table in the presentation room.
  - Teamwork: All team members are expected to actively participate in the role play.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

*Scoring*

- The team-averaged objective test score determines the top 6 teams advancing to role play round.
- The final role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*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 ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

*Electronic Devices*

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

## National

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |
| **Role Play** | • Reference materials<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code<br>• Gavel and sounding block | • Pencils for prep and presentation room<br>• Secret role play problem/scenario<br>• Paper for secretary's notes |

*Important FBLA Documents*

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

*Eligibility*

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

- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- All team members are expected to actively participate in the presentation.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of teams will determine the number of winners. The maximum number of winners for each competitive event is 10.
- The Parliamentary Procedure award is named after Dorothy L. Travis. Dorothy was one of the founders of North Dakota FBLA and was appointed as the first State Chairperson in 1967.

*Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time**: 9-11 minutes (one-minute warning)
  - **Question & Answer**: None
  - The top 15 scoring teams will advance to the role play final round.
  - The role play will be given to simulate a regular chapter meeting. The role play will be given to the competitors at the beginning of their assigned preparation time.

- Parliamentary procedure reference materials may be used during the preparation period but not during the presentation itself. No script can be brought into or used in the preparation room.
- The following items may be taken into the prep and presentation room: a gavel/sounding block, a copy of the role play, the treasurer's report, and a copy of the minutes from a preceding meeting. The treasurer's report and minutes are created prior to the competition time.
- Presentations must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the role play must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be transcribed into minutes.
- The role play may or may not include class of motions, but all five classes of motions listed in the role play – main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly – must be demonstrated during the presentation.
- No script, reference materials, visual aids, or electronic devices may be brought to or used during the presentation, except for a gavel/sounding block. Competitors may not adjust seats at the table in the presentation room.
- Teamwork: All team members are expected to actively participate in the role play.
- Role play presentations are not open to conference attendees.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

*Scoring*

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

*Recording of Presentations*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

# 2024-25 Competitive Events Guidelines

## Parliamentary Procedure (High School)

FBLA Future Business Leaders of America

### Parliamentary Procedure Role Play Presentation Rating Sheet

| Motions Classification | Not Completed | Completed | Completed & Correct | Points Earned |
|---|---|---|---|---|
| **Main Motion** | *0 points* | *1-6 points* | *7-10 points* | |
| **Subsidiary Motion** | *0 points* | *1-6 points* | *7-10 points* | |
| **Privileged Motion** | *0 points* | *1-6 points* | *7-10 points* | |
| **Incidental Motion** | *0 points* | *1-6 points* | *7-10 points* | |
| **Bring Again Motion** | *0 points* | *1-6 points* | *7-10 points* | |
| **Business of Meeting** | | | | |
| **Problem Addressed** | *0 points* | *1-16 points* | *17-25 points* | |
| **Proper Use of Parliamentary Terms** | *0 points* | *1-6 points* | *7-10 points* | |
| **Voices Projected and Expressions Clear** | *0 points* | *1-3 points* | *4-5 points* | |
| **Presiding Official Remained Impartial** | *0 points* | *1-3 points* | *4-5 points* | |
| **Members took initiative in meeting** | *0 points* | *1-3 points* | *4-5 points* | |
| | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Partnership with Business Project

Partnership with Business Project provides chapter members with the opportunity to share their chapter's development and implementation of an innovative, creative, and effective partnership with a business to benefit the greater good. This competitive event consists of a pre-judged report and presentation component.

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members present the chapter project
**Event Category:** Chapter Event
**Event Elements:** Pre-judged Report & Presentation
***Pre-judged Component:*** *17-page report due May 13, 2025 (for NLC)*
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members must be registered for the SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: pre-judged report and final presentation.
- Pre-judged Report
    - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 6, 2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - Report Specifics
        - Reports should follow the rating sheet sequence.
        - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
        - The second page must include a table of contents and each page must be numbered.
        - In the remaining fifteen (15) pages, share the following content:
            - Explain the responsibilities of the business and chapter leaders and their degree of involvement (hours spent, personal contact, executives and department heads contacted)
            - Describe planning, development, and implementation of project.
            - Provide examples of publicity and recognition for the project.
            - Discuss benefits and concepts learned from the partnership and degree of impact on both partners and FBLA chapter because of the project.
            - Evaluate the project for its impact on the chapter, business, and community.
        - Divider pages and appendices are optional and must be included in the page count.
        - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
        - Restricted Items: QR codes and links cannot be included in the report.
    - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC or NLC.
    - Pages must be formatted to fit on 8 ½" x 11" paper.
    - Reports should follow the rating sheet sequence.
    - The report is judged before the SLC.
    - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.
- Final Presentation
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)

- **Question & Answer Time:** 3 minutes
- **Internet Access:** Not provided
- Based on the pre-judged report scores, the top 6 teams will advance to the final presentation.
- Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the project:
  - Description of the partnership goals and planning activities
  - Roles of business leaders and chapter members in developing and implementing the partnership
  - Results, concepts learned, and impact of the project
  - Provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
  - Examples of publicity and recognition received as a result of the partnership

*Scoring*

- The report score will determine the finalists.
- The final presentation score will determine the winners.
- The report 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.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.

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

*Recognition*

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

*Event Administration*

- This event has three parts: pre-judged, preliminary presentation, and final presentation
- Pre-judged Report
    - **Submission Deadline:** A PDF of the report must be uploaded in the conference registration system by May 13,2025.
    - **Number of Pages:** The report will be no more than seventeen (17) pages.
    - Report Specifics
        - Reports should follow the rating sheet sequence.
        - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
        - The second page must include a table of contents and each page must be numbered.
        - In the remaining fifteen (15) pages, share the following content:
            - Explain the responsibilities of the business and chapter leaders and their degree of involvement (hours spent, personal contact, executives and department heads contacted)
            - Describe planning, development, and implementation of project.
            - Provide examples of publicity and recognition for the project.
            - Discuss benefits and concepts learned from the partnership and degree of impact on both partners and FBLA chapter because of the project.
            - Evaluate the project for its impact on the chapter, business, and community.
        - Divider pages and appendices are optional and must be included in the page count.
        - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
        - Restricted Items: QR codes and links cannot be included in the report.
    - Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.

- Pages must be formatted to fit on 8 ½" x 11" paper.
- The report is judged before the NLC.
- Pre-judged materials will not be returned. Reports submitted for competition become the property of FBLA. These reports may be used for publication and/or reproduced for sale by FBLA.

- Preliminary Presentation
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not provided
  - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
  - Competitors/teams are randomly assigned to sections.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
    - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - External speakers are not allowed. Only device audio can be used.
    - Power is not available.
  - Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
  - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
  - Presentation should cover the following aspects of the project:
    - Description of the partnership goals and planning activities
    - Roles of business leaders and chapter members in developing and implementing the partnership
    - Results, concepts learned, and impact of the project
    - Provide degree of involvement (hours spent, personal contact, executives and department heads contacted)

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

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Partnership with Business Project

FBLA Future Business Leaders of America

### Partnership with Business Project Pre-judge Report Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Goals**<br><br>Project has specific partnership goals involving a business and FBLA chapter | *This partnership does not involve a FBLA chapter and a business* | *Partnership goals are listed but not well defined* | *Project has specific partnership goals* | *Project has quantitatively defined goals and indicate future activities or steps that could be taken to further the work started* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Roles & Responsibilities**<br><br>Explain the responsibilities of the business and chapter leaders | *Roles & responsibilities were not explained or included* | *Roles & responsibilities of business & chapter leaders along with their degree of involvement was included but not explained in detail* | *Roles & responsibilities of business & chapter leaders along with their degree of involvement was included and explained* | *Roles & responsibilities of business & chapter leaders along with their degree of involvement was included, explained and evident throughout the entire project* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Planning, Development, and Implementation**<br><br>Describe planning, development, and implementation of project | *Planning is not evident or included* | *Planning explanation is not clearly described* | *Planning activities/steps are clearly described* | *Planning activities/steps are clearly described including rationale with evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Development is not evident or included* | *Development explanation is not clearly described* | *Development activities/steps are clearly described* | *Development activities/steps are clearly described including rationale with evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Implementation is not evident or included* | *Implementation explanation is not clearly described* | *Implementation activities/steps are clearly described* | *Implementation activities/steps are clearly described including rationale with evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Publicity**<br><br>Provide examples of publicity and recognition for the project | *No evidence of publicity received* | *Information about publicity included in the report without evidence* | *Information about publicity included in the report with evidence* | *Information about multiple examples of publicity included in the report with evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Outcomes**<br><br>Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project | *No benefits, concepts learned, or impact is stated* | *Benefits, concepts learned, or impact are not all explained* | *Benefits, concepts learned, and degree of impact are all included* | *Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Evaluation**<br><br>Evaluate the project for its impact on the chapter, business, and community | *No evidence of project evaluation is provided* | *Report shows partial evaluations for its impact on the chapter, business, and community* | *Report shows thorough evaluations for its impact on the chapter, business, and community* | *Report shows thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |

# 2024-25 Competitive Events Guidelines

## Partnership with Business Project

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Report Format** | | | | | |
| **Guidelines followed and report arranged according to rating sheet (See above Expectation Items)** | *Had more than specified page count, missing one or more sections and/or does not follow rating sheet* | *All information presented, but order inconsistent with rating sheet* | *Information arranged according to rating sheet* | *Presented in the correct order, correct page count, and includes written transitions between sections* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Format and design of the report** | *Report is not formatted* | *Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos* | *Consistent formatting throughout the report* | *Consistent formatting throughout including advanced skills such as full bleed, effective use of space, related defined graphics, and consistent formatting* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Include correct grammar, punctuation, and spelling** | *More than 5 grammar, punctuation, or spelling errors* | *3-4 grammar, punctuation, or spelling errors* | *No spelling errors, and not more than 2 grammar or punctuation errors* | *No spelling error, and not more than 1 grammar or punctuation error* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| | | | | **Report Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Partnership with Business Project

FBLA
Future Business Leaders of America

### Partnership with Business Project Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Goals**<br><br>Project has specific partnership goals involving a business and FBLA chapter | *This partnership does not involve a FBLA chapter and a business* | *1-2 partnership goals involving a business and FBLA chapter that are not well defined* | *3-4 partnership goals involving a business and FBLA chapter that are well defined* | *5 or more partnership goals involving FBLA chapter and a business that are well defined* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Roles & Responsibilities**<br><br>Explain the responsibilities of the business and chapter leaders | *No leadership roles explained* | *Unclearly explains or is missing the roles & responsibilities of the business and chapter leaders along with their degree of involvement* | *Clearly explains roles & responsibilities of the business and chapter leaders along with their degree of involvement* | *Clearly explains the roles & responsibilities of the business and chapter leaders showing continuous involvement throughout entire project* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Planning, Development, and Implementation**<br><br>Describe planning, development, and implementation of project | *Planning, development, and implementation process not explained* | *Unclearly explains or is missing either the planning, development, or implementation process* | *Clearly explains the planning, development, and implementation process.* | *Clearly explains planning, development, implementation process including rationale with evidence* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Publicity**<br><br>Provide examples of publicity and recognition for the project | *No evidence of publicity received* | *Information about publicity without evidence* | *Information about publicity with evidence* | *Multiple examples of publicity with evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Outcomes**<br><br>Discuss benefits and concepts learned from the partnership and degree of impact on both partners because of project | *No benefits, concepts learned, or impact is stated* | *Benefits, concepts learned, or impact are not all explained* | *Benefits, concepts learned, and degree of impact are all included* | *Benefits, concepts learned, and degree of impact are all included and explained with evidence for both partner and FBLA chapter* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Evaluation**<br><br>Evaluate the project for its impact on the chapter, business, and community | *No evidence of project evaluation is provided* | *Evaluations provide unclear impact on the chapter, business, and community* | *Thorough evaluations and its impact on the chapter, business, and community* | *Thorough evaluations for its impact on the chapter, business, and community as well as plans or recommendations for the future* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Personal Finance

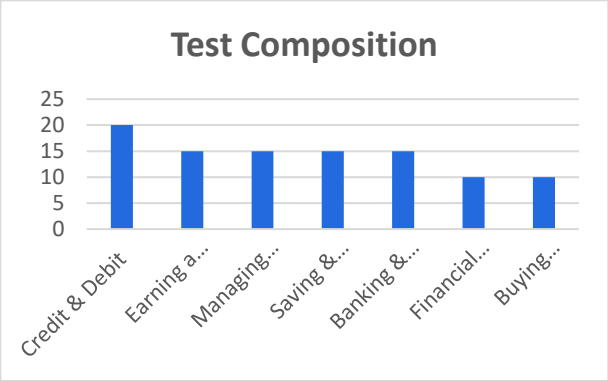
Personal Finance provides members with the opportunity to demonstrate knowledge around introductory competencies in financial skills. This competitive event consists of an objective test. It aims to inspire members to learn how to manage personal finances.

### Event Overview

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

### Objective Test Competencies

- Financial Principles Related to Personal Decision Making
- Earning a Living (Income, Taxes)
- Managing Budgets and Finance (Planning and Money Management)
- Saving and Investing
- Buying Goods and Services
- Banking and Insurance
- Credit and Debt




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Financial Principles Related to Personal Decision Making

1. Evaluate how decisions made at one stage of your life can affect your options at other stages.
2. Find and evaluate financial information from a variety of sources.
3. Identify major consumer protection laws.
4. Make financial decisions by systematically considering alternatives and consequences.
5. Develop communication strategies for discussing financial issues.
6. Control and secure personal information.
7. Describe how wise financial planning can help you achieve your goals.
8. Predict the effects of financial planning on specific situations.
9. Define money (characteristics, role, and forms) and trace how money and resources flow through the American economic system.
10. Define basic economic concepts (such as supply and demand; production, distribution, and consumption; labor, wages, and capital; inflation and deflation).

B. Earning a Living (Income, Taxes)

1. Identify components and sources of personal income.
2. Describe how the demand for certain skills helps determine the amount you will be paid.
3. Identify the effects of employment on financial security.
4. Relate employee benefits to disposable income.
5. Compute gross earnings and describe factors affecting take-home pay.
6. Calculate mandatory and voluntary deductions to get net pay.
7. Compare various employee benefits and retirement programs.
8. Identify various types of taxes that relate to income.
9. Summarize guidelines for reporting taxes.
10. Define exemptions, dependents, and taxable and nontaxable income.
11. Prepare tax forms such as 1040EZ, 1040A using a W2 form and a 1099 interest form, W-4, and I-9 forms
12. Compute taxes using a tax table and other appropriate information.
13. Describe the differences in various types of employment. (i.e., flextime, job sharing, telecommuting, full- and part-time, piece work)

C. Managing Budgets and Finance (Planning and Money Management)

1. Determine short- and long-term goals.
2. Develop and implement a personal financial plan for earning, spending, saving, and investing.
3. Develop a system for keeping and using financial records.
4. Track income and spending to analyze and prepare a budget and make adjustments.
5. Describe the effect of different payment methods—cash, credit, installment loans, mortgages, debit cards, checks or online deposits, transfers, and payments on the budget and financial plan.
6. Identify some of the serious problems that can arise when you don't plan your finances or implement your financial plan.
7. Use financial management software to prepare a budget, track income and expenses, and project taxes.

D. Saving and Investing

1. Define investment terms including risk management, yields, and rate of return.
2. Explain how investing and saving builds wealth and helps meet financial goals.
3. Distinguish between short- and long-term savings goals.

4. Determine saving options and the need for and the purpose of savings.
5. Evaluate investment alternatives and sources of investment information and prepare a personal investment strategy.
6. List types and methods of savings.
7. Compare and choose among saving and investment options such as stocks, bonds, CDs, and 401K savings plans.
8. Describe how to buy and sell investments.
9. Track various stocks over a period of time.
10. Compute the anticipated rate of return on specific investments and savings accounts using various factors such as simple or compound interest, dividends, fees, etc.
11. Explain how taxes affect the rate of return on investments.
12. Demonstrate how to evaluate advisors' credentials and how to select professional advisors and their services.
13. Investigate how agencies that regulate financial markets protect investors.

E. Buying Goods and Services

1. Compare and contrast the advantages and disadvantages of renting versus purchasing property such as a home, auto, and equipment.
2. Calculate costs involved in purchasing and maintaining a vehicle and a home and the methods of figuring depreciation.
3. Determine spending patterns based on a review of financial records.
4. Evaluate information about products and services such as warranties, clearance items, and consumer reports.
5. Compare the advantages and disadvantages of alternative payment types—credit, cash, loans, etc.
6. Describe the rights and responsibilities of buyers and sellers under consumer protection laws.

F. Banking and Insurance

1. Identify common types of risks and basic risk management methods.
2. Identify the purpose, importance, and major characteristics of property and liability insurance protection.
3. Identify the purpose, importance, and major characteristics of health, disability, and life insurance protection.
4. Evaluate how insurance (e.g., auto, home, life, medical, and long-term health) and other risk management strategies protect against financial loss.
5. Compute the costs and benefits of specific insurance plans.
6. Predict how personal factors affect insurance needs and costs.
7. Compare different types of banking options such as credit unions and other banks.
8. Identify the types of banking services and their costs for meeting various needs.
9. Write a check and prepare deposits and withdrawal slips.
10. Maintain a check register including proper procedures for ATM and automatic payment withdrawals.
11. Reconcile a bank statement.
12. Explain the advantages and security issues with online banking and bill payment.

G. Credit and Debt

1. Identify the costs, benefits, and sources of various types of credit.
2. Give the advantages and disadvantages of using credit in specific situations.
3. Explain the purpose of a credit record and identify borrowers' credit report rights.

4. Develop and use personal debt-reduction strategies to manage and avoid or correct debt problems.
5. Identify major consumer credit laws.
6. Reconcile a credit card statement and analyze finance charges.
7. Evaluate the terms and conditions of credit offers and make recommendations based on the analysis.
8. Evaluate the concept of creditworthiness as it relates to credit records, credit ratings, credit reports, and credit laws.
9. Describe the advantages and disadvantages of bankruptcy.
10. Compare the terms and rates of mortgage agreements.
11. Demonstrate awareness of consumer protection and information (identify theft, phishing, scams, etc.).
12. Complete credit forms and loan applications.
13. Compare the costs of a purchase if paid with cash, credit cards, charge accounts, and installment loans.
14. Evaluate various personal and economic factors that influence the availability of credit.
15. Describe the responsibilities of the consumer to the creditor in terms of handling credit as a responsible consumer.

# 2024-25 Competitive Events Guidelines

## Public Policy & Advocacy

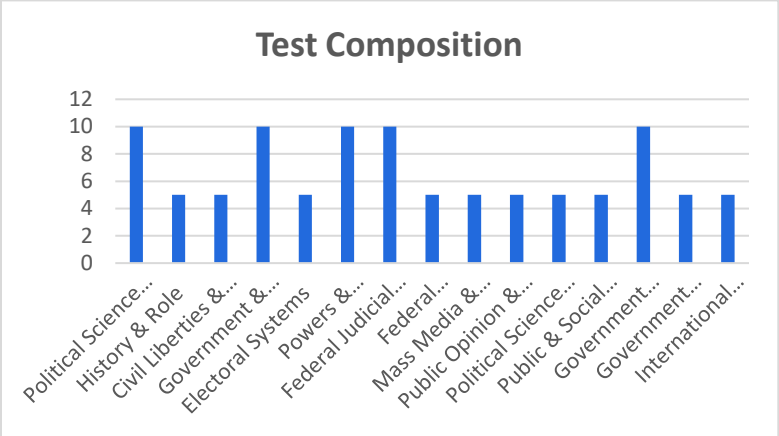
Public Policy & Advocacy provides members with the opportunity to demonstrate knowledge around competencies in policy and advocacy. This competitive event consists of an objective test. It aims to inspire members to learn about the government's role in society and the interaction between economic and political life.

### Event Overview

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

### Objective Test Competencies

- Political Science Terms & Concepts
- History & Role of Political Science
- Civil Liberties & Civil Rights in Political Science
- Forms of Government & Legislatures
- Electoral Systems & Presidential Elections
- The Powers & Elections of Congress
- Federal Judicial System
- Federal Bureaucracy
- Mass Media & Politics
- Public Opinion & Culture
- Political Science Law
- Public & Social Policy
- Government Fiscal Policy
- Government Foreign & Defense Policies
- International Relations Concepts




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
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- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• 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*

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*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Political Science Terms & Concepts
1. Define political science.
2. Explain the role and conflicts of politics in government.
3. Define democracy, capitalism, and Constitutionalism.
4. Define types and sources of political power.
5. Explain shifting power from a majority to a few.
6. Explain the relationship between political culture and public opinion.
7. Describe the role of citizenship and civil society in a democracy.
8. Define political justice and individual rights.
9. Define the components of Gross Domestic Product (GDP).
10. Explain the difference between countries, nations, states, and governments.

B. History & Role of Political Science
1. Describe the history of political parties in the U.S.
2. Explain the difference between the two-party and multi-party government systems.
3. Define current political parties.
4. Explain the role of minor political parties.
5. Describe the relationship between political parties and special interest groups.
6. Define special interest groups.
7. Explain the difference between private and public special interest groups.
8. Explain how special interest groups (example: Boston Tea Party) have influenced American politics.

C. Civil Liberties & Civil Rights in Political Science
1. Outline the history of Civil Liberties in the United States.
2. Explain the importance and limitations of freedom of speech, press, religion, and assembly.
3. Define the procedural rights for the accused.
4. Explain the right to privacy and the right to bear arms.
5. Describe the role of courts in deciding civil liberty cases.
6. Explain the history of civil rights.
7. Understand the concept of basic civil rights for all.
8. Explain equal protection under the 14th Amendment.
9. Explain Civil Rights for Women and Americans with Disabilities.

D. Forms of Government & Legislatures
1. Define the role and functions of government.
2. Explain the characteristics of a democracy.
3. Describe autocracy, totalitarianism, and authoritarianism.
4. Define transitional governments.
5. Explain the powers and functions of legislatures.
6. Differentiate between Congress and Parliament.
7. Explain the purpose of legislative committees.

E. Electoral Systems & Presidential Elections
1. Explain the U.S. Electoral College system.
2. Differentiate direct and indirect elections.
3. Describe individual representation and the U.S. electoral systems.
4. Define primary elections.
5. Explain election runoffs and recalls.

F. The Powers & Elections of Congress
1. Define the role of Congress.
2. Explain the electoral evolution of Congress.
3. Explain the rationale for reapportionment and redistributing congressional districts.
4. Explain party nomination.
5. Describe national forces that influence Congress.
6. Explain the difference between Presidential and Congressional campaigns.
7. Describe factors that influence election outcomes.

G. Federal Judicial System
1. Describe the difference between the state and U.S. court systems.
2. Describe the power of the federal judiciary.
3. Define the federal court system of the U.S.
4. Explain the judicial decision-making process.
5. Explain the checks and balance system on the power of the U.S. Supreme Court.
6. Explain the difference between original and appellate jurisdiction.
7. Explain the selection of Supreme Court Justices process.
8. Describe how special interest groups use litigation strategies to influence government policy.

H. Federal Bureaucracy
1. Define bureaucracy.
2. Explain the history, impact, and problems associated with federal bureaucracy.
3. Explain the relationship between the President, Cabinet, and Congress when determining legislation.
4. Explain how elections are related to public perception of government.
5. Define the bureaucratic accountability process.

I. Mass Media & Politics
1. Explain how mass media and journalism have impacted the political system.
2. Describe the difference between private- and state-controlled media.
3. Explain media's influence on the public.
4. Define media bias and the reason for public criticism of media.
5. Explain the role of media in elections and other government activities.
6. Explain rules that govern media.
7. Define yellow media.

J. Public Opinion & Culture
1. Define public opinion and public culture.
2. Explain how to measure public opinion.
3. Explain how public opinion leaders are selected recognized.
4. Describe the difference between random and quota sampling used to collect public opinion.
5. Explain the bias associated with opinion polls and surveys.
6. Explain how voter turnout is impacted by pols and surveys.
7. List alternative forms of political participation.

K. Political Science Law
1. Explain the difference between laws and customs.
2. Define American law.
3. Define code law.
4. Explain the difference between criminal law and civil law.
5. Define statutory law.

6. Describe administration, regulatory, and religious law.

L. Public & Social Policy
1. Explain the steps of the public policy process.
2. List types of policy.
3. Give examples of Republican and Democrat policy beliefs.
4. Define social insurance programs.
5. Describe public assistance programs.

M. Government Fiscal Policy
1. Explain the difference between market and state-controlled economies.
2. Define and give examples of regulatory policy.
3. Explain governmental policies to protect the U.S. economy.
4. Describe business cycles influenced by governmental decisions.
5. Explain how government promotes economic interests.
6. Define fiscal policy.
7. Explain how monetary policy is determined by the Federal Reserve.
8. Describe types of U.S. foreign policy.

N. Government Foreign & Defense Policies
1. Explain which government entities are responsible for foreign policy.
2. Describe situations that call for U.S. military power.
3. Explain how government protects the ideals, interests, and needs of America.
4. Explain the economic rationale for a national security policy.
5. List the tools of foreign policy.
6. List important veteran organizations.

O. International Relations Concepts
1. Explain the difference between globalization and nationalism.
2. Define sovereignty and world policy.
3. Describe international policies.
4. Explain inconsistency of human rights throughout the world.

# 2024-25 Competitive Events Guidelines

## Public Service Announcement

Public Service Announcements are basic messages to the public that raise awareness on a specific issue. Public Service Announcement (PSA) provides members with the research, form an objective and create a 30-second video on a topic. This competitive event consists of a presentation component where the PSA is shown for the judges and the development process explained.

### Event Overview

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

### 2024-25 Topic

Produce a public service announcement about *Healthy Habits in the Workplace*.

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
    - The presentation is judged at the SLC. 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 PSA:
        - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
        - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
        - The PSA video is shown to the judges.
        - The production must be original content; competitors may not sure previously published video clips in the videos submitted for competitions.
- Final Presentation Information
    - **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.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.

        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects of the PSA:
        - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
        - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
        - The PSA video is shown to the judges.
        - The production must be original content; competitors may not sure previously published video clips in the videos submitted for competitions.

*Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Internet access may not be Wi-Fi, so competitors should plan appropriately when selecting devices on which to present. Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections go down.)
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12’ x 12’.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - 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 PSA:
        - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.

        - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
        - The PSA video is shown to the judges.
        - The production must be original content; competitors may not sure previously published video clips in the videos submitted for competitions.
- Final Presentation Information
    - **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.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the PSA:
  - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
  - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
  - The PSA video is shown to the judges.
  - The production must be original content; competitors may not sure previously published video clips in the videos submitted for competitions.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Public Service Announcement

FBLA Future Business Leaders of America

### Public Service Announcement Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Learning Objective**<br><br>Demonstrates understating of the topic and creates an objective for the intended audience | *No understanding of event topic OR incorrect topic used, and no objective created* | *Unclear understanding of the topic with or without a learning objective* | *Clear understanding of the topic with a learning objective* | *Expert understanding of the topic with a learning objective for the intended audience* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Research**<br><br>Explain the major findings from the topic research | *No explanation of research or findings* | *Unclearly explains findings from topic research* | *Clearly explains findings from topic research* | *Clearly explains the finding from topic research with provided evidence for support* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Script**<br><br>Describe the design development and script writing process | *No description of design development and script writing* | *Unclearly describes the design development and the script writing process* | *Clearly describes the design development and script writing process* | *Clearly describes the design development and the script writing process with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Techniques**<br><br>Explain video and audio techniques used to create the PSA | *No explanation of use or implementation of audio or video* | *1-2 techniques used to create the PSA* | *3-4 techniques used to create the PSA and described* | *5 or more techniques used to create the PSA and described using expert terminology* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Equipment & Software**<br><br>Explain at least 3 types of equipment and/or software used to create PSA | *No explanation of equipment and software* | *1 form of equipment or software utilized to create the PSA* | *2 forms of equipment or software utilized to create PSA* | *3 or more forms of equipment or software were used to create the PSA and described using expert terminology* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Copyright/Sources**<br><br>Copyright and source information is noted and documented, and video content is original | *Copyright and source information not addressed or addressed incorrectly AND video content is not original* | *Material violates copyright guidelines; sources are not addressed OR video content is not original* | *Copyright and source information is documented, and video content is original* | *Copyright compliance and source information is documented using visual representation, and video content is original* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **PSA Video Presentation** | *PSA is not shown during the presentation* | | | *PSA is shown during the presentation* | |
| | 0 points | | | 5 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Public Speaking (High School)

Public Speaking provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation component.

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Presentation
**Event Elements:** Speech
***Presentation Time:*** *5-minute presentation time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism

### 2024-25 Topic

Develop and deliver a speech based on the following topic:

*The Power of Networking: Building Professional Relationships for Future Success*

### State

*Required Competition Items*

| Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • N/A |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Competitors/teams are randomly assigned to sections.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Information: The Speech
    - **Presentation Time:** 5 minutes (one-minute warning)
    - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors/teams are randomly assigned to sections.
    - The speech must be developed around the topic.
    - When delivering the speech, competitors may use notes prepared before the event.
    - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation Information
    - **Presentation Time:** 5 minutes (one-minute warning)
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - The speech must be developed around the topic.
    - When delivering the speech, competitors may use notes prepared before the event.
    - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

*Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation/speech time.

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • N/A |

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information: The Speech
    - **Presentation Time:** 5 minutes (one-minute warning)
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
    - Competitors/teams are randomly assigned to sections.
    - The speech must be developed around the topic.
    - When delivering the speech, competitors may use notes prepared before the event.
    - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Final Presentation Information
    - **Presentation Time:** 5 minutes (one-minute warning)
    - An equal number of top scoring competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - The speech must be developed around the topic.
    - When delivering the speech, competitors may use notes prepared before the event.
    - No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Public Speaking (High School)

FBLA
Future Business Leaders of America

### Public Speaking Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Topic**<br><br>Incorporates provided topic | *Provided topic is not mentioned in speech* | *Topic is not clearly incorporated into speech* | *Topic was clearly incorporated into speech* | *Topic was clearly incorporated and expanded thoroughly throughout the speech* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Theme**<br><br>Identify and execute a consistent theme | *No theme presented* | *Theme was identified, but not consistent throughout speech* | *Theme identified and consistent throughout speech* | *Personal stories are utilized to expand on the central theme* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Introduction**<br><br>Introduce the topic immediately | *Topic was not introduced* | *Introduction was not clearly presented* | *Introduction was clearly presented, and topic was defined immediately* | *Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Supporting Information (Body)**<br><br>Include accurate and appropriate supporting information such as research | *Speech did not include supporting information* | *Competitor included one example of supporting information* | *Competitor included two examples of supporting information* | *Competitor included three or more examples of supporting information* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Conclusion**<br><br>Provide effective conclusion connected to the topic & theme | *Speech did not have a conclusion* | *Conclusion was not clearly presented* | *Effective conclusion was presented* | *Conclusion provides connection to entire presentation* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Speech Delivery**<br><br>Deliver speech with varied facial expressions, eye contact, good posture, voice projection, self-confidence, and poise | *Does not have varied facial expressions and/or poor posture* | *Minimal varied facial expressions and/or poor posture* | *Appropriate varied facial expressions and posture* | *Appropriate varied facial expressions and posture that keeps audience fully engaged* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Does not make eye contact* | *Minimal eye contact* | *Appropriate eye contact* | *Appropriate eye contact and didn't use notecards* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Does not have voice projection* | *Minimal voice projection* | *Appropriate voice projection* | *Appropriate voice projection and diction* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Competitor did not demonstrate self-confidence* | *Competitor demonstrated self-confidence* | *Competitor demonstrated elevated self-confidence and poise* | *Competitor demonstrated elevated self-confidence, poise, and assertiveness* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Sales Presentation

Sales Presentation provides members with the opportunity to demonstrate their ability to sell a product or service they choose. This competitive event consists of an interactive presentation.

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Interactive Presentation (judges may ask questions throughout the presentation)
***Presentation Time:*** *3-minute set-up time, 7-minute presentation time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

***Note:*** *This event is an interactive presentation with judges.*

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- Interactive Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** None
    - **Internet Access:** Not Provided
    - The presentation is judged at the SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12’ x 12’.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for

display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Details of the sales presentation/pitch:
        - The team may sell whichever product or service they choose.
        - The team shall provide the necessary materials and merchandise for the sales pitch.
        - The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
        - This is an interactive event and judges may ask questions throughout the presentation.
- Interactive Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** None
    - **Internet Access:** Not Provided
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)

- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Details of the sales presentation/pitch:
  - The team may sell whichever product or service they choose.
  - The team shall provide the necessary materials and merchandise for the sales pitch.
  - The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
  - This is an interactive event and judges may ask questions throughout the presentation.

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Interactive Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** None
    - **Internet Access:** Not Provided
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.

- Competitors/teams are randomly assigned to sections.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Details of the sales presentation/pitch:
  - The team may sell whichever product or service they choose.
  - The team shall provide the necessary materials and merchandise for the sales pitch.
  - The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
  - This is an interactive event and judges may ask questions throughout the presentation.

- Interactive Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** None
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Details of the sales presentation/pitch:
  - The team may sell whichever product or service they choose.
  - The team shall provide the necessary materials and merchandise for the sales pitch.
  - The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
  - This is an interactive event and judges may ask questions throughout the presentation.

*Scoring*

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

*Americans with Disabilities Act (ADA)*

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

*Recording of Presentations*

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

*Penalty Points*

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

# 2024-25 Competitive Events Guidelines

## Sales Presentation

FBLA Future Business Leaders of America

### Sales Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Presents appropriate greeting** | *No introduction was presented* | *The conversation began, but the customer (judge) had to start the presentation* | *The conversation was initiated by the competitor(s)* | *Competitor(s) is creative in their introduction and led to a seamless transition into needs determination* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Able to determine needs** | *No questions were utilized to determine needs* | *Competitor(s) ask questions, but specific needs are not determined* | *Competitor(s) use questions to determine the needs of the customer (judge)* | *Competitor(s) use questions to determine the need of the customer (judge) and relates the needs to the product or service* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Presenting the product or service** | *No product/service was presented* | *Competitor(s) was unable to create interest in the product/service or the features* | *Competitor(s) was able to create interest in the product/service through knowledge of its features* | *Competitor(s) was able to convert unnecessary item(s) (wants) into needed item(s) (needs)* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Able to overcome objections** | *Objections were not addressed or overcome* | *One objection was overcome* | *2-3 objections were overcome* | *All objections were overcome, and sale resulted* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates suggestion selling** | *No additional items were offered* | *Additional items were suggested, but did not relate to the product/service* | *Additional items were suggested that relate to the product/service* | *Additional items were suggested that relate to product/service and enhance the sale* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Able to close the sale** | *Sale was not suggested* | *Competitor(s) asks for the sale but not all objections were addressed* | *Competitor(s) asks for the sale and there is little apprehension in agreeing* | *Competitor(s) didn't have to ask for the sale, the presentation confirmed the customer's (judge's) intent to buy* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates the ability to develop relationship** | *No follow up was mentioned* | *Non-effective follow up was mentioned* | *Sale was finalized and interest in product/service was established* | *Relationship was established resulting in customer (judge) loyalty* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

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

Comments:

# 2024-25 Competitive Events Guidelines

## Securities & Investments

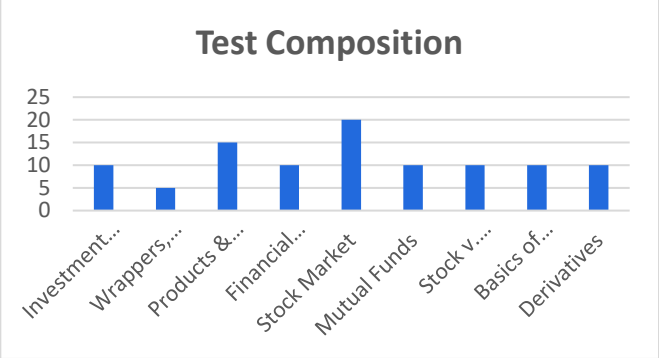
Securities & Investments provides members with the opportunity to demonstrate knowledge around competencies in securities and investments. This competitive event consists of an objective test. It aims to inspire members to learn about an individual's knowledge of investing.

### Event Overview

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

### Objective Test Competencies

- Investment Fundamentals
- Investments Wrappers, Taxation, and Trusts
- Investment Product and Funds
- Stock Market
- Stocks Versus Other Investments
- Mutual Funds
- Basics of Bonds
- Derivatives
- Financial Services Regulation




### State

*Required Competition Items*

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

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.

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

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

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

*Important FBLA Documents*

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

*Eligibility*

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

*Recognition*

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

*Event Administration*

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

*Tie Breaker*

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

*Americans with Disabilities Act (ADA)*

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

*Penalty Points*

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

*Electronic Devices*

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

## Study Guide: Competencies and Tasks

A. Investment Fundamentals
   1. Define terminology common to securities & investments.
   2. Demonstrate knowledge of savings.
   3. Identify stages of investing and the relationship between risk and return.
   4. Identify sources of financial information to make investment decisions.

B. Investment Wrappers, Taxation, and Trusts
   1. Describe individual savings accounts.
   2. Demonstrate knowledge of Pensions.
   3. Demonstrate knowledge of taxation.
   4. Describe and Identify Investment bonds.

C. Investment Product & Funds
   1. Identify and explain the different types of loans.
   2. Explain the purposes of mortgages.
   3. Demonstrate the knowledge and purpose of life assurance.

4. Describe and explain unit trusts.
5. Describe opened ended investment companies.
6. Identify the characteristics of pricing, dealing, and settlement.
7. Identify and explain what Investment trusts are.
8. Demonstrate knowledge of how hedge funds work.

D. Stock Market

1. Explain how stock market benefits investors and companies.
2. Analyze stock tables for investment related information.
3. Describe options for handling accumulated money/earnings.
4. Understand the types of investments.
5. Compare and differentiate between Primary vs secondary markets.
6. Distinguish between Bull, bear, and pig markets.

E. Stock versus Other Investments

1. Demonstrate knowledge of compounding.
2. Explain the purpose of company.
3. Describe ethical behavior in support center.
4. Understand the process of gathering relevant information.
5. Evaluate financial statements.
6. Define terminology common to stock markets and other investments.

F. Mutual Funds

1. Understanding and explaining total return.
2. Describe mutual funds and its involvement with taxes.
3. Identify the process of purchasing mutual funds.
4. Explain benefits with investment in mutual funds.
5. Understand fund costs.

G. Basics of Bonds

1. Demonstrate the knowledge of bond duration.
2. Describe the process of buying bonds.
3. Describe the process of issuing bonds.
4. Identify the roles of collateral.
5. Compare secured and unsecured bonds.
6. Introduction to government bonds.
7. Identify U.S. government agency bonds and savings bonds.

H. Derivatives

1. Demonstrate the knowledge of Futures.
2. Demonstrate the knowledge of Options.
3. Demonstrate the knowledge of SWAPS.
4. Describe the different uses of Derivatives.

I. Financial Services Regulation

1. Explain Financial Services & Markets Act.
2. Identify Financial Crime.
3. Explain insider dealing and market abuse.
4. Describe the Data Protection Act 1998.
5. Identify types of Breaches, complaints, and compensation.

# 2024-25 Competitive Events Guidelines

## Social Media Strategies

Social Media Strategies provides members with the opportunity to showcase their skills in developing a marketing strategy using multiple social media platforms. This competitive event consists of a presentation component.

### Event Overview

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

### 2024-25 Topic

Develop social media strategies for a new eco-friendly clothing brand. Emphasize storytelling, influencer partnerships, and user-generated content to create buzz and drive sales.

*Do not create live accounts.*

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).

- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.

        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects:
        - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
        - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
        - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
        - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
        - Planned metrics to measure on the campaign.
        - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
        - Effectively communicate required information and drive the campaign toward a clear call-to-action.
        - Research: Facts and data must be cited and secured from quality sources.
- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
  - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
  - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
  - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
  - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
  - Planned metrics to measure on the campaign.
  - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
  - Effectively communicate required information and drive the campaign toward a clear call-to-action.
  - Research: Facts and data must be cited and secured from quality sources.

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

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

## National

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.

- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen).

Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects:
        - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
        - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
        - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
        - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
        - Planned metrics to measure on the campaign.
        - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
        - Effectively communicate required information and drive the campaign toward a clear call-to-action.
        - Research: Facts and data must be cited and secured from quality sources.
- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of

preliminary presentations for an event, two competitors/teams from each section will advance to the final round.

- Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
  - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
  - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
  - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
  - It is up to final-round competitors to determine if they wish to use the technology provided.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
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  - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
  - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
  - Overall campaign – images, videos, copywriting, graphic design (if applicable) – is creative and appealing.
  - Planned metrics to measure on the campaign.
  - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.

- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Research: Facts and data must be cited and secured from quality sources.

*Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

*Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

*Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Social Media Strategies

FBLA Future Business Leaders of America

### Social Media Strategies Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Develops a social media campaign that effectively addresses the topic for the target audience** | *Did not explain the campaign* | *Provided an unclear explanation of the social media campaign, topic for the target audience* | *Social media campaign effectively addresses the topic for the target audience* | *Social media campaign effectively addresses the topic for the target audience with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrate knowledge of social media strategies and metrics throughout** | *No knowledge demonstrated* | *Unclearly demonstrated knowledge of social media or metrics* | *Demonstrates knowledge of social media and metrics* | *Demonstrates knowledge of social media strategies and metrics with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Describe the research, methodology, design, and development used to create social media strategies** | *Research and methodology not described* | *Unclearly describes the research and methodology used to create strategies* | *Clearly describes research and methodology used to create social media strategies* | *Clearly describes the research and methodology used to create social media strategies with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Design and development process not described* | *Unclearly describes the design and development process* | *Clearly describes design and development process* | *Clearly describes the design and development with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Describes social media strategies used to create a clear call-to-action utilizing a minimum of three social media posts on multiple platforms** | *Does not present social media strategies* | *Unclearly describes the social media strategies* | *Clearly describes social media strategies used to create a clear call-to-action* | *Clearly describes the social media strategies used to create a clear call-to-action with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | *Does not include three social media posts on multiple platforms* | *Included three social media posts but not on multiple platforms* | *Included three social media posts on multiple platforms* | *Included more than three social media posts on multiple platforms with supporting evidence* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Substantiates and cites sources used while conducting research** | *Sources are not cited* | *Sources/References are seldom cited to support statements* | *Professionally legitimate sources & resources that support statements are generally present* | *Compelling evidence from professionally legitimate sources & resources is given to support statements* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |

# 2024-25 Competitive Events Guidelines

## Social Media Strategies

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

| | | |
|---|---|---|
| Name(s): | | |
| School: | | |
| Judge Signature: | | Date: |

Comments:

# 2024-25 Competitive Events Guidelines

## Sports & Entertainment Management

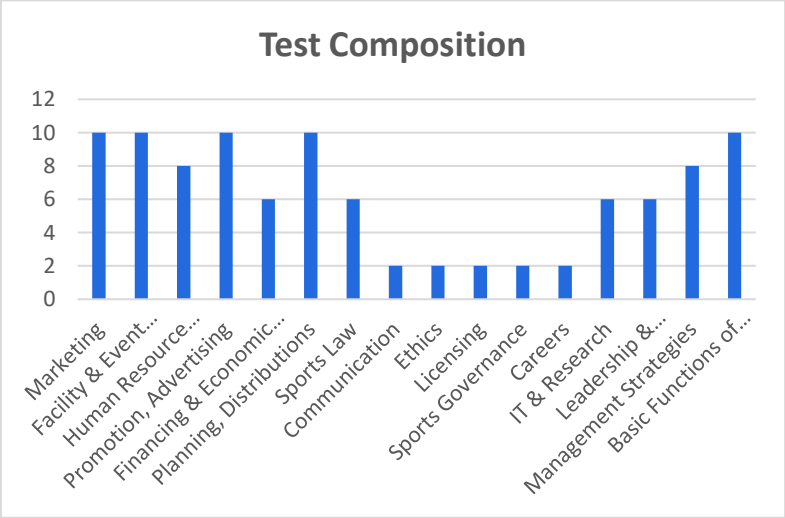
Sports & Entertainment Management provides members with the opportunity to gain knowledge around understanding of sports and entertainment issues within today's society. This competitive event consists of an objective test and a role play scenario.

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Role Play Event
**Event Elements:** Objective Test and Role Play
***Objective Test Time:*** *50 minutes*
***Role Play Time:*** *20-minute preparation time, 7-minute presentation time*
NACE Connections**:** Career & Self-Development, Communication, Leadership, Professionalism, Teamwork

### Test & Role Play Competencies

- Sports and Entertainment Marketing/Strategic Marketing
- Facility and Event Management
- Human Resource Management (Labor Relations)
- Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry
- Financing and Economic Input
- Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events
- Sports Law
- Communication in Sports and Entertainment (Media)
- Ethics
- Licensing
- Sports Governance
- Careers
- Marketing/Management Information Technology and Research
- Leadership and Managing Groups and Teams in the Sports and Entertainment Industry
- Management Strategies and Strategic Planning Tools
- Basic Functions of Management



## State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification | • Test login information (link & password) |
| **Role Play** | • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Two notecards per competitor<br>• Pencil<br>• Secret role play problem/scenario |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 8 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC 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 5.

*Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
  - **Objective Test Time:** 50 minutes
  - **Objective Test Questions:** 100 questions
  - This event is an objective test administered and proctored by an adult at a designated school-site prior to the SLC.
  - No reference or study materials may be brought to the testing site.
  - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
  - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
  - **Preparation Time:** 20 minutes (one-minute warning)
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer:** None
  - The top 8 scoring teams will advance to the role play final round.
  - The role play will be a problem or scenario in the sports & entertainment industry. The role play will be given to the competitors at the beginning of their assigned preparation time.
  - Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
  - No additional reference materials or props or visuals are allowed.
  - Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
  - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
  - Role play presentations are not open to conference attendees.
  - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

*Scoring*

- The team-averaged objective test score determines the top 8 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.

*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 ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

*Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the ND FBLA Competitive Events Guidelines.

## National

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |
| **Role Play** | • Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Two notecards per competitor<br>• Pencil<br>• Secret role play problem/scenario |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.

- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time. Only those competitors that test and score in the top 15 teams will be allowed to participate in the role play round.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test and/or role play time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

*Event Administration*

- This event is two rounds: objective test and role play
- Objective Test
    - **Objective Test Time:** 50 minutes
    - **Objective Test Questions:** 100 questions
    - This event is an objective test administered online at the NLC.
    - No reference or study materials may be brought to the testing site.
    - All electronic devices such as cell phones and smart watches must be turned off before competition begins.
    - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Interactive Role Play Presentation
    - **Preparation Time:** 20 minutes (one-minute warning)
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer:** None
    - The top 15 scoring teams will advance to the role play final round.
    - The role play will be a problem or scenario in the sports & entertainment industry. The role play will be given to the competitors at the beginning of their assigned preparation time.

- Two notecards will be provided to each competitor. If the entry is a team, each competitor on the team will receive two notecards. These notecards may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
- No additional reference materials or props or visuals are allowed.
- Teamwork: If participating as a team, all team members are expected to actively participate in the role play.
- Role plays are interactive presentations; the judges may ask questions throughout the presentation.
- Role play presentations are not open to conference attendees.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

*Scoring*

- The team-averaged objective test score determines the top 15 teams advancing to role play round.
- The role play round scores only will be used to determine winners.
- Objective test scores will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the event should be aware FBLA reserves the right to record any presentation for use in study or training materials.

*Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

*Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the assigned testing or presentation/role play time.

*Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## Study Guide: Test Competencies and Tasks

A. Sports and Entertainment Marketing/Strategic Marketing

1. Recognize the importance of marketing to the sports and entertainment industry.
2. Explain the seven marketing functions and their importance in sports and entertainment.
3. Describe the steps in developing a market research project.
4. Identify the challenges, obstacles, and limitations associated with sports and entertainment marketing.
5. Discuss the significance of the four P's to the target market.
6. Compare and contrast the differences of the marketing mix components in sports and entertainment.
7. Analyze the various pricing strategies and factors that affect pricing sports and entertainment products.
8. Calculate the markup of sports and entertainment products.
9. Examine ticket sales policies/strategies in sports and entertainment.
10. Identify types of market segmentation.
11. Discuss the issues related to branding strategies of products in sports and entertainment.
12. Examine product lines for sports and entertainment organizations (including manufacturing costs).
13. Describe why sports/entertainment organizations implement promotions.
14. Determine the role of advertising technology in sports and entertainment.
15. Evaluate the advertising forms (print, broadcast, specialty, social media, etc.) suitable in the sports and entertainment industry.
16. Assess demographic and geographic considerations related to sports and entertainment.
17. Explain the central focus of the marketing concept.
18. Explain the reasons for increased entertainment options.
19. Explain the importance of understanding buyer behavior when making marketing decisions.
20. List and describe means of collecting marketing information for use in decision making.
21. Define market segmentation.
22. Explain the importance of outstanding customer service.
23. Explain what it means to establish a service culture.
24. Explain the role of travel and tourism in sports and entertainment.
25. Explain how marketers determine direction and focus for a marketing plan.
26. List and describe the components of a marketing plan.
27. Define the product mix, product extension, and product enhancement.
28. List and describe the components of the product mix.
29. Explain the high cost for sports and entertainment events.
30. Define customizing.
31. Describe the financial impact of Baby Boomers on the sports and entertainment industry.
32. List and describe the stages of the product life cycle.
33. Explain how products are positioned in the marketplace.

B. Facility and Event Management

1. Determine the requirements in choosing a location and/or building and operating a facility.
2. Examine operating procedures for a facility.
3. Evaluate financing opportunities for a sports and entertainment facility.

4. Evaluate support activities in operating a sports and entertainment facility (concessions, security).
5. Employ the principles of safety to sports and entertainment.
6. Discuss prevention procedures and preparation techniques including risk management.
7. Describe the event triangle as it relates to event marketing/management.
8. Examine event possibilities in various sports and entertainment industries.
9. Describe potential marketing and sales techniques used before, during, and after events.
10. Describe the role of sponsorship and evaluate potential techniques for effective utilization.
11. Discuss criteria for selecting venues.
12. Explain the process for planning an event.
13. Develop a budget for an event.
14. Develop follow-up activities to recognize/thank participants after the event.
15. Implement and evaluate a sports and entertainment event to promote retention and service for future events.
16. Explain factors affecting attendance at an event.
17. Examine concessions sales policies/strategies in sports and entertainment.
18. Explain the importance of budgets as related to sports and entertainment management.
19. Describe the management necessary for major events.
20. Define the four types of economic utility as they relate to sports and entertainment events.
21. Describe the factors of production in a market economy.
22. Explain how universities increase revenues through entertainment events.
23. Explain the different types of organizational structures.
24. Describe the value of special events and their importance during shoulder periods.
25. Describe the latest technology trends impacting entertainment.
26. Explain the developmental phase for sports and entertainment planning.
27. Explain how objectives set guidelines for entertainment events.
28. Define mission for the sports and entertainment industry.
29. Define risk and describe the categories and classifications of risk.
30. Describe the four strategies for risk management.
31. Define industry and give examples of subdivisions of the sports and entertainment industry.
32. Explain why marketing decisions are based on industry standards, norms, and trends.

C. Human Resource Management (Labor Relations)

1. Identify the functions and responsibilities of human resources.
2. Analyze personnel needs for an event.
3. Describe the importance of job descriptions and separation of responsibilities in a large organization.
4. Describe the recruiting and retention processes.
5. Identify general managers for professional teams and their duties.
6. Describe the roles of scouts, agents, and managers and their benefits.
7. Establish criteria, policies, and procedures to be used to determine compensation, benefits, and promotion.
8. Explain the need for human resources.
9. Define the four functions of human resource departments: planning and staffing, presentation management, compensation and benefits, and employer relations.
10. Explain the need for continuous professional development.
11. Describe the rules of conduct for a workforce.

12. Define SWOT analysis, benchmarking, and scenario building.
13. Describe fringe benefits offered to sports and entertainment employees.
14. Explain the importance of job orientation.
15. Explain the importance of evaluating employee presentation.
16. Describe diversity in the workplace.
17. Describe strategies to recruit sports and entertainment employees.
18. Define human resources management identify human resource management activities.
19. Describe the procedure to recruit and hire the best personnel.
20. Explain why coordinating and giving feedback are important responsibilities of human resource management.

D. Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry

1. Distinguish between collegiate athletics, amateur sports, professional sports, and sports camps.
2. Compare and contrast sponsorships and endorsements.
3. Evaluate the sports and entertainment industry as a valuable segment of the economy.
4. Analyze the components of the sports and entertainment industry.
5. Analyze growth and trends of sports and entertainment as an industry in local, state, national, and international areas.
6. Identify new trends and areas of growth in amateur sports.
7. Describe the goals of promotion.
8. List and define the elements of promotion.
9. List and describe the steps involved in developing effective advertising.
10. Describe the use of product placement.
11. Define publicity and explain its role in creating a positive public image.
12. Describe different types of sales promotions.
13. List the steps in developing the promotional plan.
14. Explain the benefits of sponsorship to the sponsor.
15. Explain the promotional value of involvement in seasonal themed events.
16. Explain the promotional value of entertainment awards.

E. Financing and Economic Input

1. Describe the economic impact of sports and entertainment events in various areas: locally, regionally, nationally, and internationally.
2. Explain supply and demand and the relationship of the economic system to the sports and entertainment industry.
3. Describe economic indicators and growth of sports and entertainment industry.
4. Explain the advantages and disadvantages of operating as a for-profit or not-for profit organization.
5. Identify revenue sources as related to sports and entertainment industries and for specific events.
6. Examine economic impact studies, previous results, and relate these to financing decisions.
7. Identify expenditures for the sports and entertainment industries.
8. Describe the importance of business and financial plans.
9. Analyze basic financial documents: budgets, income statements, balance sheets, and breakeven point analysis.
10. Identify types of budgeting techniques used in local, collegiate, and professional sports.
11. Define risk and describe the categories and classifications of risk.

12. Describe the four strategies for risk management.
13. Define industry and give examples of subdivisions of the sports and entertainment industry.
14. Explain why marketing decisions are based on industry standards, norms, and trends.
15. Explain the role of travel and tourism in sports and entertainment.

F. Planning, Distribution, Marketing, Pricing, and Selling Sports and Entertainment Events
1. Identify and explain the steps in the planning process and the strategic planning tools used by managers.
2. Identify advantages and risks of strategic management.
3. Explain the steps in a successful change process.
4. Explain the different types of organizational structures with the sports and entertainment industries.
5. Identify current trends in the workforce concerning organizational structures.
6. Explain the distribution of sports and entertainment.
7. List and describe distribution channels for sports and entertainment.
8. Explain the relationships among supply, demand, and price.
9. Discuss the government's influence on pricing.
10. Discuss pricing strategies used by businesses to increase sales.
11. Define the business cycle and describe its impact on entertainment.
12. Discuss the importance of monitoring customer trends.
13. List the steps of the sales process.
14. Explain the difference between ticket brokers and ticket scalpers.
15. Explain sales strategies for attracting groups to sports and entertainment venues.
16. Describe how corporations use sports and entertainment to motivate employees and impress clients.
17. Discuss how laws impact entertainment marketing.
18. Explain copyright law.
19. Describe contract law for the sports and entertainment industry.
20. List and describe distribution channels for sports and entertainment.
21. Explain the relationships among supply, demand, and price.
22. Discuss the government's influence on pricing.
23. Discuss pricing strategies used by businesses to increase sales.
24. List the steps for determining price.
25. Define the business cycle and describe its impact on entertainment.
26. Discuss the importance of monitoring customer trends.

G. Sports Law
1. List legal issues affecting the marketing and management of the sports and entertainment industry.
2. Describe the impact of national, state, and local laws and regulations on sports and entertainment.
3. Describe the impact of the Americans with Disabilities Act on sports and entertainment events and facilities.
4. Discuss the impact of Title IX on management of college athletics.
5. Examine environmental issues/laws as they relate to sports and entertainment industries.
6. Describe how monopoly laws affect professional sports.
7. Discuss the impact of labor laws on sports.

8. Analyze the impact of labor unions on sports and entertainment, including pricing and strikes.
9. Explain the purpose and benefits of copyright protection.
10. Identify purpose, types, and terms and need for contracts.
11. Explain the agent's and general manager's roles in an athlete's contractual agreement.

H. Communication in Sports and Entertainment (Media)
1. Identify the roles of public relations and publicity in sports and entertainment.
2. Compare and contrast media sources for public relations and advertising.
3. Compare/evaluate advance publicity in sports and entertainment.
4. Utilize effective communication skills including proper grammar and writing skills.
5. Discuss the importance of positive and negative public relations for sports; how firms assist in creating favorable images and how athletics can affect public perceptions.
6. List and explain potential benefits of celebrity endorsement.
7. Describe public relations efforts related to fans, publishing, and speaking engagements.

I. Ethics
1. Describe ethical issues in sports (e.g., impact of presentation-enhancing drugs and gambling).
2. Evaluate social responsibility in sports and entertainment industry.
3. Evaluate and apply principles of ethics as they relate to sports and entertainment.
4. Define ethics.
5. Discuss the impact of unethical behavior.

J. Licensing
1. Explain royalties and licensed products.
2. Evaluate the forms of product licensing and the product licensing process.
3. Describe the financial value of licensing sports and entertainment merchandise.

K. Sports Governance
1. Determine the various types of sponsorship in sports and entertainment.
2. Evaluate the impact of sponsorship in sports and entertainment.
3. Identify and define standards of controlling professional sports.
4. Describe the managerial role of the NCAA and other collegiate governing bodies in college athletics.
5. Describe the NCAA's, NAIA's and NJCAA's roles as the governing bodies in collegiate athletics.

L. Careers
1. Identify career opportunities available in the sports and entertainment industry.
2. Identify specific skills needed by today's sports and entertainment workforce.
3. Describe education and training needed for a job/career in sports management.
4. Identify barriers to employment and strategies to overcome them.
5. Develop a career portfolio including a résumé, cover letter, job application, and other work-related items.
6. Define a career development program in the sports and entertainment industry.
7. Describe various career levels in sports and entertainment management.
8. Explain the importance of a career portfolio.

M. Marketing/Management Information Technology and Research
1. Discuss how technology and statistical programs can be used in operations management, specifically with inputs, outputs, and assembly lines.

2. Explain the evolution of the management information system.
3. Describe key components of the management information system.
4. Discuss the implementation of strategies and decision making using a management information system.
5. List and describe the steps involved in marketing research.
6. Discuss the human factors in marketing research.
7. Explain the options for electronic data collection.
8. Discuss the concept of data-driven decisions.
9. Explain the difference between marketing tactics and strategies.
10. Explain the importance of planning to keep ahead of the competition.
11. Explain the importance learning from customers.
12. Explain how marketers determine direction and focus for a marketing plan.
13. List and describe the components of a marketing plan.
14. Explain the importance of Management Information Systems (MIS).
15. Explain the rationale for organizations to follow best practices.

N. Leadership and Managing Groups and Teams in the Sports and Entertainment Industry

1. Identify leadership styles and personal characteristics needed in leadership situations.
2. Identify and describe four leadership styles: autocratic, democratic, open, and situational.
3. Discuss the importance of human relations skills and communication for an effective leader/manager.
4. Discuss effective motivation techniques and effective work teams.
5. Define delegation of duties.
6. Explain the importance of professional networking.
7. Describe the skills needed by employees in the sports and entertainment industry.
8. Explain the latest trends in the sports and entertainment industry.
9. Explain the basic structures of groups.
10. Describe factors that influence group behavior.
11. Describe the different types of teams used by an organization.
12. Explain how a manager can build a successful team.
13. Explain how organizations can be designed to support teams.
14. Describe a virtual team and its functions.
15. Explain how feedback from management influences employee presentation.
16. Explain how leaders must be agents of change.
17. Describe characteristics of successful teams.
18. Explain why teams fail.
19. Define leadership and list leadership characteristics.
20. Identify ways that managers influence employees.
21. Describe important human relations skills.
22. Explain what motivates individuals to accomplish organizational goals.
23. Discuss leadership styles.
24. Describe strategies that leaders use to motivate employees.
25. Explain why people resist change.
26. Describe the steps for an effective change process.
27. List the characteristics of enlightened leaders.
28. Discuss the types of decisions made by managers.
29. Describe the conditions faced by a manager when making a decision.

30. Explain the advantages and disadvantages of group decision making.
31. Describe the concept of knowledge management.
32. Explain how knowledge communities can benefit sports and entertainment managers.
33. Describe strategies used by groups to make decisions.
34. Explain different management approaches.

O. Management Strategies and Strategic Planning Tools
1. Describe corporate, business, and functional strategies.
2. Discuss the advantages and risks associated with strategic management.
3. Identify the steps in strategic management.
4. Explain the development phase of the strategic management process.
5. Describe the action and review phases of the strategic management process.
6. Describe internal and external environmental factors that impact economics for the sports and entertainment industry.
7. Explain how functional strategies are related to strategic planning.
8. Describe the major strategic planning tools available to managers.
9. Explain how entertainment managers achieve strategic fit.
10. Describe internal and external environments that impact economics for sports and entertainment.
11. Explain how functional strategies are related to strategic planning.

P. Basic Functions of Management
1. Define management and its four functions.
2. Discuss the principles of business management.
3. List the steps in the decision-making process.
4. Explain the role of human resources management in community entertainment events.
5. Describe the economic and competitive challenges faced by state fairs and other entertainment events.
6. Explain the role of economic efficiency for entertainment events.
7. Discuss the purpose and benefits of planning.
8. Describe the planning process.
9. Describe the reasons for and benefits of organizing.
10. Explain factors that affect the structure of an organization.
11. Describe how authority is delegated in organizations.
12. Explain the activities of the implementing function.
13. Describe the management control process.
14. List and describe the three steps for efficient control.
15. Describe the processes of establishing standards, monitoring results, and comparing them to standards, and making corrections deviations.

### Sports & Entertainment Management Role Play Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Demonstrates understanding of the role play and defines problem(s) to be solved** | *No description or role play synopsis provided; no problems defined* | *Describes and provides role play synopsis OR defines the problem(s)* | *Describes and provides role play synopsis AND defines the problem(s)* | *Demonstrates expertise of role play synopsis AND definition of the problem(s)* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Identifies alternatives and the pro(s) and con(s) of each** | *No alternatives identified* | *Alternative(s) given but pro(s) and/or con(s) are not analyzed* | *At least two alternatives given, and pro(s) and con(s) are analyzed* | *Multiple alternatives given and multiple pros and cons analyzed for each* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Identifies logical solution and aspects of implementation** | *No solution identified* | *Solution provided, but implementation plan not developed* | *Logical solution and implementation plan provided and developed* | *Feasible solution and implementation plan developed, and necessary resources identified* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Demonstrates knowledge and understanding of the event competencies:**<br><br>Event management, decision making, strategic planning, delegation, leadership, ethics, entertainment industry, marketing and promotion, sales, entrepreneurship, human resources, careers | *No competencies demonstrated* | *One or two competencies are demonstrated* | *Three competencies are demonstrated* | *Four or more competencies are demonstrated* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

| | | |
|---|---|---|
| Name(s): | | |
| School: | | |
| Judge Signature: | | Date: |

Comments:

# 2024-25 Competitive Events Guidelines

## Spreadsheet Applications

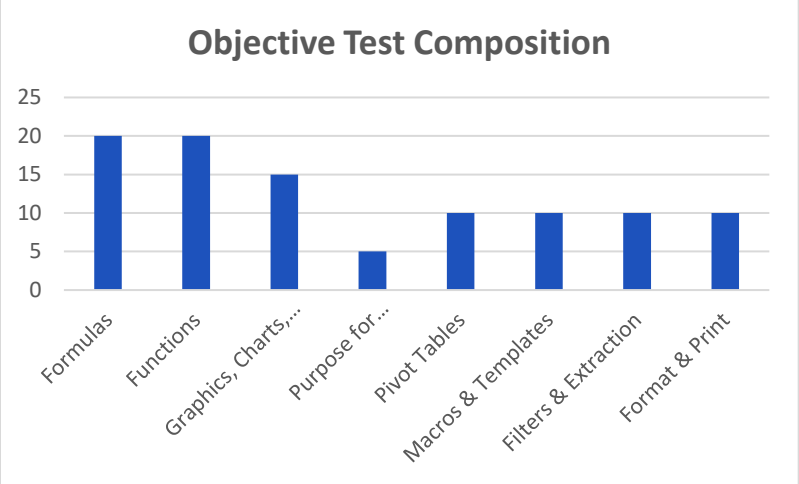
Spreadsheet Applications provides members with the opportunity to demonstrate knowledge around competencies in converting data to information in business. This competitive event consists of an objective test and production test. It aims to inspire members to learn about the skills for spreadsheet development.

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Production
**Event Elements:** Objective Test, 100-multiple choice questions and Production Test
***Objective Test Time:*** *50 minutes*
***Production Test Time:*** *60 minutes*
NACE Connections**:** Career & Self-Development

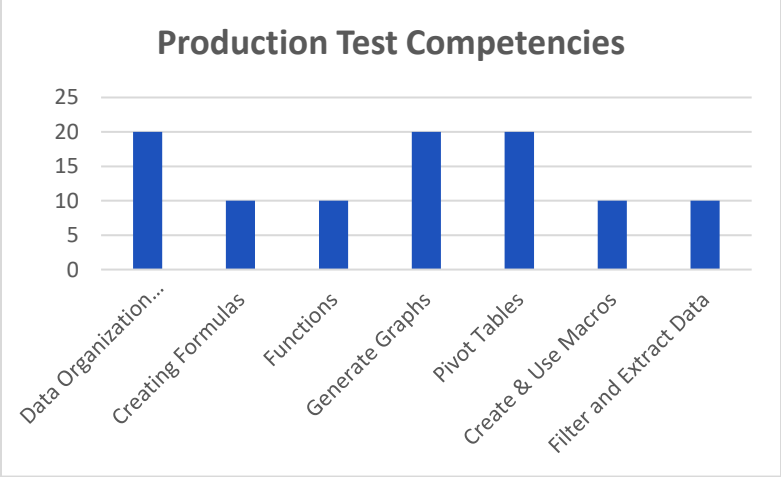
### Objective Test Competencies

- Formulas
- Functions
- Graphics, Charts, and Reports
- Pivot Tables and Advanced Tools
- Macros and Templates
- Filters and Extraction of Data
- Format and Print Options
- Purpose for Spreadsheets




### Production Test Competencies

- Data Organization Concepts
- Creating Formulas
- Functions
- Generate Graphs (for analysis purposes)
- Pivot Tables
- Create & Use Macros
- Filter and Extract Data



## State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |
| **Production Test** | • Fully powered device for production test<br>• Internet access for submission | • Production test tasks |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event has two parts: Objective Test and Production Test
- Objective Test
    - The objective test is administered online at the SLC.

- 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.

- Production Test
  - **Submission Deadline:** An accessible link to all the tasks must be uploaded in the state conference registration system by March 1, 2025.
  - The production test is administered and proctored by an adult at the designated school-site prior to the SLC. Administration procedures for the production test are determined by the state chair/adviser.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Calculators cannot be used on the production test.

*Scoring*

- Production Test 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 ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Events Guidelines.

## National

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |
| **Production Test** | • Fully powered device for production test<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Production test tasks<br>• Internet access for submission |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

*Event Administration*

- This event has two parts: Objective Test and Production Test
- Objective Test
    - The objective test is administered online at the NLC.
    - No reference or study materials may be brought to the testing site.
    - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
    - Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.
- Production Test
    - The production test is administered online at the NLC.
    - The production test is a set of tasks based on the competencies for the competitor to complete.
    - Calculators cannot be used on the production test.

*Scoring*

- The rating sheet will be released with the production test.
- Production Test is 85% of the total score. If there is more than one section of competitors, the production test scores will be normalized (using standard deviation) and the normalized score is 85% of the total score.
- Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

*Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

*Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

*Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## Study Guide: Objective Test Competencies and Tasks

A. Formulas

1. Create basic formulas with addition, subtraction, multiplication, and division.
2. Use SUM, MIN, MAX, COUNT, PMT, IF and AVERAGE functions while completing a spreadsheet template.
3. Use advanced functions/formulas (payment, future, value, and statistical).
4. Use and change mathematical functions and formulas, including absolute and relative cell references and what-if analysis.
5. Construct arithmetic formulas to solve typical business-oriented problems.
6. Use Lookup Functions and tables (Hookup or VLOOKUP).
7. Create named ranges to be used in formulas and printing.
8. Evaluate formulas and locate invalid data and formulas.
9. Use cells from other worksheets inside a formula.
10. Use the fill handle with formulas.

B. Functions

1. Demonstrate the functions and terminology of spreadsheet software.
2. Open, save, print, and close a spreadsheet.
3. Design, create, and edit spreadsheets using appropriate inputting, editing, and formatting skills.
4. Navigate and enter values, labels, and dates within a worksheet.
5. Demonstrate locking and freezing features.
6. Use wrap text and fill alignment features to make cell entries.
7. Import data from text files (insert, drag, and drop) and other applications.
8. Export data to other applications.
9. Create, edit, and remove a comment.
10. Apply and remove worksheet and workbook protections and security settings.
11. Track changes (highlight, accept, and reject).
12. Insert headers and footers in a spreadsheet.
13. Manipulate multiple worksheets in a workbook.
14. Incorporate spreadsheets in word processing documents.
15. Design and implement a spreadsheet project which includes multiple, integrated spreadsheets.
16. Use help features and reference materials to learn software and solve problems.

C. Graphics, Charts, and Reports

1. Create and modify charts and graphs to visually represent data.
2. Import graphics elements in spreadsheet.
3. Change colors and apply spot color to graphics and text.
4. Add text boxes.
5. Edit, resize, crop, and manipulate copy and graphics.
6. Enhance and format charts.
7. Create embedded charts.
8. Add and format chart arrows.
9. Explode pie charts.
10. Create and format information in reports.
11. Create advanced reports.

D. Pivot Tables and Advanced Tools

1. Describe use of a pivot table.
2. Create a pivot table.
3. Use Pivot Table auto format.
4. Trace errors (find and fix errors.)

5. Link spreadsheet data.
6. Link workbooks.
7. Embed objects in spreadsheets.

E. Macros and Templates

1. Create, record, edit, and run/apply spreadsheet macros.
2. Design, create, and edit a template for application.
3. Add a chart to the template.
4. Save a worksheet as a template.
5. Create a workbook from a template.

F. Filters and Extraction of Data

1. Sort and filter spreadsheet data for specific information.
2. Sort a list (ascending, descending, etc.).
3. Search a list by more than one criterion.
4. Search a list by using AutoFilter.
5. Search a list using custom filters and operators.
6. Create filters using OR and AND.
7. Create filters using wildcards.
8. Filter by numerical values, text, dates, etc.
9. Extract useful information using search queries.
10. Analyze and edit data.
11. Use built-in statistical analysis features of spreadsheet software.
12. Import and export data.

G. Format and Print Options

1. Format cell contents (font, color, alignment, shading, decimal).
2. Insert, delete, copy, and paste cells.
3. Enhance a spreadsheet by using formatting features (column width, justification, and values).
4. Align the data and apply borders and/or shading to a cell or a range of cells.
5. Apply number formats (accounting, currency, and number).
6. Apply automatic formatting to ranges.
7. Apply conditional formats.
8. Create and modify custom data formats.
9. Adjust page setup for landscape or portrait layout.
10. Use print preview to view, proofread, and edit the spreadsheet.
11. Print designated areas of the spreadsheet with or without gridlines.
12. Use print scaling options (shrink to fit).
13. Set print specifications for formulas, graphs, worksheets, etc.

H. Purpose for Spreadsheets

1. Explain spreadsheets and various options.
2. Differentiate among a variety of spreadsheet programs.
3. Organize a problem for solutions with spreadsheet software.
4. Plan and create a spreadsheet from data designed for a specific purpose.
5. Analyze, interpret, and present data.
6. Manipulate spreadsheet data to answer “what if” questions.

# 2024-25 Competitive Events Guidelines

## Spreadsheet Applications

FBLA
Future Business Leaders of America

### Spreadsheet Applications Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Content** | | | | | |
| **Data Organization Concepts:** *Copy entered correctly* | 0 points | 1-2 points | 3-4 points | 5-6 points | |
| **Data Organization Concepts:** *Correct formatting* | 0 points | 1-3 points | 4-6 points | 7 points | |
| **Data Organization Concepts:** *Correct results & formulas* | 0 points | 1-3 points | 4-6 points | 7 points | |
| **Creating Formulas:** *Correct formulas* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Creating Formulas:** *Correct results* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Functions:** *Correct function* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Functions:** *Correct results* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Generate Graphs:** *Graph created correctly* | 0 points | 1-3 points | 4-6 points | 7-8 points | |
| **Generate Graphs** *Correct data set* | 0 points | 1 point | 2 points | 3 points | |
| **Generate Graphs:** *Correct formatting* | 0 points | 1-3 points | 4-7 points | 8-9 points | |
| **Pivot Tables:** *Pivot table created correctly* | 0 points | 1-3 points | 4-6 points | 7-8 points | |
| **Pivot Tables:** *Correct data set* | 0 points | 1 point | 2 points | 3 points | |
| **Pivot Tables:** *Correct formatting* | 0 points | 1-3 points | 4-7 points | 8-9 points | |
| **Create & Use Macros:** *Macro created correctly* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Create & Use Macros:** *Macro ran successfully* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Filter and Extract Data:** *Filter created correctly* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Filter and Extract Data:** *Data extracted correctly* | 0 points | 1-2 points | 3-4 points | 5 points | |
| | | | | **Total (100 points)** | |

| | | |
|---|---|---|
| Name(s): | | |
| School: | | |
| Judge Signature: | | Date: |

Comments:

# 2024-25 Competitive Events Guidelines

## Supply Chain Management

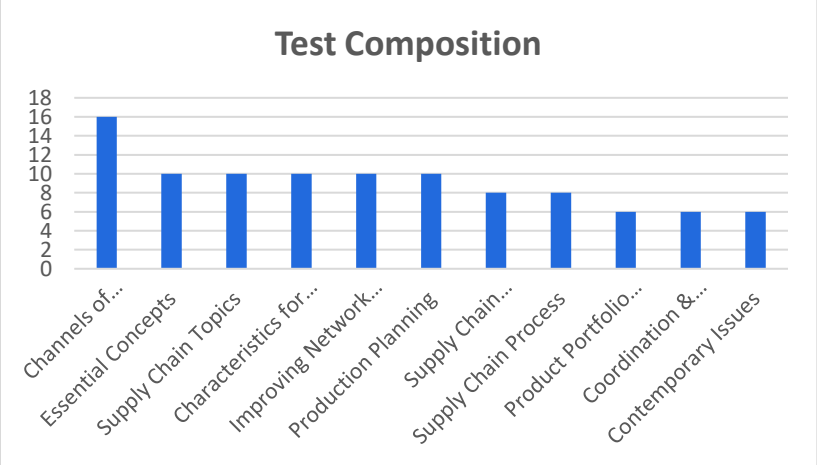
Supply Chain Management provides members with the opportunity to demonstrate knowledge around competencies supply chain management. This competitive event consists of an objective test. It aims to inspire members to learn about the management of the flow of goods, data, and finances related to a product or service.

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Essential Supply Chain Management Concepts
- Supply Chain Topics
- Characteristics for Successful Supply Chain Managers
- Supply Chain Planning and Design
- Supply Chain Process
- Product Portfolio Management
- Improving Supply Chain Network Performance
- Production Planning and Control
- Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
- Supply Chain Management Contemporary Issues
- Channels of Distribution




### State

*Required Competition Items*

| Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|
| • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.

- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

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- 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.

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*Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

*Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## Study Guide: Competencies and Tasks

A. Essential Supply Chain Management Concepts

1. Define supply chain management.
2. Define the entire supply chain.
3. Define logistics.
4. Explain how logistics impacts supply chain management.
5. Describe how E-commerce, logistics, import taxes, risk, tariffs, customs, and other legal aspects impact global trading.
6. Analyze the creation of new value in the supply chain for customers, society, and the environment.
7. Explain how supply chain management is practiced in a wide array of industries.
8. Explain demand forecasting,
9. Define logistics management.
10. Define physical and information flows.
11. Define strategic orientation for saving money within an organization.
12. Describe the global impact on supply chain management.
13. Explain the importance of understanding importing, exporting, trade agreements, and customs regulations for supply chain management.
14. Explain the reasons for growth of supply chain management (information revolution, increased competition in globalized markets, relationship management)

B. Supply Chain Topics

1. Define analytics.
2. Explain customer relationship management.
3. Describe the role of forecasting.
4. Explain the growth of global distribution.
5. Explain supply chain management for healthcare industry.
6. Explain the logistics of inventory management.
7. Define procurement.
8. Describe sales and operations planning.
9. Define supply market intelligence.
10. Define sustainability for supply chain management.
11. Explain the relationship between supply chain management and transportation planning.
12. Describe careers associated with supply chain management.

C. Characteristics for Successful Supply Chain Managers

1. 5. Describe leadership opportunities for supply chain management.
2. 7. Describe effective communication skills for supply chain managers.
3. 8. Explain responsibility ethics for supply chain management.
4. 9. Describe language skills possessed by successful chain managers.
5. 10. Explain the importance of flexible thinking in supply chain management.
13. Understand freight terminology.
14. Explain the importance of people and problem-solving skills among successful supply chain managers.
15. Explain the importance of technology skills among supply chain managers.
16. Explain the sense of urgency associated with supply chain management.
17. Describe the importance of Excel knowledge for supply chain management.
18. Describe the temperament required for successful supply chain management.

D. Supply Chain Planning and Design
1. Explain the relationship between purchasing and supply chain management.
2. Explain how a company will provide value to supply chain management.
3. Explain how suppliers, subcontractors, transportation providers, and product distribution is determined by a company.
4. Define supply chain integration.
5. Describe management of supply and demand for supply chain management.
6. Describe the efficient facility network design for supply chain management.
7. Explain the importance of expense management for supply chain management.

E. Supply Chain Process
1. Describe the role of manufacturing in a supply chain context.
2. Define inventory management's important relationship with supply chain management.
3. Explain transportation management in a supply chain.
4. Explain the role and cost of warehouses in supply chain management.
5. Explain the process for product returns.
6. Describe the importance of customer service in a supply chain.

F. Product Portfolio Management
1. Determine what products to sell.
2. Explain how a company determines what products are used and sold by a business.
3. Define a product portfolio.
4. Explain the Pareto principle.
5. Identify slow-moving products headed toward obsolescence.
6. Explain the importance of minimizing inventory during all stages of supply chain management.

I. Improving supply chain network performance
1. Explain the importance of synchronizing material flow.
2. Define inventory maximization.
3. Define decoupling points for inventory maximization.
4. Explain how algorithms are used to maximize capital costs associated with supply chain management.
5. Explain how proximity to the customer relates to supply chain efficiency.
6. Describe how product sourcing decisions are made.
7. Describe evaluation processes for supply chain management.
8. Define how supply chain management meets consumer needs.
9. Explain how market signal and consumer demand impact supply chain management.
10. Explain how to meet and improve customer needs for supply chain management.
11. Describe how supply chain management meets and improves the logistic needs of different customer segments.

J. Production Planning and Control
1. Describe different types of supply chain management planning.
2. Define Static vs. Dynamic Planning.
3. Explain how a master production schedule is determined.
4. Define Bill of Material (BOM).
5. Describe raw materials required for supply chain management.
6. Describe work-in-process for supply chain management.
7. Define finished goods and the goal to move those goods.

**L.** Supply Chain Coordination and Decision Making for the Flow of Products, Services, and Information
1. Explain the importance of cooperation and coordination in a supply chain.
2. Describe the role of outsourcing in a supply chain.
3. Describe measurement of supply chain performance.
4. Explain the role of the team in supply chain management.
5. Describe the channels of distribution for supply chain management.

M. Supply Chain Management Contemporary Issues
1. Describe the impact of information technology in supply chain management.
2. Explain how E-business has impacted supply chain management.
3. Describe the financial flow in supply chain management.
4. Explain how e-commerce has impacted channels of distribution.
5. Describe political and economic events that impact supply chain management.
6. Explain how competition impact supply chain management decisions.

N. Channels of Distribution
1. List the functions of distribution channels.
2. Explain time, place, and ownership utility.
3. Explain the role of marketing channels for assembly, storage, sorting, and transportation of goods from manufacturers to customers.
4. Define facilitation in supply chain management.
5. Explain how channels of distribution provide pre-sale and post-purchase services like financing, maintenance, information dissemination, and channel coordination.
6. Explain how supply chain management creates efficiencies.
7. Describe how supply chain management involves sharing risks since most of the channels buy the products beforehand, they also share the risk with the manufacturers and do everything possible to sell it.
8. Define indirect channels of distribution.
9. Define the role of intermediaries in selling products.
10. Define one-level channel of distribution (manufacturer to retailer to customer)
11. Define two-level channel (manufacturer to wholesaler to retailer to customer)
12. Define three-level channel (manufacturer to agent to wholesaler to retailer to customer)
13. Describe dual distribution (showroom and internet selling)
14. Explain how services use intermediaries to reach the final customers.
15. Define the on-demand business model.
16. Describe how market, product, competition, and company impact the choice of product distribution.
17. Explain how product characteristics (perishability, cost, and technicality) impact supply chain management.

# 2024-25 Competitive Events Guidelines

## UX Design

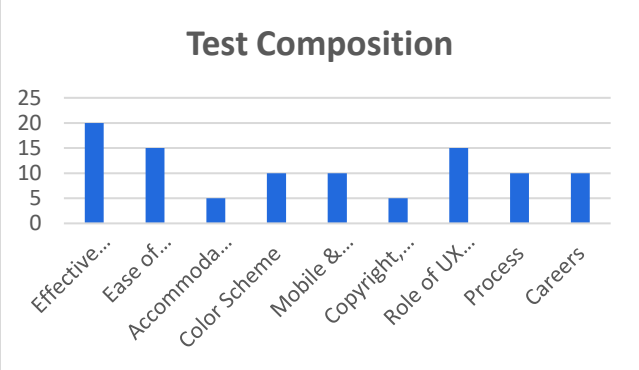
UX Design provides members with the opportunity to demonstrate knowledge around competencies in user experience design. This competitive event consists of an objective test. It aims to inspire members to learn about the process of building products that are easy and enjoyable for people to use.

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below)
***Objective Test Time:*** *50 minutes*
**NACE Connections:** Career & Self-Development

### Objective Test Competencies

- Effective Design Principles
- Ease of Navigation and Readability
- Role of UX Design
- Mobile and Desktop Responsive Web Design
- UX Design Process
- Color Scheme
- Accommodations for Special Needs and Related Laws
- Careers in UX/UI Design
- Copyright, Creative Commons, and Fair Use




### State

*Required Competition Items*

| Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|
| • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at the State Leadership Conference (SLC) 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 SLC and pay the state conference registration fee to participate in competitive events.

- Each chapter may submit unlimited entries per objective test event.
- Each member can only compete in two individual/team events and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event is an objective test administered online at the SLC.
- 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.

*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 ND FBLA Competitive Event Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Event Guidelines.

## National

*Required Competition Items*

| Items Competitor Must Provide | Items FBLA Provides |
|---|---|
| • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

*Event Administration*

- This event is an objective test administered online at the NLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided through the testing software.
- Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.

*Tie Breaker*

- Ties are broken by comparing the correct number of answers to 10 pre-determined questions on the test. If a tie remains, answers to 20 pre-determined questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.

*Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

*Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

*Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## Study Guide: Competencies and Tasks

A. Effective Design Principles

1. Define the principles of effective design.
2. Identify principles of design, layout, and typography appropriate for a project, including movement, balance, emphasis, and unity.
3. Apply appropriate design elements, including lines, colors, shapes, and textures.
4. Explore different target audiences and identify the most effective media selections.
5. Demonstrate vocabulary related to graphic design and web design.
6. Identify the role of image resolution, size, and file format in relation to content design.
7. Identify key factors in effective user experience design.

B. Ease of Navigation and Readability

1. Identify common web page layouts and explain the role for each.
2. Explain the importance of readability of web content.
3. Explain the role of serif and sans serif fonts.
4. Define points in the context of typography.
5. Explain the role of leading within design and typography.
6. Explain the role of kerning within design and typography.
7. Explain the role of tracking within design and typography.
8. Explain the role of baseline shift within design and typography.

C. Role of UX Design

1. Define user-centered design.
2. Explain the importance of UX design in relation to an effective web experience.
3. Identify the impact of effective and ineffective UX design.
4. Identify search engine optimization (SEO)
5. Identify techniques related to search engine optimization (SEO)
6. Define terminology related to the Internet and web pages.
7. Demonstrate understanding of web security in relation to UX design.
8. Demonstrate knowledge of common web security flaws.

D. Mobile and Desktop Responsive Web Design

1. Demonstrate understanding of HTML and CSS in user experience design.
2. Demonstrate understanding of JavaScript and its applications in user experience design.
3. Examine new and emerging trends in website design.
4. Assess the effects of new and emerging technologies on web use.
5. Demonstrate an understanding of the growth of mobile applications.
6. Understand the differences and similarities in the needs of desktop and mobile content users.

E. UX Design Process

1. Define empathy within the context of UX design.
2. Define need definition within the context of UX design.
3. Define ideation within the context of UX design.
4. Identify the role of research in UX design.
5. Define the role of prototypes in UX design.
6. Define the role and value of testing in UX design.
7. Demonstrate understanding of the overall design process.

F. Color Scheme

1. Explain the role of color within content creation, including color psychology.
2. Define contrasting colors and their role in content design.

3. Define complementary colors and their role in content design.
4. Define analogous colors and their role in content design.

G. Careers in UX/UI Design

1. Identify careers in the field of UX/UI design and related areas.
2. Explain the industries impacted by the field of UX/UI design.

H. Accommodations for Special Needs and Related Laws

1. Explain the impact of the Americans with Disabilities Act.
2. Describe design of websites for accessibility and accommodation of persons with special needs.
3. Define accessibility in relation to web and content design.
4. Define alt text and explain its role.
5. Identify situations in which use of elements in projects is legal but may be unethical/inappropriate.

I. Copyright, Creative Commons, and Fair Use

1. Describe licensing agreements associated with software usage.
2. Describe copyright issues and laws related to creating graphic design, multimedia, and website design projects.
3. Identify concepts related to copyright, public domain, copy protection, intellectual property, and licensing agreements.
4. Interpret Creative Commons licensing and the associated restrictions.
5. Interpret copyright licensing and the associated restrictions.
6. Define fair use in the context of design.
7. Understand the role of public domain as well as the qualifications surrounding public domain.
8. Identify the process in which to obtain permission to use content.

# 2024-25 Competitive Events Guidelines

## Visual Design

Visual Design provides members with the opportunity to showcase their skills in designing. This competitive event consists of a presentation component where the use of design principles is shared with the judges.

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Presentation with a Topic
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

Your design firm has been asked to design a booth for one stand at a Local Farmers Market.

- The booth should highlight the products being sold
- The booth should show the company or farmer name and pricing of the products

*Note: The booth/stand can be for a real or fictitious business.*

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.

- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- 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 SLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.

- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
  - Emphasize graphic interpretation of the topic and design.
  - Describe the development of the design and design principles used.
  - Sketches should be computer generated.

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
    - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
    - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
    - It is up to final-round competitors to determine if they wish to use the technology provided.
    - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
  - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for

display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects:
        - Emphasize graphic interpretation of the topic and design.
        - Describe the development of the design and design principles used.
        - Sketches should be computer generated.

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Not Provided
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time

shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

- Technology
  - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
  - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
  - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
  - External speakers are not allowed. Only device audio can be used.
  - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
  - Emphasize graphic interpretation of the topic and design.
  - Describe the development of the design and design principles used.
  - Sketches should be computer generated.

- Final Presentation Information
  - **Equipment Set-up Time:** 3 minutes
  - **Presentation Time:** 7 minutes (one-minute warning)
  - **Question & Answer Time:** 3 minutes
  - **Internet Access:** Not Provided
  - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
  - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
  - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
  - Technology
    - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop

screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
    - Presentation should cover the following aspects:
        - Emphasize graphic interpretation of the topic and design.
        - Describe the development of the design and design principles used.
        - Sketches should be computer generated.

*Scoring*

- The preliminary presentation score will determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final. All announced results are final upon the conclusion of the National Leadership Conference.

*Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

*Recording of Presentations*

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

*Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

# 2024-25 Competitive Events Guidelines

## Visual Design

FBLA
Future Business Leaders of America

### Visual Design Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Description of the event topic and materials** | *Materials not described and/or one or more elements are missing or incomplete* | *Event topic and at least one of the materials described* | *Event topic and all materials described* | *All materials and event topic described, and the competitors connect the different pieces together* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Explains the design and development process** | *No explanation or description of the design and development process* | *Explains the design OR development process* | *Explain both the design and the development process* | *Expert industry explanation of both design and development process* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Create interest and desire for the design** | *Does not create interest or desire for the design* | *Describes two or more features of the design that would assist in selling the product* | *Describes four or more features of the design that would assist in selling the product* | *Describes at least four features that would assist in selling the product and identifies how the design is connected to the brand of the company* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Consistency in graphic design to theme** | *Consistency in graphic design to theme not addressed* | *Explains how graphic design is consistent with theme* | *Demonstrates with visual aids the consistency between graphic design and theme* | *Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

| | | |
|---|---|---|
| Name(s): | | |
| School: | | |
| Judge Signature: | | Date: |

Comments:

# 2024-25 Competitive Events Guidelines

## Website Design

Website Design provides members with the opportunity to design a website based on a specific topic. This competitive event consists of a presentation component where the website is shown to the judges. ***The focus of this event is the forward-facing website design***.

### Event Overview

**Division:** High School
**Event Type:** Team of 1, 2 or 3 members
**Event Category:** Presentation
**Event Elements:** Presentation with a Topic
***Presentation Time:*** *3-minute set-up, 7-minute presentation time, 3-minute question & answer time*
**NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Leadership, Professionalism, Teamwork, Technology

### 2024-25 Topic

Your school has opened a large gymnasium that can also be used as a 3,500-seat arena for events in the community. The community could rent the gymnasium for local sporting events, live concerts, trade shows, and other community events. You must create a website to promote this arena.

The website should include the following elements:

- A calendar of events
- A box office area to purchase tickets
- An information area that includes directions, seating charts, policies, and amenities
- A planner page that includes information on arena rental, contacts, etc.

*Note: Website does not have to be live. If partnering with your school, permission must be received from the school to make the website public.*

### State

*Required Competition Items*

| | Items Competitor Must Provide | Items ND FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>*If set for audience:*<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

## Website Design

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current school year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events.
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 5.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- This event can be run as a final presentation only depending on the number of registered competitors.
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - Presentation should cover the following aspects of the website:
        - The development, usability and functionality of the website must be demonstrated and explained to the judges.
        - The design process and design principles used.

        - Websites should be designed to allow for viewing on as many different platforms as possible.
        - Competitors must show the judges any of the following that are applicable: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.
    - The presentation is judged at the SLC. 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
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - Presentation should cover the following aspects of the website:
        - The development, usability and functionality of the website must be demonstrated and explained to the judges.
        - The design process and design principles used.

        - Websites should be designed to allow for viewing on as many different platforms as possible.
        - Competitors must show the judges any of the following that are applicable: documentation of templates/libraries used, documentation of copyrighted material and sources used.
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*Scoring*

- The preliminary presentation score will be used to determine the finalists.
- The final presentation score will determine the winners.
- Judges must break ties.
- The decision of the judges is considered final.

*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.

*Penalty Points*

- Competitors may be disqualified if they violate the ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

## National

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Preliminary Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access |
| | **Items Competitor Must Provide** | **Items FBLA Provides** |
| **Final Presentation** | • Technology and presentation items<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Table<br>• Internet access<br>• Power<br>• Projector with HDMI cord<br>• Projector screen |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current school year.
- Members may compete in an event at NLC more than once if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries.
- Each competitor can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.

- All members of a team must consist of individuals from the same chapter.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned presentation time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

*Event Administration*

- This event has two parts: preliminary presentation and final presentation
- Preliminary Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - Presentation should cover the following aspects of the website:
        - The development, usability and functionality of the website must be demonstrated and explained to the judges.
        - The design process and design principles used.
        - Websites should be designed to allow for viewing on as many different platforms as possible.
        - Competitors must show the judges any of the following that are applicable: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.
    - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area, with a booth size of approximately 12' x 12'.
    - Competitors/teams are randomly assigned to sections.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology
        - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen).

Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
        - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
        - External speakers are not allowed. Only device audio can be used.
        - Power is not available.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Final Presentation Information
    - **Equipment Set-up Time:** 3 minutes
    - **Presentation Time:** 7 minutes (one-minute warning)
    - **Question & Answer Time:** 3 minutes
    - **Internet Access:** Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan in case internet connections are lost or are unable to connect to your device.)
    - Presentation should cover the following aspects of the website:
        - The development, usability and functionality of the website must be demonstrated and explained to the judges.
        - The design process and design principles used.
        - Websites should be designed to allow for viewing on as many different platforms as possible.
        - Competitors must show the judges any of the following that are applicable: documentation of templates/libraries used, documentation of copyrighted material and sources used.
    - An equal number of top scoring competitors/teams from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors/teams from each section will advance to the final round.
    - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event.
    - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
    - Technology

        - Competitors can present with one or two devices which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). If presenting with two devices, one device must be connected to the projector or facing the judges and one device must face the competitors.
        - The following will be provided for the final round if it occurs in a conference room: Projector, projector screen, power, and table.
        - Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
        - It is up to final-round competitors to determine if they wish to use the technology provided.
        - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
    - Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
    - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
    - Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

*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

## Website Design

Future Business Leaders of America

### Website Design Presentation Rating Sheet

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Planning, Development, and Implementation**<br><br>Describe planning, development, and implementation of project | *No planning, development, and implementation process described* | *Unclearly explains or is missing either the planning, development, or implementation process* | *Clearly explains the planning, development, and implementation process* | *Clearly explains the planning, development, and implementation process including rationale with evidence* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Website Features**<br><br>Demonstrate the required elements of the project as stated in guidelines | *Website is not on topic or does not include required elements* | *Website is on topic, includes some the required elements* | *Website presented is on topic, includes all the required elements* | *Website presented is on topic, includes required elements and more* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Website UX Design**<br><br>Includes appropriate color/contrast, backgrounds, fonts, and graphics that enhance the UX design | *Does not include appropriate color/contrast, backgrounds, fonts, and graphics* | *Website includes some appropriate color/contrast, backgrounds, fonts, and graphics* | *Includes appropriate color/contrast, backgrounds, fonts, and graphics* | *Includes advanced use color/contrast, backgrounds, fonts, and graphics that enhance the UX design* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Website Content:** Grammar, spelling, and punctuation | *Website contains grammar or spelling errors* | *Website contains 3 or less spelling or grammar errors* | *Website contains one grammar and no spelling errors* | *Website is free of grammar and spelling errors* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Website Content:** Substantiates and cites sources used while conducting research | *Sources are not cited* | *Sources/References are seldom cited to support statements* | *Professionally legitimate sources & resources that support statements are generally present* | *Compelling evidence from professionally legitimate sources & resources is given to support statements* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Website Evaluation:** Website is compatible with multiple platforms | *Website is not compatible with any platforms* | *Website is only compatible with one platform* | *Website opens appropriately on at least 2 platforms* | *Website opens appropriately on more than 2 platforms* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Website Evaluation:** Website interactivity functions and is error free | *Website interactivity contains errors that prevent the execution* | *Website interactivity contains errors that did not prevent execution* | *Website interactivity is error free* | *Website interactivity is error free and enhances the experience for the user* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Website Evaluation:** Website elements are consistent across all pages | *Only one page is presented* | *Pages are not consistent* | *Pages are consistent* | *Pages are consistent and elements enhance the experience for the user* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Website Evaluation:** Description of metrics planned to use to measure the success of the website | *Planned measure of metrics not described* | *Planned measure of metrics unclearly addressed* | *Planned measure of website metrics clearly addressed* | *Planned measure of website advanced metrics addressed and enhanced by use of industry terminology* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |

# 2024-25 Competitive Events Guidelines

## Website Design

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Presentation Delivery** | | | | | |
| **Statements are well-organized and clearly stated** | *Competitor(s) did not appear prepared* | *Competitor(s) were prepared, but flow was not logical* | *Presentation flowed in logical sequence* | *Presentation flowed in a logical sequence; statements were well organized* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates self-confidence, poise, assertiveness, and good voice projection** | *Competitor(s) did not demonstrate self-confidence* | *Competitor(s) demonstrated self-confidence and poise* | *Competitor(s) demonstrated self-confidence, poise, and good voice projection* | *Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Demonstrates the ability to effectively answer questions** | *Unable to answer questions* | *Does not completely answer questions* | *Completely answers questions* | *Interacted with the judges in the process of completely answering questions* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| | | | | **Staff Only:** Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty) | |
| | | | | **Presentation Total (100 points)** | |

| | | |
|---|---|---|
| Name(s): | | |
| School: | | |
| Judge Signature: | | Date: |

Comments:

# 2024-25 Competitive Events Guidelines

## Word Processing

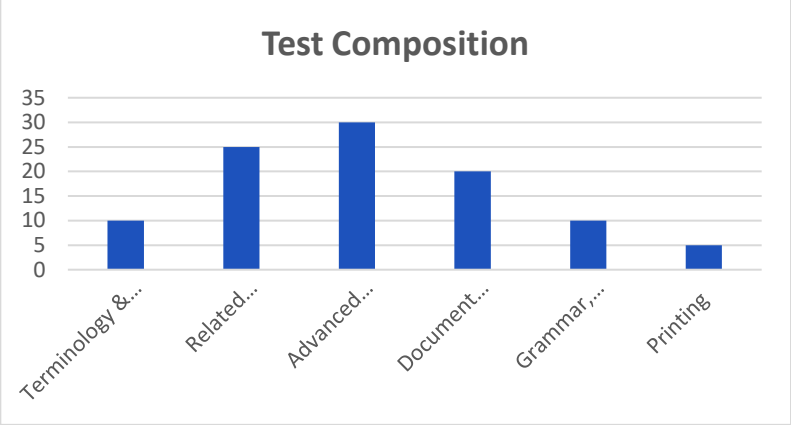
Word Processing provides members with the opportunity to demonstrate knowledge around competencies in the utilization of word processing software. This competitive event consists of an objective test and production test. It aims to inspire members to learn about how to use a computer to create, edit, save, and print documents.

### Event Overview

**Division:** High School
**Event Type:** Individual
**Event Category:** Production
**Event Elements:** Objective Test, 100-multiple choice questions (breakdown of question by competencies below) and Production Test
***Objective Test Time:*** *50 minutes*
***Production Test Time:*** *60 minutes*
**NACE Connections:** Career & Self-Development

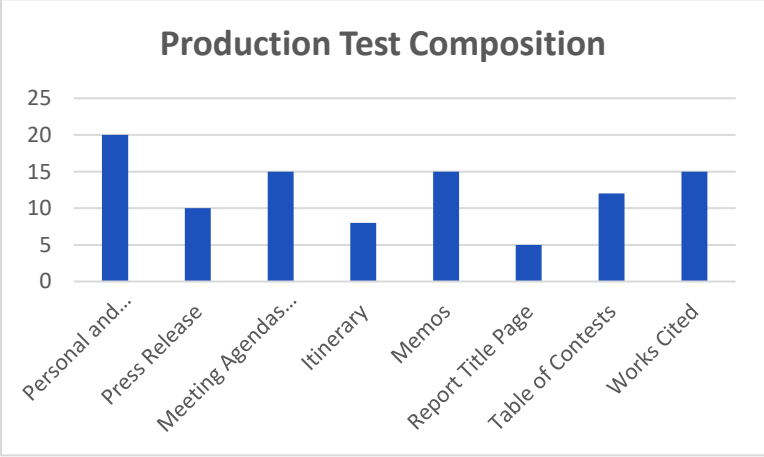
### Objective Competencies

- Basic Keyboarding Terminology and Concepts
- Related Application Knowledge
- Advanced Applications
- Document Formatting Rules and Standards
- Grammar, Punctuation, Spelling, and Proofreading
- Printing




### Production Test Competencies

- Personal and Business Letters
- Press Release
- Meeting Agendas & Minutes
- Itinerary
- Memos
- Report Title Page
- Table of Contents
- Works Cited



## State

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |
| **Production Test** | • Fully powered device for production test<br>• Internet access for submission | • Production test tasks |

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on February 1 of the current program year.
- Members may compete in an event at SLC 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 SLC and pay the state conference registration fee to participate in competitive events
- Each competitor can only compete in two individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start before the Opening Session of SLC. The schedules for competitive events are displayed in the local time of the SLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners is 10.

*Event Administration*

- This event has two parts: Objective Test and Production Test
- Objective Test
    - The objective test is administered online at the SLC.

    - 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.
- Production Test
    - **Submission Deadline:** An accessible link to all the tasks must be uploaded in the state conference registration system by March 1, 2025.
    - The production test is administered and proctored by an adult at the designated school-site prior to the SLC. Administration procedures for the production test are determined by the state chair/adviser.
    - The production test is a set of tasks based on the competencies for the competitor to complete.
    - Calculators cannot be used on the production test.
    - The Format Guide, found on the Competitive Events website (www.fbla.org) can be used for the production test.

*Scoring*

- Production Test is 85% of the total score.
- 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 ND FBLA Competitive Events Guidelines or the ND FBLA Code of Conduct.
- 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 ND FBLA Competitive Events Guidelines.

# 2024-25 Competitive Events Guidelines
## Word Processing

**National**

*Required Competition Items*

| | Items Competitor Must Provide | Items FBLA Provides |
|---|---|---|
| **Objective Test** | • Sharpened pencil<br>• Fully powered device for online testing<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • One piece of scratch paper per competitor<br>• Internet access<br>• Test login information (link & password) |
| **Production Test** | • Fully powered device for production test<br>• Conference-provided nametag<br>• Photo identification<br>• Attire that meets the FBLA Dress Code | • Production test tasks<br>• Internet access for submission |

*Important FBLA Documents*

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, Honor Code, Code of Conduct, and Dress Code.

*Eligibility*

- FBLA membership dues are paid by 11:59 pm Eastern Time on March 1 of the current program year.
- Members may compete in an event at the National Leadership Conference (NLC) more than once if they have not previously placed in the top 10 of that event at the NLC. If a member places in the top 10 of an event at the NLC, they are no longer eligible to compete in that event.
- Members must be registered for the NLC and pay the national conference registration fee to participate in competitive events.
- Members must stay in an official FBLA hotel block to compete.
- Each state may submit four entries per event.
- Each member can only compete in one individual/team event and one chapter event (American Enterprise Project, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project).
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital: driver's license, passport, state-issued identification, or school-issued identification) matching the conference nametag is required when checking in for competitive events.
- If competitors are late for their assigned production and/or objective test time, they will be allowed to compete with a five-point penalty until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event.
- Some competitive events start in the morning before the Opening Session of NLC. The schedules for competitive events are displayed in the local time of the NLC location. Competitive event schedules cannot be changed.

*Recognition*

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

*Event Administration*

- This event has two parts: Objective Test and Production Test
- Objective Test
  - The objective test is administered online at the NLC.
  - No reference or study materials may be brought to the testing site.
  - No calculators may be brought into the testing site; online calculators will be provided through the testing software.
  - Competitors may flag questions within the online testing platform for the Competitive Events Committee to review before finalizing results at the NLC.
- Production Test
  - The production test is administered online at the NLC.
  - The production test is a set of tasks based on the competencies for the competitor to complete.
  - Calculators cannot be used on the production test.
  - The Format Guide, found on the Competitive Events website (www.fbla.org) can be used for the production test.

*Scoring*

- Production Test is 85% of the total score. If there is more than one section of competitors, the production test scores will be normalized (using standard deviation) and the normalized score is 85% of the total score.
- Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.
- All announced results are final upon the conclusion of the National Leadership Conference.

*Americans with Disabilities Act (ADA)*

- FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

*Penalty Points*

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to the testing site.

*Electronic Devices*

- Unless a pre-approved accommodation is in place, all cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

## Study Guide: Competencies and Tasks

A. Basic Keyboarding Terminology and Concepts

1. Key alphabetic, numeric, and symbol information using a touch system and correct techniques.
2. Increase keyboarding speed and accuracy.
3. Demonstrate the use of the backspace, delete, and insert keys.
4. Explain the purpose and features of help menu.
5. Manipulate data/software/operating system using function keys, icons, touch screens, bars, and pull-down menus.
6. Demonstrate a basic understanding of issues regarding software copyright, software licensing, and software copying.
7. Discriminate between ethical and unethical uses of computers and information.
8. Identify steps in the word processing cycle with correct use of word processing terminology.
9. Explain the difference between a soft return and a hard return/page break.
10. Describe the difference between horizontal and vertical centering.
11. Describe shortcut keys/commands.
12. Set and clear tabs in a document.

B. Related Application Knowledge

1. Use a wizard to create miscellaneous documents such as letters, emails, and calendars.
2. Create new documents using templates.
3. Create/compose a variety of documents (e.g., letters, memoranda, reports, newsletters, tables, and brochures).
4. Use a word processing program to create a document with headers, footer, and footnotes.
5. Create, modify, and format tables (e.g., insert and delete rows and columns, merge cells and change height and width).
6. Create bulleted list, numbered lists, and outlines.
7. Create and use folders to keep documents organized (e.g., move, copy, rename, and delete files and folders).
8. Insert special symbols or characters into a document.
9. Insert the date and time into documents, both as an updatable and no changing date.
10. Create and revise a columnar document such as a newspaper column.
11. Describe and explain when to and how to use leader tabs.
12. Cut, copy, paste, and paste special using the clipboard.
13. Use the following views: Print preview, normal view, page layout view, zoom view, and Web page preview.
14. Create envelopes and labels.
15. Send a word processing document via e-mail.
16. Use spell and grammar check in composing documents.
17. Use the thesaurus to find synonyms.
18. Copy and move text, using various cut and paste methods (e.g., keystrokes, mouse, menu options, and toolbar).
19. Set widow/orphan protection in a document.
20. Insert, change, and format page numbers.
21. Use the Undo, Redo, and Repeat command.
22. Discuss file properties.
23. Use save and save as for name, location, or format of document.

24. Locate and open an existing document.
25. Design and create a simple form.
26. Create and apply frequently used text with AutoCorrect.
27. Use the AutoComplete feature.
28. Insert and modify tables, diagrams, and charts.
29. Insert breaks. (Page, Section, Column, etc.)

C. Advanced Applications

1. Create documents using merge functions.
2. Create and use macros/auto test.
3. Create and manipulate graphics (e.g., add color, rotate, resize, and crop).
4. Develop templates.
5. Convert word processing document to HTML
6. Insert and modify hyperlinks in all types of documents.
7. Create a master document including table of contents and index.
8. Integrate a variety of software applications (e.g., databases, graphics, and spreadsheets) into a word processing document.
9. Produce documents using appropriate style from a style library.
10. Create a professional document (e.g., brochure, annual report, newsletter, and catalog) demonstrating established principles of layout design in desktop publishing.
11. Import text and graphics from other sources (e.g., internet, CD-ROM, scanner, digital camera, and other files).
12. Create a primary file by merging variable information.
13. Create a boilerplate to assemble a document.
14. Complete on-screen and pre-printed forms.
15. Design complex tables (e.g., embed worksheets and link Excel data).
16. Insert, position, and size objects into a document (e.g., WordArt, clip art, images, text boxes, watermarks, diagrams, and charts).
17. Use collaboration features and manage comments by inserting, modifying, deleting, tracking, accepting, and rejecting.
18. Create, modify, and import data into charts.
19. Create multiple versions of a document.
20. Protect documents.
21. Customize toolbars and menus.
22. Create Web pages with text and graphics using word processing software being sure to include title, tables, bulleted lists, hyperlinks, and scrolling text.

D. Document Formatting Rules and Standards

1. Edit and create documents that use the document and paragraph alignments of left, center, right, and justify.
2. Set character, line, and paragraph spacing options such as single, 1.5 and double space and special spacing before or after the paragraph.
3. Use indentation options (e.g., left, right, first line and hanging).
4. Add borders and shading to tables, paragraphs, and pages using a variety of borders and shading in color and patterns.
5. Create and use horizontal and vertical lines of various types and sizes to separate and emphasize.

6. Change the margins for a selection or section of the text and/or a document (e.g., left, right, top and bottom).
7. Change a document to use landscape orientation.
8. Enhance documents by using different fonts, font sizes, and features such as bold, italics, caps, and underline.

E. Grammar, Punctuation, Spelling, and Proofreading

1. Proofread documents to insure correct grammar, spelling, and punctuation.
2. Apply language rules, proofreader's marks, and reference materials when editing copy.
3. Preview a document prior to printing.
4. Edit documents using techniques such as delete, insert, typeover, block, move, and copy.
5. Use the find/search and replace feature to edit a document.

F. Printing

1. Set printer specifications (e.g., choose printer, select page range, and number of copies).
2. Retrieve and print documents and parts of a document.
3. Print in landscape and portrait orientations.
4. Prepare/print envelopes and labels.
5. Prints or publishes hard copies that meets publication and design standards.

# 2024-25 Competitive Events Guidelines

## Word Processing

FBLA Future Business Leaders of America

### Word Processing Rating Sheet High School

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Content** | | | | | |
| **Personal and Business Letters:** *Copy entered correctly* | 0 points | 1-2 points | 3-4 points | 5-6 points | |
| **Personal and Business Letters:** *Correct formatting* | 0 points | 1-3 points | 4-6 points | 7 points | |
| **Personal and Business Letters***: Advanced features created correctly* | 0 points | 1-3 points | 4-6 points | 7 points | |
| **Press Release:** *Copy entered correctly* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Press Release:** *Correct formatting* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Meeting Agendas & Minutes:** *Copy entered correctly* | 0 points | 1-3 points | 4-6 points | 7 points | |
| **Meeting Agendas & Minutes:** *Correct formatting* | 0 points | 1-3 points | 4-6 points | 7-8 points | |
| **Itinerary:** *Copy entered correctly* | 0 points | 1 point | 2-3 points | 4 points | |
| **Itinerary:** *Correct formatting* | 0 points | 1 point | 2-3 points | 4 points | |
| **Memos:** *Copy entered correctly* | 0 points | 1 point | 2-3 points | 4 points | |
| **Memos:** *Correct formatting* | 0 points | 1 point | 2-3 points | 4 points | |
| **Memos:** *Advanced features created correctly* | 0 points | 1-3 points | 4-6 points | 7 points | |
| **Report Title Page:** *Correct formatting* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Table of Contents:** *Copy entered correctly* | 0 points | 1-2 points | 3-4 points | 5-6 points | |
| **Table of Contents:** *Correct formatting* | 0 points | 1-2 points | 3-4 points | 5-6 points | |
| **Works Cited:** *Copy entered correctly* | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Works Cited:** *Correct formatting* | 0 points | 1-3 points | 4-7 points | 8-10 points | |
| | | | | **Total (100 points)** | |

| | | |
|---|---|---|
| Name(s): | | |
| School: | | |
| Judge Signature: | | Date: |

Comments:

# NORTH DAKOTA FBLA ONLY EVENTS

## Overview

These events are for North Dakota FBLA only and do **not** qualify for the National Leadership Conference. Review specific guidelines for each event as guidelines vary.

## SLC Registration

Participants must be registered for the SLC and pay the state conference registration fee to participate in competitive events.

## Eligibility

Competitors must have paid FBLA national and state dues by 11:59 p.m. Eastern Time on February 1 of the current school year.

## BUSINESS FINANCIAL PLANNING *(North Dakota Event)*

Sponsored by the North Dakota Bankers Association
Category: Prejudged Report
Type: Team

*Business financial planning is paramount to the success of any business enterprise. This event is designed to recognize FBLA members who possess the knowledge and skills needed to establish and develop a complete financial plan with a bank to operate a business, operate a farm or purchase a vehicle. The plan developed must be economically and financially progressive to show a return to the bank and a profit for the entrepreneur in a realistic time frame. In addition to learning and applying financial business decision-making skills, team participants develop business contacts, written and oral communication skills, and familiarity with North Dakota banking procedures.*

**OVERVIEW**
This event consists of a pre-judged project.

**ELIGIBILITY**
- Entries may be created by an individual, or a team of two (2) to three (3) members.
- Participants must be members and on record in the FBLA state office as paying dues by the established state membership deadline.
- Participants may compete in this event more than once.

**PROCEDURES**
**Report Specifics**
- ❑ **Report—General**
  - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 13, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC.
  - All team members must participate.
  - Penalty points will be given if the written project doesn't adhere to the report cover and report contents guidelines.
- ❑ **Report Contents**
  - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
  - The second page must include a table of contents and each page must be numbered.
  - Divider pages and appendices are optional and must be included in the page count.
  - Restricted Items: QR codes and links cannot be included in the report.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - Reports should follow the rating sheet sequence.
  - The report is judged before the SLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.

**Project Guidelines**
- Individuals/Team members should start planning for this event early in the school year and should plan to work on this event during the entire year prior to the State Leadership Conference. This project is a Business Financial Planning case study.
- Team members must contact Dorothy Lick of the North Dakota Bankers Association (see address below) in order to be provided names and addresses of banks that are members of the North Dakota Bankers Association or the American Bankers Association.
- Once provided with the appropriate bank information, team members must write letters of invitation to this bank to make a presentation on credit and lending at an FBLA chapter meeting or business class. Resources and case studies will be provided to the bankers by the North Dakota Bankers Association.
- When this presentation has been completed, the local FBLA chapter will then determine if any students are interested in pursuing this actual event. If so, the banker will give the students the

choice of a case study representing a small farm operation, small commercial business, or a car purchase. Each case study will orientate them to the situation they will simulate when they set up an appointment for a loan request with their local banker.

- Individuals/Teams will study and analyze the case study chosen and prepare for an initial visit with the participating bank.
- The initial visit to the bank will allow the individual/team an opportunity to talk to the banker about their business situation and the reason they need financing. The banker will go through the bank's standard practice of requesting a current financial statement, income and expenses projections, etc., and will provide the necessary forms to the FBLA individual/team at that time.
- Upon receiving these forms, the FBLA individual/team will meet and complete the financial information requested by the bank. All pertinent information and figures will be provided through the case study material.
- When the FBLA individual/team has completed the required documents, they will again contact the bank and set up a second appointment to discuss their completed financial forms.
- The loan documents will be typed up, discussed in detail with the members of the FBLA team, and then signed by all members of the team.
- The FBLA individual/team members will collate and summarize all information, materials, and forms into the approved format:
    - The purpose of the project.
    - A complete chronological sequence of events and time spent at the bank.
    - A summary of the Business Financial Planning process including the original completed financial statement along with all loan related documents/correspondence.
    - A letter from the participating banker regarding this project.
    - Personal comments and feelings of all team members. Team members' comments need to be identified (the name of each individual should appear with their comments).
- For additional information and/or assistance contact:

  Dorothy Lick
  Senior Vice President of Education
  North Dakota Bankers Association
  PO Box 1438
  Bismarck, ND 58502-1438
  Phone: 701-223-5303
  Fax: 701-258-0218
  Email: dorothy@ndba.com

**JUDGING**

The reports will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the winners. All judges' decisions are final.

**STATE AWARDS**

A maximum of five awards will be presented at the North Dakota FBLA State Leadership Conference.

# BUSINESS FINANCIAL PLANNING

*Sponsored by North Dakota Bankers Association*

## Project Rating Sheet - North Dakota FBLA only

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Content and Recommendation** | | | | | |
| **Purpose of project (statement of project goals)** | *Project is not a small farm operation, small commercial business, or a car purchase* | *Project shows misunderstanding of the case study* | *Project demonstrates understanding of the case study* | *Project indicates future activities or steps that could be taken to further the work started* | |
| | 0 points | 1-3 points | 4-7 points | 8 -10 points | |
| **Complete chronological sequence of events and time spent at the bank** | *Sequence of events is not addressed* | *Sequence of events or time spent at the bank is missing* | *Sequence of events and time spent at the bank is clear* | *Sequence of events and time at the bank is clearly listed and described* | |
| | 0 points | 1-5 points | 6-10 points | 11-15 points | |
| **Summary of the business financial planning process, including all related documents** | *No evidence of the business financial planning process* | *The business financial planning process is described but is missing related documents* | *The business financial planning process is complete and related documents are included* | *The business financial planning process is clearly explained, including references to related documents* | |
| | 0 points | 1-10 points | 11-25 points | 26-40 points | |
| **Personal comments from banker and all team members** | *No personal comments received* | *Personal comments from banker OR team members are missing* | *Personal comments from banker and team members are complete* | *Personal comments are complete and indicate future activities that could take the project to the next step* | |
| | 0 points | 1-3 points | 4-7 points | 8-10 points | |
| **Report Format** | | | | | |
| **Guidelines followed and report arranged according to rating sheet (See above Expectation Items)** | *Had more than specified page count, missing one or more sections and/or does not follow rating sheet* | *All information presented, but order inconsistent with rating sheet* | *Information arranged according to rating sheet* | *Presented in the correct order, correct page count, and includes written transitions between sections* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Format and design a business report** | *Does not format document* | *Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos* | *Consistent formatting throughout the report* | *Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Include correct grammar, punctuation, and spelling** | *More than 5 grammar, punctuation, or spelling errors* | *3-4 grammar, punctuation, or spelling errors* | *No spelling errors, and not more than 2 grammar or punctuation errors* | *No spelling errors, and not more than 1 grammar or punctuation error* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Total Points** | | | | | **/100 max.** |

Name(s): _____

School: _____ State: _____

Signature: _____ Date: _____

Judge's Comments:

# CHAPTER ACTIVITIES SCRAPBOOK—DIGITAL
## *(North Dakota Event)*

Category: Prejudged Project
Type: Chapter

**OVERVIEW**
This event consists of a pre-judged project. This event is designed to encourage local FBLA chapters to maintain a digital record of the yearly program of activities. A digital record of the chapter's members and activities will aid in building local spirit and continuity of the FBLA chapter.

**ELIGIBILITY**
All active local chapters may submit a digital scrapbook for judging.

**REGULATIONS**
- Submit your entry for state competition by the deadline date. Use the rating sheet for judging criteria.
- Each digital scrapbook should represent the period of time from the beginning of the immediate past State Leadership Conference to the present time and must be limited to one hundred (100) slides. This includes the title and ending slide. The slide show must include a title slide, table of contents, section dividers, and ending slide. The table of contents slide must contain hyperlinks to the different section dividers. The title slide must include school name, town, state, and year covered. (Ex. Watertown High School, Watertown, ND 20xx-20xx). Graphics and animation may be used.
- The memory book should serve as a historical record of the members and the activities the chapter participated in during that particular year.
- The digital scrapbook should not contain music due to copyright laws.

**PROCEDURES**
- Scrapbooks are to be submitted online by the date indicated in the SLC Information section of this handbook prior to the State Leadership Conference.
- Scrapbooks are to be comprehensive, covering the year from the past State Leadership Conference to the present time. Materials should include scanned copies of program covers, evidence of participation in local, state, and national activities; and emphasis on participation by all members. Neatness, creativity, and originality are considered in the judging.

**JUDGING**
Scrapbooks will be screened to determine if chapters have complied with event eligibility and regulations. Judges will evaluate the scrapbooks based on the rating criteria. All decisions of the judges are final.

**STATE AWARDS**
The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be ten.

**NOTE: This is a North Dakota competitive event only. This is not a competitive event on the national level.**

# CHAPTER ACTIVITIES SCRAPBOOK—DIGITAL
## Rating Sheet
## North Dakota FBLA only

| Evaluation Item | Not Demonstrated | Does Not Meet Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Appearance** | | | | | |
| Neatness | 0 | 1 – 2 | 3 – 4 | 5 | |
| Color scheme | 0 | 1 – 2 | 3 – 4 | 5 | |
| Theme | 0 | 1 – 2 | 3 – 4 | 5 | |
| Layout | 0 | 1 – 2 | 3 – 4 | 5 | |
| Conforms to regulations | 0 | 1 – 2 | 3 – 4 | 5 | |
| Appropriate elements | 0 | 1 – 2 | 3 – 4 | 5 | |
| Proper use of grammar, spelling, punctuation, etc. | 0 | 1 – 2 | 3 – 4 | 5 | |
| Effective use of text, graphics, and animation | 0 | 1 – 2 | 3 – 4 | 5 | |
| **Organization** | | | | | |
| Table of contents | 0 | 1 – 2 | 3 – 4 | 5 | |
| Logical arrangement and documentation | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| School and local newspaper coverage | 0 | 1 – 2 | 3 – 4 | 5 | |
| Photographic coverage | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Effective transitions | 0 | 1 – 2 | 3 – 4 | 5 | |
| **Originality** | | | | | |
| Creativity | 0 | 1 – 3 | 4 – 7 | 8 – 10 | |
| Overall value as a historical record | 0 | 1 – 5 | 6 – 10 | 11 – 15 | |
| **Total Points** | | | | | **/100 max.** |

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

# FBLA ACALYMPICS *(North Dakota Event)*

Category: Collaborative Objective Test
Type: Team

**OVERVIEW**

The event will consist of an objective test with all team members working collaboratively to answer the questions. The test may include questions on accounting, business communications, business math, business law, business procedures, spelling, FBLA history and organization, computers, general business, keyboarding and business trivia.

**ELIGIBILITY**

Each team must be composed of three (3) to five (5) members who are on record as having paid dues by the established state membership deadline.

**REGULATIONS**

- Team members may have entered this event at a previous State Leadership Conference.

**PROCEDURES**

- This event consists of questions based on the previously listed topics, with team members working collaboratively to answer the questions.
- A 60-minute objective test will be administered at the home school prior to the state conference.
- Ties will be broken according to which team finished first.

**JUDGING**

Tests will be machine graded.

**STATE AWARDS**

The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be five (5).

***This is a North Dakota event only. There is no competition at the national level.***

## PROJECT AWARENESS *(North Dakota Event)*

Category: Prejudged Report
Type: Chapter

**OVERVIEW**

This event recognizes FBLA chapters that develop projects and activities within the school or community that increase understanding and support of a service organization. The report submitted must describe a project that helps to educate the school or community by promoting awareness of a service organization or a local issue/need. FBLA chapters are urged to collaborate with other groups (school administration, Lions Clubs, Chamber of Commerce, local government offices, etc.) in planning and conducting activities and projects that help to educate the school or community. Activities could include efforts of the chapter to promote a service organization such as the March of Dimes, American Diabetes Association, American Heart Association, etc.

This project requires an awareness activity such as an informational assembly program in the school or community, broadcasting of a cable access or radio program, design and dissemination of brochures or other written materials, hosting a speaker, panel discussion, etc. The awareness activity may be augmented by a fundraising component; however, the awareness activity is required for a successful project.

**ELIGIBILITY**

All local FBLA chapters are eligible.

**PROCEDURES**

**Report Specifics**

- ❑ **Report—General**
  - **Submission Deadline:** A PDF of the report must be uploaded in the state conference registration system by February 13, 2025.
  - **Number of Pages:** The report will be no more than seventeen (17) pages.
  - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC.
  - Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference.
  - All team members must participate.
  - Points will be deducted if the written report doesn't adhere to the guidelines.
- ❑ **Report Contents**
  - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
  - The second page must include a table of contents and each page must be numbered.
  - Divider pages and appendices are optional and must be included in the page count.
  - Restricted Items: QR codes and links cannot be included in the report.
  - Pages must be formatted to fit on 8 ½" x 11" paper.
  - Reports should follow the rating sheet sequence.
  - The report is judged before the SLC.
  - Pre-judged materials will not be returned. Reports submitted for competition become the property of ND FBLA. These reports may be used for publication and/or reproduced by ND FBLA.

**JUDGING**

A panel of judges will select the winners. All decisions of the judges are final.

**STATE AWARDS**

The number of awards presented at the State Leadership Conference is determined by the judges and/or number of entries. The maximum number will be five.

**NOTE: This is a North Dakota competitive event only. There is no competitive event on the national level.**

# PROJECT AWARENESS
## Report Rating Sheet
## North Dakota FBLA only

| Expectation Item | Not Demonstrated | Below Expectations | Meets Expectations | Exceeds Expectations | Points Earned |
|---|---|---|---|---|---|
| **Report Content** | | | | | |
| **Purpose of project—statement of project goals** | *Project is not a small farm operation, small commercial business, or a car purchase* | *Project shows misunderstanding of the case study* | *Project demonstrates understanding of the case study* | *Project indicates future activities or steps that could be taken to further the work started* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Scope and intensity of project—planning, development, and implementation** | *No evidence of planning, development, or implementation of project* | *Planning, development, OR implementation explanation is missing* | *Planning, development, and implementation activities / steps are clearly described* | *Planning, development, and implementation activities/steps are described and rationale for types of activities is given* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Benefits to and impact on the school and/or community** | *School and/or community impact is not addressed* | *Project was completed and served a purpose* | *Project created tangible results that benefitted the school and/or community* | *Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue* | |
| | 0 points | 1-9 points | 10-16 points | 17-20 points | |
| **Evaluate the project** | *No evidence of project evaluation is provided* | *Project was evaluated* | *Project was evaluated and the evaluation was assessed* | *Project was evaluated and recommendations for change were given* | |
| | 0 points | 1-8 points | 9-12 points | 13-15 points | |
| **Report Format** | | | | | |
| **Guidelines followed and report arranged according to rating sheet (See above Expectation Items)** | *Had more than specified page count, missing one or more sections and/or does not follow rating sheet* | *All information presented, but order inconsistent with rating sheet* | *Information arranged according to rating sheet* | *Presented in the correct order, correct page count, and includes written transitions between sections* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Format and design a business report** | *Does not format document* | *Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos* | *Consistent formatting throughout the report* | *Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting* | |
| | 0 points | 1-6 points | 7-8 points | 9-10 points | |
| **Include correct grammar, punctuation, and spelling** | *More than 5 grammar, punctuation, or spelling errors* | *3-4 grammar, punctuation, or spelling errors* | *No spelling errors, and not more than 2 grammar or punctuation errors* | *No spelling errors, and not more than 1 grammar or punctuation error* | |
| | 0 points | 1-2 points | 3-4 points | 5 points | |
| **Total Points** | | | | | **/100 max.** |

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

North Dakota FBLA

# RECOGNITION EVENTS GUIDELINES

# ALZHEIMER'S ASSOCIATION FUNDRAISING

Category: Recognition
Type: Chapter

*The Alzheimer's Association is FBLA's national service partner. Starting this program year, FBLA will support their worthy mission of promoting awareness and research of Alzheimer's and dementia diseases. Nearly 7 million Americans are living with Alzheimer's, a disease affecting our families, our finances, and our future. That's why FBLA is stepping up in the fight to end Alzheimer's by starting a National Team for the Alzheimer's Association Walk to End Alzheimer's®. Held annually in more than 600 communities nationwide this fall, this inspiring event is the world's largest fundraiser to fight the disease.*

**ELIGIBILITY**

All active local chapters are eligible.

**PROCEDURES**

- If your chapter raises money for the Alzheimer's Association from the end of the previous State Leadership Conference until March 1st, use official FBLA Fundraising Report
- Find more information regarding "As a Walk to End Alzheimer's" see FBLA (NT) | Walk to End Alzheimer's
- Keep a copy of the FBLA Fundraising Report for your records, send a copy with the donation, and send a copy to the ND FBLA State Office (with a copy of the check or confirmation of an online payment).
- Winners in this event are determined by the state office based on Alzheimer's Association records from the regional and national office, as well as Alzheimer's Association fundraising reports.

**STATE AWARDS**

An award is presented at the State Leadership Conference to the five local chapters that fundraised the most for the Alzheimer's Association.

# AMERICAN HEART ASSOCIATION FUNDRAISING

Category: Recognition
Type: Chapter

*The American Heart Association is ND FBLA's state service partner for the 6th year.*

**ELIGIBILITY**
All active local chapters are eligible.

**PROCEDURES**
- If your chapter raises money for the American Heart Association from the end of the previous State Leadership Conference until March 1st, use the official AHA/ND FBLA Fundraising Report (see forms section)
- Keep a copy of the AHA/ND FBLA Fundraising Report for your records, send a copy with the donation, and send a copy to the ND FBLA State Office (with a copy of the check or confirmation of online payment).
- Winners in this event are determined by the state office based on American Heart Association records from the regional and national office, as well as AHA/ND FBLA fundraising reports.

**STATE AWARDS**
An award is presented at the State Leadership Conference to the five local chapters that fundraised the most for the American Heart Association.

# BUSINESSPERSON OF THE YEAR

Category: Recognition
Type: Individual

*This event recognizes outstanding leaders from the business sector who have contributed to the success of Future Business Leaders of America on the local, state, and/or national levels.*

**OVERVIEW**

The online entry form must be completed by the local chapter adviser and received with each nominee's biographical sketch in the state office by the deadline date.

The nominees must be members of the business community. Persons who are students or full-time employees of educational institutions or departments of education are not eligible for this award; such nominees will be disqualified. Nominees must not have been named to this event at a previous State Leadership Conference.

**ELIGIBILITY**

Each chapter may nominate one or two persons for North Dakota FBLA High School Businessperson of the Year.

**PROCEDURES**

Criteria for selection of nominees at the local level should include, but do not have to be limited to:

- Years of participation in FBLA activities
- Promotion of FBLA through presentations and seminars
- Contributions to chapter projects and activities
- Financial assistance to and sponsorships of activities for local and/or state chapter(s)

The biographical sketch of each nominee should address the above areas. The form to complete the biographical sketch is found on the ND FBLA website.

**JUDGING**

The executive committee will select the Businessperson of the Year and notify the local chapter and person(s). They will be recognized at the State Leadership Conference.

***You will be notified if the candidate is selected. If you are not notified, the person was not selected as Businessperson of the Year, and if you wish, you may give this person an award from your chapter.***

# GO FOR NORTH DAKOTA GOLD *(North Dakota Event)*

Category: Recognition

*Go for North Dakota Gold is a project designed to recognize active local FBLA High School and Middle School chapters and their advisers. Chapters who complete one of the three levels of recognition (gold, silver, or bronze), and who submit an entry form with documentation, will be recognized.*

**OVERVIEW**

Only entries received by the designated date will be considered for judging.

- **Gold Level**—complete six (6) Level 1 activities and ten (10) Level 2 or 3 activities. Gold chapters will receive recognition and preferred seating during the Awards of Excellence Program at the State Leadership Conference.
- **Silver Level**—complete five (5) Level 1 activities and eight (8) Level 2 or 3 activities. Silver chapters will receive recognition at the State Leadership Conference.
- **Bronze Level**—complete four (4) Level 1 activities and six (6) Level 2 or 3 activities. Bronze chapters will receive recognition at the State Leadership Conference

**ELIGIBILITY**

All active local chapters are eligible.

**PROCEDURES**

All activities must be completed from the end of the previous State Leadership Conference until March 1 of the current year. **Documentation must accompany the entry form**. All items submitted become the property of the ND State Chapter of FBLA and will not be returned. Chapter activities may only be used once when selecting activities. *Activities can be done in person or virtually as guidelines apply to social distancing.*

**SUBMISSION**

Complete the online submission form (https://ndfblapbl.wufoo.com/forms/go-for-north-dakota-gold/). On the form, chapters will be able to select if they are applying as a High School chapter, a Middle School chapter, or Combined (HS & MS) chapters. All files should be saved as PDF files before uploading or attaching. All entries must be received by the designated date. **Completing extra Level 2 and 3 activities is recommended in the event that an activity selected is not able to be verified.**

**Level 1 Activities**

1. Pay initial state and national dues of $15 per member by October 20.
2. Chapter attends the Fall Leadership Conference.
3. Submit online Chapter Check-In forms on three separate months for publication on the ND FBLA website.
4. At least 20% of high school members complete one or more levels of the Business Achievement Awards **AND** at least 20% of middle school members complete one or more levels of the LEAD Awards. **Attach a list of students and which level was completed.**
5. Chapter member(s) participate in a job shadow experience. **Submit a short description.**
6. **HS:** Submit Local Chapter Annual Business Report for state competition.
7. **HS:** Chapter completes these four Champion Chapter programs (Summer Starter, Shaping Success, Service Season, and CTE Celebration). (NOTE: chapters cannot select activity #7 AND #38, it is one or the other)

**Level 2 Activities:** *These activities can be completed jointly by high school and middle school chapter members.*

8. Submit an article to FBLA national publication. **Attach a copy of the article or submission form.**
9. Attend the National Leadership Conference.
10. Include a businessperson in a chapter activity. **Submit a description of name, position, and activity.**
11. Attend a business tour. **Submit a description of business name and activity.**
12. Include a school official/administrator in a chapter activity. **Submit a description of name, position, and activity.**
13. Attend the National Fall Leadership Conference. **Attach a copy of registration.**

14. Secure corporate sponsorship. **Attach a copy of sponsorship form (Form found in Forms section)**
15. Chapter has members participate in Professional Dress Day on three separate months. **Submit three photos.**
16. Hold an Alzheimer's Association fundraiser. **Attach a description of the activity and copy of check or credit card receipt to/from the Alzheimer's Association.**
17. Hold an American Heart Association fundraiser. **Attach a description of the activity and copy of check or credit card receipt to/from the American Heart Association.**
18. Have a chapter social media account. **Submit screenshots of at least 5 posts with dates for the current membership year.**
19. Plan and carry out activities designed to celebrate FBLA Week. **Attach a list and description of activities.**
20. Using the State Officer Request form, have a ND FBLA state officer visit your chapter in person or by video conference and provide information or assistance at a chapter meeting or event. (State officers may not visit their own chapter) **Attach a short description of visit and optional photo.**
21. Have an ND FBLA Collegiate state officer, former ND FBLA state officer, or Alumni member visit your chapter in person or by video conference and provide information or assistance at a chapter meeting or event. **Attach a short description of the visit and optional photo.**
22. Host a competitive events study night. **Attach a short description and optional photo.**
23. Plan a joint activity with another FBLA chapter in your area. **Attach a short description and optional photo.**
24. Conduct a local officer installation ceremony AND/OR hold a chapter/member recognition event. **Submit a short description of activity.**
25. Conduct a School Board presentation. **Submit a short description of activity.**
26. Chapter member(s) participate in Stock Market Game (state or national competition).
27. Chapter member(s) participate in LifeSmarts (state or national competition).

**Level 3 Activities:** *These activities need to be completed by age group – either high school or middle school as specified.*

28. **HS:** Qualify for the North Dakota Membership Achievement Award.
29. **HS:** Have a candidate run for state office.
30. **HS:** Submit American Enterprise Project for state competition.
31. **HS:** Submit Business Financial Planning Project for state competition.
32. **HS:** Submit Business Plan for state competition.
33. **HS:** Submit Chapter Activities Scrapbook-Digital for state competition.
34. **HS:** Submit Community Service Project for state competition.
35. **HS:** Submit Project Awareness for state competition.
36. **HS:** Submit Partnership with Business Project for state competition.
37. **HS:** Nominate a chapter member for the Regional HS Member of the Month recognition on at least three separate months. **Submit the names of members nominated.**
38. **HS:** Chapter completes three of these Champion Chapter programs (Summer Starter, Shaping Success, Service Season, and CTE Celebration). (NOTE: chapters cannot select activity #6 AND #38, it is one or the other)
39. **HS:** Chapter member(s) participate in Virtual Business Challenge.
40. **MS:** Plan an icebreaker for a chapter meeting. **Attach a short description and optional photo.**
41. **MS:** Nominate a chapter member for the Middle School Member of the Month recognition on at least three separate months. **Submit the names of members nominated.**
42. **MS:** Have your Middle School Chapter Officers make a presentation about FBLA Middle School to a service club, class of incoming middle school students, or school administration. **Attach a short description and optional photo OR attach a copy of the presentation slides.**
43. **MS:** Have at least two members sign up for a competitive event at the State Leadership Conference **Submit the names of members registered for SLC.**
44. **MS:** Write a thank you note to an adviser or school representative. **Attach a photo.**

45. **MS:** Sponsor a Spirit Day where all members wear blue and gold. **Attach a short description and optional photo.**
46. **MS:** Qualify for the North Dakota Membership Achievement Award.

**JUDGING**
Entries will be reviewed by a screening committee to determine if chapters have complied with event eligibility and regulations.

**STATE AWARDS**
All chapters achieving **gold**-level recognition will receive the following recognition items for their accomplishments:

- Recognition certificate
- A special ribbon for all of the chapter's members attending the North Dakota State Leadership Conference.
- A chapter representative participates in the “Go for ND Gold” Parade of Chapters at North Dakota State Leadership Opening Session.
- Preferred seating at the Awards of Excellence Program.

All chapters achieving **silver**-level recognition will receive the following recognition items for their accomplishments:

- Recognition certificate
- A special ribbon for all of the chapter's members attending the North Dakota State Leadership Conference.
- A chapter representative participates in the “Go for ND Gold” Parade of Chapters at North Dakota State Leadership Opening Session.

All chapters achieving **bronze**-level recognition will receive the following recognition items for their accomplishments:

- Recognition certificate
- A special ribbon for all of the chapter's members attending the North Dakota State Leadership Conference.
- A chapter representative participates in the “Go for ND Gold” Parade of Chapters at North Dakota State Leadership Opening Session.

**NOTE: This is a North Dakota only FBLA event.** It is similar in nature to some of the national chapter and member recognition activities. Some projects used to qualify for Go for North Dakota Gold can also be used to qualify for national recognition.

# HONORARY MEMBERSHIP IN NORTH DAKOTA FBLA
## *(North Dakota Event)*

Category: Recognition
Type: Individual

*This event recognizes outstanding individuals who have contributed to the success of Future Business Leaders of America on the local, state, or national levels.*

**ELIGIBILITY**

Each chapter may enter one or two persons as candidate(s) for an Honorary Membership in North Dakota FBLA High School.

**REGULATIONS**

- Honorary Members may be nominated from those employed in government, local teachers, school administrators, employees of local educational agencies, or other interested people in the community.
- Nominees must not have been named to this event at a previous State Leadership Conference.
- The online entry form must be completed by the local chapter adviser and received with each nominee's biographical sketch in the state office postmarked by the deadline date.

**PROCEDURES**

The biographical sketch of each nominee should address the following areas:

- Years of participation in FBLA activities
- Promotion of FBLA through presentations and seminars
- Contributions to chapter projects and activities
- Financial assistance to and sponsorships of activities for local and/or state chapter(s)

The form to complete the biographical sketch is found on the ND FBLA website.

**JUDGING**

The executive committee will select honorary members and notify the local chapter and person(s). They will be recognized at the State Leadership Conference.

***You will be notified if your candidate is selected. If you are not notified, the person was not selected as an honorary member, and if you wish, you may give this person an award from your chapter*.**

# LARGEST LOCAL CHAPTER MEMBERSHIP

Category: Recognition
Type: Chapter

*Effective state and national programs depend upon membership support and growth. Increased membership provides resources for the expansion of services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to those local high school chapters that have attained the largest membership in FBLA.*

**ELIGIBILITY**

All active local chapters are eligible.

**PROCEDURES**

- Official membership records are audited in the state office; therefore, no entry form is required for this event.
- Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of paid FBLA High School members on record in the FBLA state office on the designated date of the current school year.

**STATE AWARDS**

An award is presented at the State Leadership Conference to the largest FBLA High School chapter in North Dakota.

# LARGEST PERCENTAGE OF INCREASE IN LOCAL CHAPTER MEMBERSHIP

Category: Recognition
Type: Chapter

*Effective state and national programs depend upon membership support and growth. Continued membership growth makes possible the expansion of services and materials. Recognition is given to those local chapters that have attained the highest percentage of increase in local FBLA High School membership.*

**ELIGIBILITY**
All active local chapters are eligible.

**PROCEDURES**
- Official membership records are audited in the state office; therefore, no entry form is required for this event.
- Winners in this event are determined by the state office after the audit of membership records. The figures used in determining the winners will be the number of paid FBLA High School members on record in the FBLA state office at the cut-off date established for the previous and current school years.

**STATE AWARDS**
An award is presented at the State Leadership Conference to the top local chapter that attained the largest percentage of membership increase in FBLA High School.

# MARKET SHARE AWARD

Category: Recognition
Type: Chapter

*Effective state and national programs depend upon membership support and growth. A notable percentage of students involved in local chapters shows dedication to the organization. Recognition is given to those local chapters who have achieved a high percentage of their school's total population.*

**ELIGIBILITY**
All active local chapters are eligible.

**PROCEDURES**
- Official membership records are maintained in the state office, **but to enter this event the online entry form must be completed**. This form is found on the ND FBLA website. Only entries received by the designated date will be considered.
- The figures used in determining the winners will be the number of paid FBLA High School members on record in the FBLA state office by the designated date and the total number of students enrolled for the current school year in grades 9-12.

**STATE AWARDS**
An award will be presented to the chapter that has the highest percentage of its school population in grades 9-12 as FBLA High School members.

**NOTE: This is a North Dakota only FBLA event.** It is similar in nature to the national Market Share award. Applications are due approximately April 1st - https://www.fbla.org/divisions/fbla/fbla-membership/

# MEMBERSHIP ACHIEVEMENT AWARD

Category: Recognition
Type: Chapter

*Effective state and national programs depend upon membership support and growth. Maintaining increased membership provides resources for expanding services to local chapters. Membership recruitment offers a worthwhile experience in public relations and leadership. Recognition is given to those local chapters who have maintained or increased their membership over the previous school year.*

**ELIGIBILITY**

All active local chapters are eligible.

**PROCEDURES**

- Official membership records are audited in the state office; therefore, no entry form is required for this event.
- The figures used in determining the winners will be the number of paid FBLA High School members on record in the FBLA state office by the designated date and the ending national membership figures (June 30) of the preceding school year.

**STATE AWARDS**

A certificate of recognition will be presented to chapters qualifying for this award.

# WHO'S WHO IN FBLA

Category: Recognition
Type: Individual

*This award honors FBLA High School members who have made outstanding contributions to the association at the local, state, and national levels.*

**OVERVIEW**

The nomination must be completed by the chapter adviser and submitted with State Leadership Conference registration to the state office by the designated date.

Nominees must be selected in accordance with the regulations of the state chapter and the national association.

**ELIGIBILITY**

- Each chapter may enter one (1) or more participants who are members of an active local chapter, on record as having paid dues for the current school year.
- State officers automatically earn recognition in this event; therefore, chapters should not select state officers for this honor.

**GUIDELINES**

Criteria for the selection of nominees by the local chapter should include:

- years of participation in FBLA activities
- extent of participation in conferences sponsored by the state chapter and national association
- offices, chairships, and committee memberships held
- contributions to local, state, and national projects
- participation in other activities
- recommendations supportive of the member's involvement in FBLA
- complete Levels 1 (Contributor) and Level 2 (Leader) of the Business Achievement Awards

**STATE AWARDS**

One (1) or more members from each chapter nominated by their advisor and all state officers will be recognized as recipients of the national Who's Who in FBLA award at the SLC.

**NATIONAL COMPETITION**

One (1) member from North Dakota will be selected to receive national Who's Who recognition.

North Dakota FBLA

# CHAPTER ACTIVITIES

# CHAPTER CHECK-IN

*The Chapter Check-In is a way for chapters to report their chapter's news. The Chapter Check-In is easily completed through an online form.*

## COMPLETING THE CHAPTER CHECK-IN

Several things will happen when you complete the Chapter Check-In:

1. Chapter Check-Ins submitted each month will be collected for inclusion on the ND FBLA website.

2. By completing a Chapter Check-In form, on three separate months, prior to the State Leadership Conference, your chapter will have fulfilled one of the Level I requirements for the "Go for ND Gold" event.

3. The Chapter Check-In is your chapter's way of letting other chapters know what's happening with FBLA at your school.

All you need to do is go to www.nd-fbla.org, and complete the online Chapter Check-In form. The form can also be found at https://ndfblapbl.wufoo.com/forms/nd-fbla-chapter-checkin/

You must submit at least one activity but may submit more if you had a busy month. Just remember that forms must be submitted on three separate months, by the deadline, in order to qualify for "Go for North Dakota Gold."

Please complete and submit the Chapter Check-In by the 5th of each month. We look forward to reading all about your local chapters!

# CHAPTER OF THE MONTH

*The Chapter of the Month program is designed to recognize excellence and active involvement in North Dakota FBLA High School projects and activities. Each month one North Dakota FBLA High School chapter will be recognized as the Chapter of the Month. Selection of Chapter of the Month will be based on activities submitted through the Chapter Check-In program.*

**RECOGNITION**

All chapters who are selected as the Chapter of the Month during the current membership year will receive a certificate noting their achievement and ribbons at the State Leadership Conference.

# CORPORATE SPONSORSHIP

*The corporate sponsorship program is designed to raise money to help send state competitive event winners to the National Leadership Conference. Next year's conference will be held in Anaheim, CA.*

**Chapters that secure corporate sponsorships can use them as a Level II activity for "Go for North Dakota Gold".**

**TIPS FOR RECRUITING CORPORATE SPONSORS**

Make a list of potential sponsors. In identifying sponsors, consider businesses that benefit from statewide exposure, such as car dealerships or statewide corporations. Many of your hometown businesses will also support you if asked. Corporate sponsors will receive the following recognition by sponsoring an event at the State Leadership Conference:

- recognition in our State Leadership Conference program
- recognition (via the multimedia screen) at the SLC Awards of Excellence Program
- recognition on the ND FBLA website (www.nd-fbla.org) and social media accounts
- an invitation to attend the SLC Awards of Excellence Program and personally hand out the awards for the event sponsored

When contacting potential corporate sponsors:

- Make an appointment convenient to them.
- Make sure you know everything about the program before you go and talk to potential sponsors. Know the basics of FBLA, such as the mission statement (*printed in your chapter handbook*), so you can inform them of what our organization strives to achieve. Make the business aware of what their money does. The sponsorship pays for a portion of the registration fees of members who qualify to compete at NLC.
- Have a general idea of what you're going to say and how you are going to say it before you contact a potential sponsor.
- If possible, show an example of last year's SLC program with sponsors' names in it. Tell how their name appears on the multimedia screen at the SLC next to the event name. Get the company's business card, so their sponsorship information can be printed in the conference program.
- Dress appropriately.
- Have an introduction that is informative and is ten seconds or less. As an example: "Hi, I'm Robin Walters, the president of the Martian Protection Society, and I'd like to speak to you about the benefits of sending an outstanding high school student into outer space."
- Tell them what happens at the NLC. Share the excitement of a North Dakota team winning first in the nation in computer applications or digital video production. Also tell them about the great experience of participating in NLC.
- Remember to send a written thank you within 48 hours to thank the business for their sponsorship.
- From the moment you enter a business to contact a potential corporate sponsor, make sure you are as professional as you can be. One tip—if you have to wait for someone and you are sitting when they enter, be sure you stand to greet them and shake their hand.

When you get a corporate sponsorship:

- ❑ Complete **all** sections of the form
- ❑ Secure a check for the proper amount made out to North Dakota FBLA
- ❑ Send the information to the state FBLA office (the address is in the chapter handbook)
- ❑ Send a thank you to the sponsor

Events that have been sponsored, and the businesses that sponsored them, will be listed on the website so that we do not get duplicate sponsors for an event. Check the website at www.nd-fbla.org to see which events have been sponsored before talking to a business.

A list of events that are available for sponsorship and a corporate sponsorship proposal can be found on the next three pages.

# FORM IN THE FORMS SECTION

# 2024 – 2025 NORTH DAKOTA FBLA
# HIGH SCHOOL COMPETITIVE EVENTS
(for use with Corporate Sponsorship Program)

*The purpose of the Corporate Sponsorship Program is to help send North Dakota FBLA High School and FBLA Middle School members, who qualify for national competition, to the National Leadership Conference. We request a $200 sponsorship for a business to be the sole sponsor of an individual event. With team or chapter events, in order to be the sole sponsor, the amount could range anywhere from $200 to $1,000 (depending on the size of the team). If a business should choose to partially sponsor an event, we would accept sponsors for that event until it is fully sponsored. We would like to suggest that $100 be the minimum amount for a sponsorship.*

## CHAPTER AND TEAM EVENTS:

American Enterprise Project — 1 to 3 members per team
Broadcast Journalism —1 to 3 members per team
Business Ethics —1 to 3 members per team
Business Management — 1 to 3 members per team
Business Plan — 1 to 3 members per team
Community Service Project — 1 to 3 members per team
Computer Game & Simulation Programming — 1 to 3 members per team
Data Analysis — 1 to 3 members per team
Digital Video Production — 1 to 3 members per team
Entrepreneurship — 1 to 3 members per team
Graphic Design —1 to 3 members per team
Introduction to Business Presentation — 1 to 3 members per team
Introduction to Programming — 1 to 3 members per team
Introduction to Social Media Strategy — 1 to 3 members per team
Local Chapter Annual Business Report — 1 to 3 members per team
Marketing — 1 to 3 members per team
Parliamentary Procedure — 4 to 5 members per team
Partnership with Business Project — 1 to 3 members per team
Public Service Announcement—1 to 3 members per team
Sales Presentation — 1 to 3 members per team
Social Media Strategies —1 to 3 members per team
Sports and Entertainment Management —1 to 3 members per team
Visual Design – 1 to 3 members per team
Website Design — 1 to 3 members per team

## INDIVIDUAL EVENTS:

Accounting I
Accounting II
Advertising
Agribusiness
Business Communication
Business Law
Computer Applications
Computer Problem Solving
Cyber Security
Economics
Electronic Career Portfolio
Financial Math
Future Business Leader
Health Care Administration
Human Resource Management
Impromptu Speaking
Insurance and Risk Management
Introduction to Business Communication
Introduction to Business Concepts
Introduction to Business Procedures
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Introduction to Marketing Concepts
Introduction to Parliamentary Procedure
Introduction to Public Speaking
Job Interview
Journalism
Networking Infrastructures
Organizational Leadership
Personal Finance
Public Policy & Advocacy
Public Speaking
Securities and Investments
Spreadsheet Applications
Supply Chain Management
UX Design
Word Processing

ND Future Business Leaders of America
Contact: Jessica DeVaal
600 E. Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610
Phone: 328-2286
Email: jdevaal@nd.gov

**Who Are We?** – Future Business Leaders of America (FBLA) is a student business organization whose mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

**What Are We Doing?** – The North Dakota FBLA State Leadership Conference is a three-day conference bringing together over 1,300 of the brightest and most talented students from across North Dakota. During the conference, participants and advisers will hear dynamic speakers, participate in seminars and hands-on workshops, and compete in our competitive events program, with more than 50 different events ranging from accounting to public speaking and computer applications to website design (see attached list).

State officers work to develop and maintain relationships with local FBLA High School and FBLA Middle School chapters to continually develop leadership skills at various levels. We hope that these relationships will promote active participation in FBLA during their high school years.

State officers develop and train through planning retreats, and meetings throughout the year. Parliamentary procedure, teamwork, networking, and a combination of professional and personal development are the main focuses for FBLA High School state officers. State officers spend time traveling to local chapters to increase communication among chapters and create networking opportunities for students.

**When Is The Conference?** – The conference is scheduled for March 30- April 1, 2025, in Bismarck.

**What Will Members Get From Their Conference Experience?** – The conference begins on Sunday evening with an opening session welcome from an FBLA High School national officer, a keynote speaker, and recognition of chapters and members for their leadership accomplishments during the year.

Monday's events include competitive events, workshops, and campaign speeches for a new state officer team. Throughout the day, conference attendees can compete in their chosen fields/events against students from all over North Dakota with the opportunity to qualify to move on to competition at the National Leadership Conference. In addition, workshops and other leadership activities will be conducted in a variety of business-related topics that will help students to network and to develop their leadership skills.

Tuesday ends the conference with the installation of new state officers for the upcoming year and, finally, the Awards of Excellence Program where student competitors and chapter award winners will be recognized.

**Why Are We Doing This?** – We are doing this to help students develop leadership skills and to help them plan for their futures. Our members will gain valuable experience and skills that will help them transition from high school to college and then to careers.

Additionally, we have developed the corporate sponsorship program to assist our North Dakota FBLA Middle School and High School members who excelled in competition at the state level to move on to compete at the national level. Your financial assistance will aid our members in competing at the FBLA National Leadership Conference.

**How Can You Help?** – We are inviting *you* to assist our efforts by sponsoring a competitive event at the State Leadership Conference. The possibilities for sponsorships include the events listed on the attached sheet.

**What Are The Benefits to You?** – You can help our group of upcoming and developing business professionals by sponsoring one or more competitive events. Sponsorship opportunities exist anywhere from the $100 to $1,000 level. For your sponsorship, you receive:

(1) recognition in our conference program
(2) recognition (via the multimedia screen) at the Awards of Excellence Program
(3) recognition on the ND FBLA website (www.nd-fbla.org) and social media
(4) an invitation to attend the Awards of Excellence Program to personally hand out the awards for the event you've sponsored

This conference is being planned and coordinated by and for high school students. The North Dakota state officer team, their local chapter advisers, and the ND state director, Jessica DeVaal, are ensuring the standards and professionalism of the conference through continual planning and communication.

Thank you for your consideration of our proposal. We are excited and honored to have you join us for this spectacular event being planned for North Dakota FBLA High School and Middle School members.

# MEMBER OF THE MONTH

*The Member of the Month program is designed to recognize excellence and active involvement by local chapter members in North Dakota FBLA High School. Each month advisers are encouraged to nominate a local chapter member for this recognition via the online nomination form found at www.nd-fbla.org or https://ndfblapbl.wufoo.com/forms/nd-fbla-monthly-awards/. Nomination forms will be reviewed by the State Executive Committee, and one North Dakota FBLA High School member from each region will be recognized as the Member of the Month. State officers are not eligible for this recognition.*

**RECOGNITION**

All members who are selected as the Member of the Month during the current membership year will receive a certificate noting their achievement and a ribbon at the State Leadership Conference.

# PROFESSIONAL DRESS DAY

Learning to dress in a professional manner is an important element in conveying a professional impression in a business environment, and it is a required element at state FBLA events. Professional Dress Day is designed to give FBLA members an opportunity to wear professional attire and to determine if what they are wearing conveys a professional impression and meets the FBLA Dress Code.

Professional Dress Day is designed to teach members about professional business attire, as defined by the FBLA Dress Code. Chapters whose members wear professional dress to school three separate months prior to the submission deadline can use this activity to qualify for Go for North Dakota Gold (or Silver or Bronze). For this activity, a group photo from each of the three days will be required as documentation.

North Dakota FBLA

# OFFICIAL INFORMATION

## 58th Annual FBLA State Leadership Conference

**March 30 – April 1, 2025**

**Bismarck Event Center**
**Bismarck, ND**

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**All forms in the Forms Section or available online.**

# 2025 NORTH DAKOTA STATE LEADERSHIP CONFERENCE

The highlight of the year in North Dakota FBLA High School is the State Leadership Conference, which will be held in Bismarck on March 30 – April 1, 2025. This exciting, fun-filled, three-day leadership conference provides students with many opportunities for leadership development and an opportunity to participate in various competitive events. Winning qualifiers in the competitive events are eligible to compete at the National Leadership Conference in Anaheim, CA, June 29 - July 2, 2025.

**This section of the handbook contains all the information necessary to register students for the State Leadership Conference. Please read this section very carefully.** Please notify the state office immediately if you spot a problem or conflict. Others will have the same concern.

**ONLINE CONFERENCE REGISTRATION INFORMATION:**
The State Leadership Conference registration and competitive event registration will be done online utilizing Blue Panda and the national FBLA membership database. Instructions to complete the online registration process will be sent to advisers, via the ND FBLA listserv, in January.

**COMPETITIVE EVENT INFORMATION:**
**Members are allowed to compete in two (2) individual or team events.** An exception will be made for members who are part of the presentation team in chapter events and participation in the following North Dakota only events: Business Financial Planning, FBLA Acalympics, and Project Awareness.

**Future Business Leader** and **Job Interview** materials are to be uploaded prior to the conference in one PDF file per competitor by the designated date.

Chapter-prejudged reports, **Business Plan**, and **Business Ethics** summary PDFs are to be uploaded by the designated date.

**Digital Video Production** URL is to be uploaded prior to the conference by the designated date.

**Individuals and/or teams are responsible for providing their own equipment for appropriate events at the State Leadership Conference.** Note: This was an event modification at the state and national level beginning 7 years ago. Event guidelines have been modified to no longer use projectors in preliminary round of presentation events – competitors will present directly from their laptops/devices. Projectors will only be provided for finals in events with viewing, and it is up to the competitors to decide if they wish to use them. Students will have to do the setup and cannot get help, so you may choose to bring your own projector so that the student(s) is familiar with the equipment.

Participants failing to report on time will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Participants must adhere to the dress code established by the Board of Directors, or they will receive a point deduction in their competitive events. Participants who do not follow the dress code for general sessions will not be allowed on stage.

Calculators may be used in all objective test events as appropriate. A calculator is included in the online testing platform.

All students participating in online objective testing need to bring their own WiFi-enabled testing device (ex: laptop, tablet) No cell phones will be allowed for testing.

Remember that students entering Introduction to Business Concepts, Introduction to Business Communication, Introduction to Business Procedures, Introduction to Business Presentation, Introduction to FBLA, Introduction to Financial Math, Introduction to Information Technology, Introduction to Marketing Concepts, Introduction to Parliamentary Procedure, Introduction to Programming, Introduction to Public Speaking, and Introduction to Social Media Strategy must be in grades 9-10 only.

The following events are considered to be linked in a series. Once a member has competed at the State Conference in the second, or advanced, event in the series, they may not subsequently compete in the first or introductory event. Event series impacted by this regulation include:

- Accounting I and Accounting II
- Introduction to Financial Math and Financial Math.
- Introduction to Business Communication and Business Communication
- Introduction to Parliamentary Procedure and Parliamentary Procedure
- Introduction to Programming and Computer Game & Simulation Programming
- Introduction to Public Speaking and Public Speaking
- Introduction to Social Media Strategy and Social Media Strategies

**SCHOOL-SITE TESTING:**
The objective test portion of the Computer Applications, Spreadsheet Applications, Word Processing, Business Ethics, Business Management, Entrepreneurship, Marketing, Parliamentary Procedure, Sports and Entertainment Management, Future Business Leader, and FBLA Acalympics events will be taken online. Instructions for administering these online tests will be sent to chapters prior to the conference. These tests are to be administered by someone at your school site other than the adviser. The designated school site test administrator will be sent the testing information. Advisers may help with equipment set-up for the skills portion of any tests but may not be present in the testing room; advisers are not to see any of the tests.

**Computer Applications** production test will be administered in the home school and two hours will be allowed for the production portion. **Spreadsheet Applications** and **Word Processing** production test will be administered in the home school and one hour will be allowed for the production portion. All tests must be completed in one sitting. For example, a two-hour test cannot be started from 8 to 9 a.m. and then finished from 2 to 3 p.m. The production tests given in the home schools are to be uploaded to the designated place by the specified date. *This procedure is for North Dakota only.*

**CAMPAIGN LUNCHEON:**
At the campaign luncheon, state officer candidates will give a speech of two minutes stating their platform and qualifications for office. At the end of the campaign luncheon, chapter advisers will pick up voting delegate ribbons and voting delegate cards. The voting delegates will be required to visit each candidate's booth and ask questions of the candidates. (Voting delegates only need to visit the booths of regional vice president candidates from their region.) After visiting the booth and asking questions, the candidates or their campaign manager will stamp the card. Voting delegates will have to turn in a completely stamped card in order to pick up their online voting login card.

The campaign luncheon is for chapter presidents, state officer candidates, campaign managers, advisers, chapter voting delegates, and up to two future or potential state officer candidates. Chaperones and guests may attend the luncheon for $20 per person. Advisers should enter their chapter luncheon count with SLC registration to ensure an accurate lunch count.

**STATE OFFICER CANDIDATES:**
Your chapter may have **two** state officer candidates. However, you may have any number of students apply for the state parliamentarian position. Any student wishing to be considered for state parliamentarian must have at least one year remaining in high school, complete an application, and take the Introduction to Parliamentary Procedure written test. The chapter does not have to enter a Parliamentary Procedure team. The student scoring the highest, who has completed an application form, and who has gone through the interview process will be appointed as state parliamentarian. All necessary information and forms needed to apply can be found in the State Officer Candidate Guide, which is part of this publication.

**NATIONAL OFFICER CANDIDATES:**
Only elected and/or appointed current or past state officers are eligible to run for national office from North Dakota FBLA. State officer candidates should check the appropriate box on the North Dakota FBLA High School State Officer application form to indicate their interest in running for a national office should they be elected to a state office.

The elected state president will receive first priority in running for a national office. Should the elected state president choose not to run for a national office, then the other elected and/or appointed current or past state officers who signified interest on their application will be interviewed by the State Executive Board (which consists of the State Chair, State Advisers, and State President) or the State Chair to determine the national officer candidate from North Dakota.

Guidelines and forms can be found in the State and National Officer Candidate Guides, which are part of this publication.

**MEMBERSHIP:**
Be certain all students attending the FBLA State Leadership Conference have joined both the state and national FBLA chapters. Dues--$15 ($5 state and $10 national) must be paid to the national membership address by **February 1, 2025,** in order for the student to attend. Membership will be checked with registration. Name tags will be checked at all events.

**ND FBLA HIGH SCHOOL CALENDAR FOR 2025 STATE LEADERSHIP CONFERENCE**
**"DARE TO DREAM, DARE TO LEAD"**

| State Office Address (Bismarck) | State and National Dues Address — ($15) | SLC Registration Fee Address — ($75 for members and advisers) |
|---|---|---|
| Jessica DeVaal, FBLA State Chair<br>Dept. of Career & Tech. Education<br>600 East Boulevard, Dept. 270<br>Bismarck, ND 58505-0610<br>Phone: 701-328-2286<br>jdevaal@nd.gov | www.fbla.org<br><br>**ONE CHECK** is sent to the National Office. | FBLA Fiscal Agent<br>P.O. Box 6022<br>Bismarck, ND 58506-6022<br>Phone: 701-224-8390<br><br>**CHECKS MADE OUT TO:**<br>**ND FBLA** |

## All due dates are postmark dates (unless otherwise indicated).

**Dec. 1, 2024** Postmark deadline for submitting North Dakota FBLA Bylaw Amendments **(sent to Bismarck)**

**Feb. 1, 2025** Last day to postmark state and national dues. ***Dues of $15 must be postmarked directly to national office in order to participate in State Leadership Conference.***
Online submission deadline for:
- ☐Businessperson of Year and Honorary Membership nominations
- ☐Market Share Award form

Postmark deadline for:
- ☐State officer candidate applications **(sent to Bismarck)**
- ☐National officer candidate applications **(sent to Bismarck)**

**February 6** Online submission deadline for:
- ☐Conference and competitive event registration – including Code of Conduct forms for each student.
- ☐Reports: American Enterprise Project, Business Plan, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project written reports **(uploaded online by 5 pm CST)**

Postmark deadline for:
- ☐Registration fee for State Leadership Conference **(mailed to fiscal agent, check made out to ND FBLA)**
- ☐Hotel Reservation forms **(sent directly to hotel)**

**February 13** Online submission deadline for: **(uploaded online by 5 pm CST)**
- ☐Business Ethics case summary
- ☐Future Business Leader and Job Interview materials
- ☐Digital Video Production URL
- ☐Reports: Business Financial Planning and Project Awareness written reports
- ☐Chapter Scrapbook-Digital

**March 1** Online submission deadline for:
- ☐Completed pre-conference tests **(uploaded online by 5 pm CST)**

**March 3** Online submission deadline for:
- ☐Go for North Dakota Gold **(online form submitted by 5 pm CST)**

**Mar 30-Apr 1** State Leadership Conference, Bismarck

**April 11** Deadline to *notify* ND FBLA of intent to compete at National Leadership Conference

**Jun 29-Jul 2** National Leadership Conference, Anaheim, CA

# *REGISTRATION PROCEDURES*

1. *All students attending must be in grades 7-12 and must have paid North Dakota FBLA dues of $5 and national FBLA dues of $10 by the established deadline.*

2. *Each member participating must be registered in their own name for the conference.*

3. *"Registration" means all forms are completed and* **money is paid***. If registration fees are not paid prior to the start of the conference, members will not be allowed to compete.*

## *Advance Registration Policies/Deadline*

1. *Only students registered to compete by the established date may participate. Late registration for the competition will not be accepted. Only cancellations will be accepted at the conference.*

2. *There will be no registration fee refunds. If there are extenuating circumstances, please contact the State FBLA office.*

3. *In case of inclement weather, the SLC may be postponed or modified as determined by the North Dakota FBLA Executive Committee. It is imperative that we have the home phone of two different people from each FBLA chapter to contact if this occurs.* ***Partial refunds only*** *may possibly be given if the SLC is canceled completely. The exact amount of the refund will be determined and refunded to each chapter within a month of the conference. Several large expenses such as multi-media, speakers, auditorium rental, etc., are non-refundable. In most instances, the SLC will be held for those who can attend.*

## PROCEDURAL GUIDELINES FOR ADVISERS IN ADMINISTRATING CONDUCT OF FBLA MEMBERS ATTENDING STATE LEADERSHIP CONFERENCES

The conduct of students attending FBLA state leadership conferences or workshops is primarily the responsibility of the **local** chapter adviser and the **local** school. Local chapters should bring sufficient chaperones. **It is suggested that one chaperone supervise no more than ten students.** Each adviser/chaperone should set up specific procedures and regulations for their own chapter members to follow so that members' whereabouts are always known.

It is suggested that each chapter arrange to hold meetings or caucuses at various times to decide what candidates they are going to vote for or where they are going to eat breakfast, lunch, etc. This will also give you an opportunity to physically see each student.

It is **required** that local chapter advisers **physically** check on **each** student before retiring. This is the only way to be certain of the physical condition of each student. Don't just phone the room and have one student tell you all students registered for this room are in the room and are in good condition. Students may possibly be under the influence of alcohol or drugs or have left the motel or are in some other person's room.

The official Code of Conduct form must be signed by each member and their parent/guardian in order to attend the state conference, even if the member is 18 years old. **One signed copy must be uploaded with conference registration**, and the adviser should also keep a copy.

**Students must adhere to the FBLA Dress Code.**

It is required that each member and their parent/guardian sign and return to the local chapter adviser a consent, medical release form. This must be done before any student is registered for the conference. This includes students attending from the city where the conference is held. **Do not send the medical form to the state office** but bring it with you to the conference.

# FORMS IN FORMS SECTION

# *Tentative Agenda*
# 58TH ANNUAL
# FBLA STATE LEADERSHIP CONFERENCE

## *"DARE TO DREAM, DARE TO LEAD"*

**Bismarck Event Center**
**Bismarck, ND**

### SUNDAY, March 30, 2025

| | |
|---|---|
| **1:00-5:00** | **FBLA State Officers' Meeting and Rehearsal** |
| **4:00-6:30** | **Registration** |
| **5:00-8:00** | **American Enterprise Project, Community Service Project, Local Chapter Annual Business Report and Partnership with Business Project Presentations (*additional events may need to be added as the final schedule is developed)*** |
| **7:15-7:45** | **Go for ND Gold Parade of Chapters Rehearsal** |
| **8:00-10:00** | **Opening General Session** |
| **11:00 p.m.** | **Curfew (all students in their rooms)** |

### MONDAY, March 31, 2025

| | |
|---|---|
| **7:30-3:00** | **Objective Test Sessions** |
| **7:45-8:15** | **Judges and Event Coordinators Meeting** |
| **8:00-4:30** | **Workshops and Other Related Conference Activities** |
| **8:30-11:30** | **Preliminary & Final Rounds of Performance Events** |
| **11:00-12:30** | **CAMPAIGN LUNCHEON** *(2025-2026 North Dakota FBLA High School State Officer Candidates will present their campaign speeches to advisers, guests, chapter voting delegates and chapter presidents.)* |
| **12:45** | **Posting of Preliminary Results for Final Competition** |
| **1:00-1:30** | **Judges and Event Coordinators Meeting** |
| **1:00-4:45** | **Visit Exhibitors** |
| **1:45-4:30** | **Final Round of Performance Events** |
| **2:30-3:00** | **Set Up Campaign Booths** |
| **3:00-4:45** | **Visit Campaign Booths** |
| **TBD** | **2025-2026 State Officer Election** |
| **5:00-11:00** | **Chapter Dinner/Chapter Activities** |
| **11:00 p.m.** | **Curfew (all students in their rooms)** |

### TUESDAY, April 1, 2025

| | |
|---|---|
| **9:00-11:00** | **Awards of Excellence Program** |
| **11:30-12:30** | **Luncheon Meeting of Retiring and New FBLA High School State Officers and Their Advisers** |

# North Dakota FBLA Awards Program

## Mission Statement

The mission of the National Awards Program and the North Dakota Awards Program is to prepare students for successful careers in business through support for curriculum development and innovative assessment tools. To help meet that charge, this competitive events series has been developed for use in assessing students in the various knowledge, skills, and abilities that make up today's business education curriculum.

## Program Design and Purposes

The competitive events series exemplifies the range of activities and focus of FBLA, Inc. These events are based on projects developed from the goals of FBLA and the curricula of business education programs.

FBLA is committed to facilitating the transition of its members from their educational development into their career path. The competitive events program plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:

- demonstrate their career competencies, business knowledge, and job-related skills;
- expand their leadership skills;
- demonstrate their competitive spirit; and
- receive recognition for their achievements.

The FBLA competitive events program is designed to correlate with nationally recognized business curriculum standards. For instance, members participating in competitive events demonstrate their mastery of the Foundation Skills and Competencies outlined by the SCANS Workplace Skills Standards. These include Foundation Skills of basic skills, thinking skills, and personal qualities. They also include the competencies of resources, interpersonal skills, information skills, systems skills, and technology utilization skills.

Finally, the FBLA competitive events have been fully correlated against the Business Education Curriculum Standards published by the National Business Education Association.

## General Information

North Dakota FBLA High School events are divided into three categories: individual, team, and chapter events.

- A member may participate in one chapter event presentation.
- A member may compete in one or two events, which can be either team or individual.
- A member taking the Introduction to Parliamentary Procedure test only for consideration as state parliamentarian is not classified as an official participant entering an event and may compete in other events.

Several points deserve specific mention when preparing for event participation.

- Many textbook sources are utilized in the preparation of test questions for the various competitive events. Participants are urged to prepare by reviewing as many texts as

possible. Terminology may vary from one publisher to another, and test questions may be from several sources.

- Reference manuals, textbooks, and other source materials, except for those listed in the guidelines, may not be taken into events.
- **Participants must adhere to the dress code established by the Board of Directors, or they will be penalized in their events and will not be allowed on stage.**

Event guidelines refer to postmark or online upload dates. This is the official date stamp placed by the online form or the U.S. Post Office and not a postage meter date.

Members whose dues are not postmarked to the FBLA national office by the designated deadline are not eligible to participate in state competitive events. Membership in FBLA is unified on local, state, and national levels and is not available separately.

# 2024 – 2025 North Dakota FBLA High School Competitive Events

| EVENT TYPE | EVENT TITLE |
|---|---|
| Chapter | American Enterprise Project<br>*(up to 3 members per presentation team)* |
| Chapter | Chapter Activities Scrapbook-Digital<br>*(North Dakota only event)* |
| Chapter | Community Service Project<br>*(up to 3 members per presentation team)* |
| Chapter | Local Chapter Annual Business Report<br>*(up to 3 members per presentation team)* |
| Chapter | Partnership with Business Project<br>*(up to 3 members per presentation team)* |
| Chapter | Project Awareness<br>*(North Dakota only event)* |
| Team | Broadcast Journalism<br>*(1 to 3 members per team)* |
| Team | Business Ethics<br>*(1 to 3 members per team)* |
| Team | Business Financial Planning<br>*(1 to 3 members per team)*<br>*(North Dakota only event)* |
| Team | Business Management<br>*(1 to 3 members per team)* |
| Team | Business Plan<br>*(1 to 3 members per team)* |
| Team | Computer Game & Simulation Programming<br>*(1 to 3 members per team)* |
| Team | Data Analysis<br>*(1 to 3 members per team)* |
| Team | Digital Video Production<br>*(1 to 3 members per team)* |
| Team | Entrepreneurship<br>*(1 to 3 members per team)* |
| Team | FBLA Acalympics<br>*(3 to 5 members per team)*<br>*(North Dakota only event)* |
| Team | Graphic Design<br>*(1 to 3 members per team)* |
| Team | Introduction to Business Presentation<br>*(1 to 3 members per team)*<br>*(Grades 9-10 only)* |
| Team | Introduction to Programming<br>*(1 to 3 members per team)*<br>*(Grades 9-10 only)* |
| Team | Introduction to Social Media Strategy<br>*(1 to 3 members per team)*<br>*(Grades 9-10 only)* |
| Team | Marketing<br>*(1 to 3 members per team)* |
| Team | Parliamentary Procedure<br>*(4 to 5 members per team)* |
| Team | Public Service Announcement<br>*(1 to 3 members per team)* |
| Team | Sales Presentation<br>*(1 to 3 members per team)* |
| Team | Social Media Strategies<br>*(1 to 3 members per team)* |

| EVENT TYPE | EVENT TITLE |
|---|---|
| Team | Visual Design<br>*(1 to 3 members per team)* |
| Team | Website Design<br>*(1 to 3 members per team)* |
| Individual | Accounting I<br>*(First-year Accounting students only)* |
| Individual | Accounting II |
| Individual | Advertising |
| Individual | Agribusiness |
| Individual | Business Calculations |
| Individual | Business Communication |
| Individual | Business Law |
| Individual | Computer Applications |
| Individual | Computer Problem Solving |
| Individual | Cybersecurity |
| Individual | Economics |
| Individual | Electronic Career Portfolio |
| Individual | Future Business Leader |
| Individual | Healthcare Administration |
| Individual | Human Resource Management |
| Individual | Impromptu Speaking |
| Individual | Insurance and Risk Management |
| Individual | Introduction to Business Concepts<br>*(Grades 9-10 only)* |
| Individual | Introduction to Business Communication<br>*(Grades 9-10 only)* |
| Individual | Introduction to Business Procedures<br>*(Grades 9-10 only)* |
| Individual | Introduction to FBLA<br>*(Grades 9-10 only)* |
| Individual | Introduction to Financial Math<br>*(Grades 9-10 only)* |
| Individual | Introduction to Information Technology<br>*(Grades 9-10 only)* |
| Individual | Introduction to Marketing Concepts<br>*(Grades 9-10 only)* |
| Individual | Introduction to Parliamentary Procedure<br>*(Grades 9-10 only)* |
| Individual | Introduction to Public Speaking<br>*(Grades 9-10 only)* |
| Individual | Job Interview |
| Individual | Journalism |
| Individual | Networking Infrastructures |
| Individual | Organizational Leadership |
| Individual | Personal Finance |
| Individual | Public Policy & Advocacy |
| Individual | Public Speaking |
| Individual | Securities and Investments |
| Individual | Spreadsheet Applications |
| Individual | Supply Chain Management |
| Individual | UX Design |
| Individual | Word Processing |

| EVENT TYPE | EVENT TITLE |
|---|---|
| Recognition Award | Adviser Length of Service Award |
| Recognition Award | Alzheimer's Association fundraising |
| Recognition Award | American Heart Association fundraising |
| Recognition Award | Business Achievement Awards |
| Recognition Award | Businessperson of the Year |
| Recognition Award | Chapter of the Month |
| Recognition Award | Dorothy L. Travis Outstanding Chapter Award |
| Recognition Award | Go for North Dakota Gold |
| Recognition Award | Honorary Membership in North Dakota FBLA |
| Recognition Award | Largest Local Chapter Membership |
| Recognition Award | Largest Percentage of Increase in Local Chapter Membership |
| Recognition Award | LifeSmarts |
| Recognition Award | Local Chapter Who's Who |
| Recognition Award | Market Share Award |
| Recognition Award | Member of the Month |
| Recognition Award | Membership Achievement Award |
| Recognition Award | North Dakota Who's Who |
| Recognition Award | Outstanding Local Chapter Adviser |
| Recognition Award | State Officer Who's Who |
| Recognition Award | Stock Market Game |
| Recognition Award | Virtual Business Challenge |

# List of Hotels and Rates
# 2025 State Leadership Conference
# Bismarck, North Dakota

Flat rates (excluding tax) **per room, per night** are as follows:

| Hotel Name | Address | Phone | Rate | Continental Breakfast |
|---|---|---|---|---|
| Candlewood Suites | 4400 Skyline Crossing<br>Bismarck, ND | 701-751-8900 | Flat Rate: $99.00 | Yes |
| Comfort Inn (Mandan) | 1516 - 27th Street NW<br>Mandan, ND | 701-751-7484 | State Rate | Yes |
| sales@comfortinnmandan.com: Busses can park in the parking lot (goes around the entire building).<br>Best hot breakfast in the Bismarck-Mandan area hotels.<br>Several hot options including 2 egg choices, 2 meat choices, breakfast potato, waffles, pancakes, and more! | | | | |
| Comfort Inn (Bismarck) | 929 Gateway Ave<br>Bismarck, ND | 701-223-4009 | Flat Rate: $99.00 | Yes |
| EverSpring Inn & Suites | 200 Bismarck Expressway<br>Bismarck, ND | 701-222-2900 | Flat Rate: $98.10 | Yes |
| Fairfield Inn & Suites South | 135 Ivy Avenue<br>Bismarck, ND | 701-223-9293 | Flat Rate: $99.00 | Yes |
| Rebecca.cermak@aimbridge.com3: Complimentary breakfast. bus parking. Rooms not held | | | | |
| Holiday Inn of Bismarck | 3903 State Street<br>Bismarck, ND | 701-751-8240 | Flat Rate: $99.00 | |
| angie.benz@nhshotels.com2: Complimentary on-site bus parking. Breakfast is available for order at 32 Grill on-site.<br>The rate will equal the prevailing state rate at the time of booking | | | | |
| Quality Inn | 1030 E. Interstate Ave<br>Bismarck, ND | 701-223-1911 | Flat Rate: $99.00 | Yes |
| Radisson Hotel | 605 E Broadway Ave<br>Bismarck, ND | 701-712-6475 | Flat Rate: $99.00 | |
| Wingate by Wyndham | 1421 Skyline Blvd.<br>Bismarck, ND | 701-751-2373 | Flat Rate: $99.00 | Yes |

**NOTE: All conference activities will take place at the Bismarck Event Center.**

**If a chapter finds itself in need of additional rooms, please contact the state office, and we will work with the convention and visitors bureau to assist you.**

**Hotel rules and curfew times take precedence over times published in the FBLA program.**

**Please mention your event when reserving your room.**

**Price and availability are subject to change (State Rate adjusts 10/1/2024).**

# NORTH DAKOTA FBLA
# PARENT OR GUARDIAN PERMISSION FORM, MEDICAL AND MEDIA RELEASE

## NORTH DAKOTA FBLA MEDICAL RELEASE

| | |
|---|---|
| Name of FBLA Member | |
| Address | City/State/Zip |
| Chapter | Date of Birth |
| Name of Insurance Company | Policy Number |
| Known drug allergies | Cell Phone Number |
| History of: (check if applicable) ☐ Heart Condition ☐ Diabetes ☐ Asthma ☐ Epilepsy ☐ Rheumatic Fever ☐ Other (explain) | |
| Medication currently being taken: | |
| Any physical restrictions or other conditions? ☐ No ☐ Yes (explain) | |
| In the event we are unable to reach you, please list name and telephone number of either nearest relative and/or family physician. | |

**MEMBER OBLIGATION**

I have read the Code of Conduct/Dress Code for North Dakota FBLA. While attending any FBLA Function, I will make sure that my attitude, conduct and appearance will be such as to reflect credit to my chapter, school, community and our State Association. I will follow policies of the conference, school, and the North Dakota High School Activities Association.

Cell Phone: _____ _____
Signature of Business Student / FBLA Member

Home Phone: _____

**PARENT or GUARDIAN OBLIGATION**

I, the parent/guardian of the above-named student have read the Code of Conduct/Dress Code and agree to the policy of the organization. I permit the adult advisers/chaperones to routinely check member's room to insure that students adhere to policies established by FBLA and the local school district. In the event of an emergency, I do voluntarily authorize medical services to be administered and/or obtained for the above-named person as deemed necessary in medical judgment and in accordance with the above confidential information. I agree to indemnify and hold harmless, FBLA, the Career and Technical Student Organizations and/or assistants and designees for any and all claims, demands, actions, rights of action, or judgments by or on behalf of the above named person arising from or on account of said procedures or treatment rendered in good faith and according to accepted medical standards.

Cell/Home Phone: _____ _____
Signature of Parent/Guardian

Work Phone: _____

**MEDIA PERMISSION**

We authorize Career and Technical Student Organizations and FBLA to distribute for publication the above member's name and/or picture and any results (examples would include: printed publications, web pages, social media, radio, etc. of leadership activities or competition, etc.).

_____ _____
Signature of Participant Signature of Parent/Guardian

**This form is for your use. Bring it with you to the conference.**
**DO NOT SEND IT TO THE STATE OFFICE.**

# Corporate Sponsorship Form

| | | |
|---|---|---|
| Name of Company Representative: | Name of Business: | |
| Address: | City, State: | ZIP: |
| Phone: | Fax: | |
| E-mail Address: | | |
| Name of Competitive Event Sponsored:<br><br>1st Choice:<br><br>2nd Choice: | Amount:<br><br>$<br><br>Make check payable to North Dakota FBLA | |

Will a representative of this business be present at the State Leadership Conference to present the award?

☐ Yes ☐ No If yes, please list name: _____

Each business will be identified as an event sponsor in the program booklet and acknowledged during the general awards session.

Signatures:

| | |
|---|---|
| Representative of Business: | Date: |
| North Dakota FBLA Representative: | Date: |

***Postmark, along with check, by February 1st to:***

***Jessica DeVaal***
***Dept. of Career and Technical Education***
***600 East Boulevard Ave., Dept. 270***
***Bismarck, ND 58505-0610***
***jdevaal@nd.gov***

# Hotel Reservation FBLA State Leadership Conference

| Hotel | Conference Dates<br>**March 30 - April 1 2025** | Submit No Later Than<br>**February 6, 2025** |
|---|---|---|

1. See the list of hotels and rates for hotel information – it is your responsibility to make a reservation for your chapter. **Send this form directly to the hotel of your choice. No reservation will be made for the conference without this form. Any changes must be made with the hotel.**
2. Arrangements must be made in advance for Direct Billing or payment for the hotel rooms must be paid by the adviser upon checkout with *one check for the entire amount payable to the hotel*.
3. Advisers must be responsible for all students and are expected to be in the hotel overnight.
4. Type the entire form.

| Name of School | Adviser Responsible |
|---|---|
| Total number of rooms to reserve | Dates rooms should be reserved<br>☐ **March 30-31, 2025** ☐ **March 30, 2025 only** |

| | NAME | TYPE ROOM | SEX | FOR HOTEL USE ONLY |
|---|---|---|---|---|
| Room A | 1. | ☐ Single<br>☐ Double<br>☐ Triple<br>☐ Quad | ☐ Male<br>☐ Female | |
| | 2. | | | |
| | 3. | | | |
| | 4. | | | |

| | NAME | TYPE ROOM | SEX | FOR HOTEL USE ONLY |
|---|---|---|---|---|
| Room B | 1. | ☐ Single<br>☐ Double<br>☐ Triple<br>☐ Quad | ☐ Male<br>☐ Female | |
| | 2. | | | |
| | 3. | | | |
| | 4. | | | |

**SEND CONFIRMATION TO:**

| Name | | Phone |
|---|---|---|
| Address | | Fax |
| City | State | Zip |

Continued on next page

## DUPLICATE THIS FORM IF ADDITIONAL SPACE IS NEEDED.

| | NAME | TYPE ROOM | SEX | FOR HOTEL USE ONLY |
|---|---|---|---|---|
| Room C | 1. | ☐ Single<br>☐ Double<br>☐ Triple<br>☐ Quad | ☐ Male<br>☐ Female | |
| | 2. | | | |
| | 3. | | | |
| | 4. | | | |

| | NAME | TYPE ROOM | SEX | FOR HOTEL USE ONLY |
|---|---|---|---|---|
| Room D | 1. | ☐ Single<br>☐ Double<br>☐ Triple<br>☐ Quad | ☐ Male<br>☐ Female | |
| | 2. | | | |
| | 3. | | | |
| | 4. | | | |

| | NAME | TYPE ROOM | SEX | FOR HOTEL USE ONLY |
|---|---|---|---|---|
| Room E | 1. | ☐ Single<br>☐ Double<br>☐ Triple<br>☐ Quad | ☐ Male<br>☐ Female | |
| | 2. | | | |
| | 3. | | | |
| | 4. | | | |

| | NAME | TYPE ROOM | SEX | FOR HOTEL USE ONLY |
|---|---|---|---|---|
| Room F | 1. | ☐ Single<br>☐ Double<br>☐ Triple<br>☐ Quad | ☐ Male<br>☐ Female | |
| | 2. | | | |
| | 3. | | | |
| | 4. | | | |

| | NAME | TYPE ROOM | SEX | FOR HOTEL USE ONLY |
|---|---|---|---|---|
| Room G | 1. | ☐ Single<br>☐ Double<br>☐ Triple<br>☐ Quad | ☐ Male<br>☐ Female | |
| | 2. | | | |
| | 3. | | | |
| | 4. | | | |

# North Dakota FBLA Code of Conduct

Student Name (print/type)

School (print/type)

☐ Fall Leadership Conference ☐ State Leadership Conference ☐ National Leadership Conference

**Advisers: Have each delegate sign a copy. Signed copies must be turned in with FLC and SLC registration, and prior to NLC.**

### *ND FBLA Code of Conduct*

FBLA members have an excellent reputation. Your conduct at every FBLA function should make a positive contribution to extending that reputation. Listed here are rules of conduct for the FBLA Leadership Conferences. All delegates will be expected to:

1. Behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, other delegates, advisers, or upon FBLA.
2. Obey all local, state, and federal laws.
3. Avoid conduct not conducive to an educational conference. Such conduct includes but is not limited to, actions disrupting the businesslike atmosphere, association with non-conference individuals, or activities that endanger self or others (running in the General Sessions, standing on chairs, using laser points during workshops, bodysurfing at dances, etc.)
4. Keep their advisers informed of their activities and whereabouts ***at all times***. Accidents, injuries, and illnesses must be reported to the local or state advisers immediately.
5. Observe the curfews as listed in the conference program. Local and state advisers as well as security personnel will enforce curfews. Curfew is defined as being in your own assigned room by the designated hour.
6. Avoid alcoholic beverages and controlled or illegal substances of any form. These items must not be used or possessed at any time, or under any circumstances. Use or possession of such substances may subject the delegate to criminal prosecution.
7. Act as guests of the hotel and conference center. Delegates must obey the rules of these facilities. The facilities have the right to ask a delegate or delegates to leave. ***Do not throw anything*** out of windows or over balconies. Do not run down hallways. Noise should be kept at a reasonable volume, especially in the hotels. Remember there are other guests in the hotels who have rights as well. Trash (this includes pizza boxes, bottles, cans, etc.) must be placed in the proper receptacles and not left on guest room or meeting room floors. Individuals or chapters responsible for damages to any property or furnishings will be responsible for its repair or replacement.

Local advisers are responsible for the supervision of delegate conduct.

**Disregarding or Violating the Code of Conduct**

Delegates who disregard or violate this code will be subject to disciplinary action, including, but not limited to, forfeiture of privileges to attend further events, confinement to your hotel room, dismissal from the conference, and being sent home at your own expense. Parents and/or guardians will be notified, and ND FBLA reserves the right to notify law enforcement.

I agree to abide by the Code of Conduct and the Dress Code.

Signed: _____

Parent Signature_____ Date_____

### *ND FBLA Dress Code*

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees – students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender neutral.

**Business Professional attire acceptable for official ND FBLA activities includes:**

## ACCEPTABLE

**Business suit**:
- Suit pants and jacket • Blouse (or) collared dress shirt
- Neckwear such as tie or scarf • Dress shoes (or) dress boots

**Blazer**:
- Dress pants, including khakis, (or) dress (or) skirt • Blazer
- Blouse (or) collared dress shirt • Neckwear such as tie or scarf
- Dress shoes (or) dress boots

**Dress**:
- A business dress • Dress shoes (or) dress boots

**Other Professional:**
- Dress pants, including khakis, (or) skirt • Blouse (or) collared dress shirt
- Neckwear such as tie or scarf • Dress shoes (or) dress boots

## UNACCEPTABLE ITEMS

***The following items are prohibited in all conference areas, including competitive events.***

- Denim or Flannel Clothing
- Shorts
- Athletic clothing
- Leggings or graphically designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- Swimwear
- Flip flops or casual sandals • Athletic shoes
- Industrial work shoes • Hiking boots • Any canvas or fabric shoes
- Hats
- Graphically Printed Clothing
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

**No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.**

**FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.**

American Heart Association.

# ND FBLA has Heart

## Can I raise donations online?

YES! You may register online at www.heart.org/americanheartchallenge

Find Your School and Sign Up! You can then begin fundraising online.

## What do I do with the cash and checks from our fundraising event?

1. Please convert cash to a cashier's check at your local bank.
2. Fill out the information at the bottom of this form, cut on the dotted line, and mail it along with your checks to:

**Jordan Goedtel**

**2750 Blue Water Rd, Suite 250**

**Eagan, MN 55121**

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### North Dakota FBLA - American Heart Association Fundraiser

Your School Name: _____FBLA Region: _____

City: _____ Adviser Name: _____

Adviser Phone: _____ Adviser Email: _____

Type of Event you executed: _____

North Dakota FBLA High School

# NORTH DAKOTA FBLA STATE OFFICER CANDIDATE GUIDE

Dear Prospective High School State Officer Candidate:

Congratulations! You have taken the first step toward running for a state office.

This guide provides you with essential information and steps that you need to know to become a state officer. The experience can be challenging and exciting, but it will not be easy. To put you in the arena with other state officer candidates, you will need determination, commitment, preparation, and effort.

Once in that arena, the next challenge is to get elected. You will have to persuade the voting delegates at the State Leadership Conference (SLC) that you are the one for the job!

Preparing, campaigning, and speaking—all come together to form a learning experience you will use for the rest of your life. The experience itself is invaluable, even if you are not elected. Every candidate is a winner!

You cannot become a state officer candidate alone. You need the support and encouragement of many people.

- Your parents and school administrator need to be informed and support your effort. They also need to approve and sign your application form.

- Your local adviser will need to approve and sign your application for state office and serve as your coach and guide through the entire process. Your adviser is also the link to the FBLA state director.

- Your chapter officers and members need to support your candidacy and rally behind your campaign.

Please read this guide carefully to make sure you meet the qualifications and adhere to the deadlines.

By the way . . . it is fun! Good luck!

Jessica DeVaal
North Dakota FBLA State Chair

# COMMENTS FROM FORMER STATE OFFICERS

"We are just ordinary members who have the determination and desire to strive for the best we can be. You should never feel that you have to be extra-special to fill the shoes of a state officer; you just must be willing to put much effort and enthusiasm into the job."

"I never really thought becoming a state officer could be a reality for me. It was hard for me to put myself in that role because I would go to our State Leadership Conference and see people standing on the stage, and I was in awe! I didn't think it could happen! But I asked them what was involved, and that's what really got me going. I thought, 'Yes, I think I can do that!'"

Initially, the idea of being a state officer intimidated me, and I didn't always see myself as a leader. But once I was in the role, the experience of being a state officer provided me the opportunity to develop and better understand my leadership abilities, to collaborate with a driven team of other students, and to help grow ND FBLA for the next group of members.
It's an opportunity I'll always be thankful for!

"We have the determination and drive to reach out and really try for what we think is the highest point. I think that's also what makes a chapter successful—those who are willing to go out and work for it and make it a success. We're not that much different from other members."

"Becoming a state officer was a way of developing professionalism in myself and incorporating all that I had learned, both in the classroom and in membership in FBLA."

"Without FBLA I would not have been able to experience so many wonderful and unforgettable events. I know that as I become a leader in society, I'll always remember what FBLA has done to prepare me. I just wish that every high school student could experience all the great things that I have."

"Though I didn't up in a business career, I owe a deal of my organizational capacity and social dexterity to my time in FBLA. The ideas you explore (professional interactions, time management, financial finesse, and ethics, among other skills) will give you a winning hand in modern life. All you need to bring is an entrepreneurial spirit, and the social circle that fosters that spirit is what you will find in FBLA. It is my hope that you will find the things that I did in FBLA: the responsibilities of a true leader, and the friends to help you navigate them."

# THE DECISION TO RUN FOR STATE OFFICE

FBLA chapters are urged to recruit applicants for state office. Applicants should be selected from among the leaders in the local FBLA High School chapter. Chapters may have two candidates for state office, and they may have one or more applicants for state parliamentarian.

Service as an FBLA High School state officer is one of the ultimate achievements a member can attain. The planning, organization, and execution of a state officer campaign is a valuable leadership experience. The decision to run for office should be taken very seriously.

This guide provides information about state officer candidate eligibility, campaign procedures and rules, and an overview of the expectations, responsibilities, and activities of state officers. Carefully review this ***entire*** document before finalizing your decision to run for office to ensure that all eligibility requirements have been met and that the commitments required of state officers can be met.

Before the campaign begins, it is critical for the potential candidate to take an honest personal inventory and thoroughly evaluate whether have the time, resources, support, capabilities, attitude, and commitment to prepare an effective campaign and serve as a state officer.

Before you begin to fill out the state officer application, the following should be carefully reviewed and considered:

- Review the entire guide to become thoroughly familiar with state officer responsibilities and election requirements.

- FBLA High School members elected to state office for one Career and Technical Student Organization (DECA, FFA, FCCLA, HOSA, SkillsUSA, or TSA) may not serve in the capacity of a state officer for North Dakota FBLA. In other words, if you are elected to state office in FBLA, you may not hold state office in another Career and Technical Student Organization during the same year.

- Meet with your local adviser, parents, school administrators, employers, and other significant parties to discuss running for state office and to gain their support.

- Obtain the support of your local chapter adviser as this is of the utmost importance. You and your adviser are a team as you carry out your state officer duties and responsibilities.

- Study FBLA's mission, history, bylaws, publications, programs, and activities. Local advisers should have copies of these materials.

After careful review and consideration of these points, the applicant should begin to complete the officer application and plan the campaign.

# QUALIFICATIONS AND PROCEDURES FOR HIGH SCHOOL STATE OFFICE

1. All candidates must:
   - ❑ Have an adviser at their school who will support the member's candidacy.
   - ❑ Be a paid member in good standing in an FBLA High School chapter at the school in which are enrolled.
   - ❑ Have taken or be currently enrolled in a business or business-related class.
   - ❑ Have held or now hold a local leadership position in FBLA or another organization.
   - ❑ Not hold state office in another Career & Technical Student Organization (DECA, FFA, FCCLA, HOSA, SkillsUSA, or TSA) while serving as an FBLA High School state officer.
   - ❑ Possess keyboarding skills.
   - ❑ Have at least one year remaining in high school.
   - ❑ Be present at the Fall Leadership Conference and the State Leadership Conference during their term.
   - ❑ Agree to attend all meetings and conferences as outlined on the "Suggested Timeline," which is contained in this guide.
   - ❑ Maintain a "C" average. Any officer not maintaining this academic requirement in each grading period is permanently removed from office, and the office is declared vacant.
   - ❑ Be eligible at all times to participate in North Dakota High School Activities Association approved activities. Any officer suspended from participation from activities is permanently removed from office, and the office is declared vacant.

2. Each of the four regional vice presidents shall be from the same region they are to represent.

3. Candidates for president, regional vice president, secretary, treasurer, social media coordinator, historian, and parliamentarian shall submit the following items to the state director postmarked by February 1, 2025.
   - ❑ An application for state office.
   - ❑ A resume not to exceed two pages.
   - ❑ A website/social media permission form.
   - ❑ A **digital** head and shoulders photo for publicity, which should be e-mailed to jdevaal@nd.gov.
   - ❑ A brief biographical article for the North Dakota FBLA website which outlines your qualifications for office. (This is to be emailed to jdevaal@nd.gov).
   - ❑ A statement of priorities and objectives to be accomplished during the term of office.
   - ❑ A letter of recommendation from the school superintendent, principal, CTE director or head of the business department.

4. All candidates except parliamentarian will submit a draft of their campaign speech to the ND FBLA state director two weeks before the State Leadership Conference.

5. All candidates except parliamentarian shall be elected by a majority vote of the voting delegates of each chapter using a ranked ballot at the State Leadership Conference. The parliamentarian must take the Introduction to Parliamentary Procedure test, and the candidate with the highest score will be appointed state parliamentarian.

6. All candidates will be interviewed prior to the state conference. The interview screening committee will be composed of state advisers. Candidates, except parliamentarian, must bring samples of their campaign materials. Interviews will take place over Zoom or Microsoft Teams.

7. Candidates, except parliamentarian, will bring a copy of their campaign financial disclosure statement to conference headquarters by 8:30 am on Monday of the State Leadership Conference.

8. Any candidates who fail to comply with the procedures outlined above will not be allowed to run for state office.

# DUTIES AND RESPONSIBILITIES OF ALL STATE OFFICERS

1. As a state officer, you are a member of the team that plays a vital role in planning projects, workshops, and conferences. Your main duty is to be a contributing member of the team and provide support not only for your fellow officers, but for North Dakota FBLA.

2. All state officers are **required** to attend all State Officer meetings (including monthly Zoom meetings), State Officer Training, the Fall Leadership Conference, and the State Leadership Conference. State officers are encouraged to attend the National Fall Leadership Conference and the National Leadership Conference.

3. All officers shall:
   - Prepare and present workshops for the Fall Leadership Conference (FLC) and/or the State Leadership Conference (SLC).
   - Meet timelines for submitting FLC and/or SLC scripts, working closely with your adviser.
   - Understand that the workshop timelines must be met in order to present the workshop.
   - Acquire good basic knowledge of the organization and be capable of discussing ideas and issues intelligently.
   - Portray the proper image when representing the organization by wearing your state officer uniform.
   - Use correct grammar, display proper manners and etiquette, maintain a positive attitude, and demonstrate effective public relations skills in working with individual members and chapters.
   - Be a good listener.
   - Prepare appropriate speeches when asked to visit schools, conferences, and business and civic groups.
   - Contribute ideas for the Program of Work at State Officer Training.

4. Officers must keep up to date on correspondence and send a copy of all official emails, memos, and letters to the state director and state president promptly. All correspondence and reports must be co-signed by the officer's local chapter adviser and e-mails must be copied to local advisers.

5. Each officer is responsible for a monthly officer report based on the Program of Work, which will be developed at State Officer Training.

6. All officers will be supplied with state officer FBLA binders during their term of office. The binders, which contain a calendar, FBLA bylaws, correspondence, reports, minutes, etc., will be kept up to date by the officers.

7. Support the FBLA Dress Code for professional dress and always dress in the proper FBLA "uniform" when applicable. (Refer to the ND FBLA Handbook for dress code.)

8. Each elected officer will fill out a blanket permission form, which will be in effect for the entire term of office and kept by the state director.

9. A candidate for any office must agree that in case they enroll later in a school in which there is not an active chapter, they will resign the office.

10. All officers shall install incoming officers at the State Leadership Conference.

11. Additional responsibilities:
    - Communicate with FBLA members through the North Dakota FBLA website and social networking sites by submitting articles and videos as assigned.
    - Support your region and its activities.
    - Support and promote the activities in the Program of Work.
    - Have a good working knowledge of parliamentary procedure.
    - Work closely with local adviser and state director. Keep them informed at all times.

- Communicate with other state officers. Give fellow officers full support. Remember, the officer team is only as strong as its weakest member.
- Work with the local chapter. Let the members benefit from having a state officer. Remember, all officers need the support of their chapters to be truly successful.
- Recognize the outstanding work of others.
- Recruit new members and chapters.
- Have a positive attitude as you are always in the public eye.
- Obtain corporate sponsorships, as assigned in Program of Work.
- Actively work toward and progress in achieving recognition in the Business Achievement Awards program.
- Assist in the promotion and development of FBLA.

## *DUTIES OF THE STATE PRESIDENT*

In addition to the duties listed for all state officers, the state president shall:

1. Preside over and conduct all State Officer meetings according to parliamentary procedure, using the latest edition of *Robert's Rules of Order, Newly Revised,* and the North Dakota FBLA bylaws. Preside over the Fall Leadership Conference and the State Leadership Conference.

2. After discussing agenda items with the state director, send the agenda and notice of all meetings to all state officers, their advisers, the state advisers, and the state director at least ten working days prior to each meeting.

3. Serve as a voting delegate at the National Leadership Conference.

4. Appoint committees and committee chairpersons and serve as an ex-officio member of all committees.

5. Lead the state officer team in planning the program of work and presenting at conferences.

6. Give the state report at the National Leadership Conference (if applicable).

7. Accept any state awards at the National Leadership Conference.

8. Serve as a model representative for FBLA public relations and assist in the promotion and development of FBLA. The president may be called upon to make presentations before adult and student organizations, which may on occasion, require an absence from school.

9. Work closely with the state director.

## *DUTIES OF THE REGIONAL VICE PRESIDENTS*

In addition to the duties listed for all state officers, the regional vice presidents shall:

1. Assist the president as needed and be prepared to act in the president's place, if necessary.

2. Solicit news from the local chapters in their regions using the Chapter Check-In online form and submit for publication on the ND FBLA website.

3. Serve as a voting delegate, on a rotational basis, at the National Leadership Conference.

4. Work closely with the state director.

## *DUTIES OF THE STATE SECRETARY*

In addition to the duties listed for all state officers, the state secretary shall:

1. Keep an accurate record of all state officer meetings.
2. Publish and email minutes of the state officer meetings within ten working days after the meeting to all state officers, their advisers, the state advisers, and the state director.
3. Work closely with the state director.

## *DUTIES OF THE STATE TREASURER*

In addition to the duties listed for all state officers, the state treasurer shall:

1. Present the financial report at each State Officer meeting.
2. Lead the recruitment efforts for securing corporate sponsors and assist the state office in keeping accurate record of corporate sponsors.
3. Work closely with the state director.

## *DUTIES OF THE STATE HISTORIAN*

In addition to the duties listed for all state officers, the state historian shall:

1. Prepare and present the conference flashback at the Fall Leadership Conference and FBLA Week.
2. Work with the social media coordinator in disseminating information on all ND FBLA social networking sites.
3. Work closely with the state director.

## *DUTIES OF THE STATE SOCIAL MEDIA COORDINATOR*

In addition to the duties listed for all state officers, the state social media coordinator shall:

1. Maintain the ND FBLA social media accounts and develop content with assistance from the state officer team.
2. Submit appropriate items to the publisher of national FBLA publications and other state and local publishers and broadcasters.
3. Work closely with the state director.

# *DUTIES OF THE STATE PARLIAMENTARIAN*

In addition to the duties listed for all state officers, the state parliamentarian shall:

1. Advise the state president on parliamentary procedure during State Officer meetings and at conferences.

2. Act as a resource person on parliamentary procedure for all local chapter voting delegates at the State Leadership Conference.

3. Make sure the election of state officers at the State Leadership Conference follows correct parliamentary procedure and the bylaws.

4. Have a copy of the latest edition of *Robert's Rules of Order, Newly Revised*, the North Dakota bylaws, the national bylaws at every meeting.

5. Make sure the bylaws are kept up to date and are followed accurately at all times.

6. Work closely with the state director.

# STATE OFFICER ADVISER RESPONSIBILITIES

1. Advisers are asked to attend state officer training and other state officer meetings with their officer. Advisers are also required to chaperone their officers at the National Leadership Conference.

2. The adviser shall oversee the duties of their state officer and shall keep in contact with the state director on matters concerning the state chapter.

# GENERAL ADVISER OVERVIEW

"Mentor" is defined as a trusted counselor or guide, a tutor or coach. This definition aptly describes the role of a state officer's local chapter adviser. From the moment a student considers running until their term of office ends, the adviser is a key figure.

The adviser counsels the student on the qualifications and duties of a state officer and helps with the decision to run. The adviser guides the student on the campaign process and serves as tutor and coach during the officer's term of office.

It is sometimes difficult for an adviser to play the dual role of adviser and teacher. The relationship between adviser and officer is critical to the success of the term of office. The officer must realize that the local adviser's signature on the application shows their support to the officer and organization.

The adviser and officer need to work together closely on the workshops for the Fall Leadership Conference and/or State Leadership Conference. Timelines will be set at State Officer Training and the adviser needs to guide the student through this assignment. The adviser should review workshop content and materials, and make sure that the officer practices the workshop prior to presenting the workshop. Any changes and/or suggestions made at rehearsals need to be followed up by the adviser.

The local adviser should work closely with the state director to keep him/her informed of the officer's progress with projects and any challenges that may arise.

The local adviser should proofread all correspondence before mailing as well as sign their name. The officer should write correspondence and articles and present them to the adviser for suggestions and any necessary changes.

Accept responsibility for assisting officers. Secure the endorsement and support of parents, school officials, and employers, if applicable.

# STATE OFFICER TRAINING

The date and site for the 2025 State Officer Training is set for June 9-12, 2025, in Bismarck. While at training, all lodging and meal costs for the students will be covered by North Dakota FBLA.

Training will take place over four days between the end of the school year and the start of the National Leadership Conference. Among the many tasks and activities to be completed during officer training, the most important will be to develop a program of work to guide the team throughout the year. Time will also be spent on the development of the Fall and State Leadership Conferences.

# FINANCIAL NOTES

Funds are available to cover lodging for each state officer to attend all trainings. Most food expenses will also be paid by ND FBLA, but there may be instances at conferences when the officer and adviser are expected to pay for food depending on time and situation. Travel to and from conferences is the chapter's responsibility unless they are required to arrive ahead of the chapter. Adviser expenses should be included in CTE travel reimbursement for CTE-approved Business Education programs.

Name badges will be provided for newly elected officers. Replacement badges will be at the expense of the state officer.

Hotel rooms will be provided at the Fall and State Leadership Conferences (officer team will room together).

Each officer will be provided with an officer uniform (business suit) that must be worn at all official FBLA functions.

Each officer will be provided with an FBLA polo shirt that must be worn when traveling for FBLA and at "casual" FBLA conference functions.

Officers and/or their chapters will need to pay for the following:

- Dress shoes to be worn with their officer uniform
- Khaki pants and appropriate shoes to be worn with their FBLA polo shirt
- National Fall Leadership Conference and/or National Leadership Conference expenses

# *ELECTION PROCEDURES FOR PRESIDENT, REGIONAL VICE PRESIDENT, SECRETARY, TREASURER, HISTORIAN, AND SOCIAL MEDIA COORDINATOR*

1. All candidates except parliamentarian will submit a draft of their campaign speech to the ND FBLA state director two weeks before the State Leadership Conference.

2. All candidates must attend a candidate interview prior to the State Leadership Conference.

3. Examples of all campaign materials must be approved at the above-mentioned interview. At that time candidates will be apprised of campaign rules and procedures and be allowed to ask appropriate questions.

4. There is a spending limit of $300 per candidate. All candidates, except parliamentarian, will submit a copy of their financial disclosure statement at conference headquarters by 8:30 am on the Monday of the State Leadership Conference.

5. Candidates may use posters, brochures, candy, or other means to advertise their candidacy. Following the nomination of the candidates, the campaign materials may be posted only in designated areas. Any food must be commercially packaged and sample size. Due to venue guidelines, no beverages (including bottled water) may be distributed at the booth. Venue guidelines also state that gum and stickers may not be distributed. Campaign materials must meet the guidelines of the venue.

6. It is suggested that each candidate bring approximately 150 printed items to be given away at campaign booths. However, candidates may want to have a larger quantity of candy to be given away.

7. Any give-aways must be something that can be given to anyone who visits the campaign booth. Specific items may be given just to voting delegates, but it must be something that each voting delegate would receive. Raffle/drawing items or giveaways that would go to just one person are not allowed.

8. At the statewide candidates' nomination session, the candidate will give a speech of two minutes stating their platform and qualifications for office. There will be no speeches given by campaign managers. No skits, music, dances, props, etc. will be allowed as part of the two-minute speech.

9. At the end of the statewide candidates' nomination session, chapter advisers will pick up voting delegate ribbons and voting delegate cards. The voting delegates will be required to visit each candidates' booth and ask questions of the candidates. (Voting delegates only need to visit the booths of regional vice president candidates from their region.) After visiting the booth and asking questions, the candidates or their campaign manager will stamp the card. Voting delegates will have to turn in a completely stamped card in order to pick up online voting cards.

10. Each candidate will be provided a campaign booth (size 10' x 10' with an 8' x 30" table and 2 chairs). Candidates and only two helpers will be allowed to set up campaign booths ½ hour prior to the start of campaigning. Helpers must be chapter members, not advisers. Due to venue guidelines, signs can't be pinned to the curtains of your booth – if you plan to hang a sign, please have grommets or holes that can be used to hang the sign. Shower hooks work great to hang things from the pipes.

11. **Campaigning is restricted to the designated area and designated time. No campaigning on social media or in hotels where chapters may be staying.**

12. Candidates or the campaign manager will be required to stamp the card of voting delegates after they have had the opportunity to ask questions of the candidates. **Voting delegates will not be allowed to vote if they have not had their card stamped by all candidates, so it is important that this task be completed.**

13. Business attire is required in campaign booths. No costumes or clothing items, such as t-shirts, with campaign slogans will be allowed.

14. No equipment requiring electricity may be used at a campaign booth or as part of the campaign since we cannot guarantee that each candidate will have access to an electrical outlet.

15. No campaign materials are to be in the halls, on doors, or other public areas of the conference facility. No handouts or favors at the general sessions. Materials can only be given out at campaign booths.

16. No campaigning may be done using the hotel's phone system or via social networking.

17. If an office is not filled at the SLC, applications will be accepted from qualified applicants following the SLC and the vacancy will be filled by appointment.

18. The election of officers will be by electronic ranked ballot of voting delegates. Each chapter is entitled to send 2 to 4 voting delegates to the State Leadership Conference according to the number of active members (under 50 members—two voting delegates; 50-100 members—three voting delegates; over 100 members—four voting delegates). These delegates will vote on the candidates following instructions from the members of their chapter in attendance.

19. State officer candidates may run for a national FBLA office at the same time as running for a state office.

# CAMPAIGN TIPS

One of the highlights of FBLA conferences is the election of officers. In order to determine the best candidate for each office, information must be gathered on all candidates. Campaigning is a series of organized, planned actions necessary for electing a candidate. It is an efficient way to provide information on the qualifications and characteristics of a candidate.

It is not too early to start planning! Organization is of great importance if accurate and efficient information outlining the positive characteristics and goals of a candidate is to be available. Scheduling of specific tasks that need to be done is a good idea so that the ideas and plans will be accomplished in a neat and thorough manner. By having a set schedule and sticking to it, all campaign materials will be finished before the date of campaigning, and there won't be a mad rush at the last minute.

Some campaigning suggestions include:

1. Have a theme that will be easy to build different, attractive ideas upon and which will have a positive, memorable effect on the delegates.

2. Integrate the campaign theme throughout the campaign speech.

3. Be sure **not** to include equipment requiring electricity.

4. Develop some way to state the candidate's qualities, ideas, and goals, such as a fact sheet or brochure.

5. Have giveaways (candy, pens, etc.). **Any food items must be commercially prepared and wrapped. Due to venue guidelines, giveaways cannot be gum or stickers.** Any giveaways must be something that can be given to anyone who visits the campaign booth. Specific items may be given just to voting delegates, but it must be something that each voting delegate would receive. Raffle items or giveaways that would go to just one or two persons are not allowed.

6. There is a spending limit of $300 per candidate.

7. It is suggested that each candidate bring approximately 150 printed items to be given away at campaign booths. However, candidates may want to have a larger quantity of candy to be given away.

8. Make posters or other means of catching attention.

9. Have the candidate visible and prepared to talk to people and answer questions.

10. Develop a campaign budget and stick to it.

11. Practice your campaign speech in front of others and have them ask practice questions to help you prepare for the "real thing."

**Candidates and/or their chapter are responsible for cleaning up campaign materials.**

# TENTATIVE MEETING/CONFERENCE DATES

Dec. – Jan.

- ❑ Get approval of local chapter adviser
- ❑ Complete State Officer Candidate Application
- ❑ Prepare resume
- ❑ Complete website/social media permission form
- ❑ Have head and shoulders photo taken
- ❑ Write a brief biographical article outlining your qualifications for office
- ❑ Write a statement of priorities and objectives
- ❑ Secure a letter of recommendation from the school superintendent, principal, or CTE director or head of the business department
- ❑ Choose campaign manager(s)
- ❑ Establish platform

Feb 1 — **Postmark date** for completed application packet to state director

Feb. – Mar. — Plan campaign

March 5 — Candidate interviews and screening of campaign materials (over Zoom or Teams)

March 17 — All candidates except parliamentarian will submit a draft of their campaign speech to the ND FBLA state director

March 30 – April 1 — State Leadership Conference

March 31

- ❑ Candidate financial disclosure statements submitted at conference headquarters by 8:30 am
- ❑ Parliamentarian Exam
- ❑ Candidate nomination session—give speeches
- ❑ Candidate campaign booths-- Candidates or campaign manager will be required to stamp the card of voting delegates after they have had the opportunity to ask questions of the candidates. Voting delegates will not be allowed to vote if they have not had their card stamped by all candidates, so it is important that his task be completed.
- ❑ Election for president, regional vice presidents, secretary, treasurer, historian, and social media coordinator

April 1

- ❑ Installation at Awards Session
- ❑ Meeting with outgoing officers and state chairperson

June 9 – 12 — State Officer Training, Bismarck

June 29 – July 2 — National Leadership Conference, Anaheim, CA

July – April — Monthly State Officer Meetings on Zoom

September — State Officer Meeting (in person)

October — Fall Leadership Conference, Bismarck

March 29 – 31 2026 — State Leadership Conference, Bismarck

# NORTH DAKOTA FBLA
# STATE OFFICERS CODE OF CONDUCT

State officers serve as ambassadors for the association and their conduct and deportment are critical to the success of their mission. State officers are expected to abide by the code.

State officers who violate or ignore any of the following subject themselves to:

A. Being removed from the FBLA conference and/or activity and sent home at their own expense by their local adviser/state director.

B. Have any honors or offices cancelled and withdrawn.

## CODE OF CONDUCT

1. State officers shall behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon the FBLA organization.

2. State officers shall fully participate in all appropriate activities, conferences, workshops, business meetings, etc., for which they have responsibility.

3. State officers shall abide by the North Dakota FBLA Dress Code.

4. State officers shall be willing to take and follow instructions as directed by those responsible for them.

5. State officers shall avoid places and actions which in any way could raise questions as to moral character or conduct.

6. State officers shall treat all members equally.

7. State officers participating in FBLA assignments shall not damage or deface property. Damages to any property or furnishings in hotel rooms, private accommodations, and/or buildings will be paid for by state officers at their own expense.

8. State officers shall communicate any circumstances which prevent carrying out predetermined plans at assigned conferences to their local adviser and the state director.

9. State officers are not permitted to wear any campaign materials at the State Leadership Conference, nor are they allowed to campaign for a candidate or serve as a campaign manager, except when campaigning for oneself.

10. State officers must adhere to set curfews at all meetings and conferences. Any curfew violation may result in removal from office.

# NATIONAL OFFICER CANDIDACY

Only elected and/or appointed current or past state officers are eligible to run for national office from North Dakota FBLA. State officer candidates should check the appropriate box on the North Dakota FBLA State Officer application form to indicate their interest in running for a national office should they be elected to a state office.

The elected state president will receive first priority in running for a national office. Should the elected state president choose not to run for a national office, then the other elected and/or appointed current or past state officers who signified interest on their application will be interviewed by the ND FBLA Executive Board or the ND FBLA State Director to determine the national officer candidate from North Dakota.

**North Dakota State Officer and State Parliamentarian Application**
North Dakota State Board for Career and Technical Education

**DEADLINE:**
Postmark (not postage meter stamp)
no later than February 1, 2025

**MAIL COMPLETED MATERIALS TO:**
Jessica DeVaal
FBLA State Director
Career and Technical Education
600 East Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610

Each local officer applicant and local chapter adviser must complete this form and mail it with all attachments to the state director.

**Application Attachments:**
1. A resume, no more than two pages, which includes your qualifications for office.
2. Website/Social Media Permission Form
3. Head and shoulders picture. (digital, emailed to jdevaal@nd.gov)
4. Brief biographical article outlining your qualifications for office for publication on the North Dakota FBLA website. (emailed to jdevaal@nd.gov)
5. A statement of priorities and objectives to be accomplished during the term of service.
6. A letter of recommendation from your local chapter adviser or an administrator at your school.

***APPLICATION MUST BE TYPED***

| Office Sought | Should I be elected/appointed as a state officer, I am interested in running for a national office ☐Yes ☐No | Region ☐ I ☐ II ☐ III ☐ IV |
|---|---|---|
| Name | Birth Date | Age |
| Home Address | City/State/Zip | Home Phone |
| Mailing Address (if different from home address) | | |
| Email Address | Grade Next Year ☐10 ☐11 ☐12 | |
| School Name | Mailing Address | |
| City/State/Zip | School Phone | School Fax |
| Adviser Name | Adviser's Email Address | Best time to call |
| FBLA or Other Offices Held | | No. of Years as an FBLA Member |

**Business Subjects Completed, or Enrolled in This Year:**

| Subject | Year | Subject | Year | Subject | Year |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

| Parent's/Guardian's Name | Mailing address |
|---|---|
| | |

## NORTH DAKOTA STATE OFFICER AND STATE PARLIAMENTARIAN APPLICATION

## CERTIFICATION FOR STATE OFFICER APPLICANT

The responsibility for sponsoring a North Dakota state officer applicant rests with the local chapter. Only local chapters that meet the criteria stated in the national and state bylaws are eligible to nominate candidates for state office. Materials must then be submitted to the state director postmarked by the designated date. Faxes will not be accepted.

The local chapter adviser and the applicant must be familiar with the general regulations that govern the nomination and election of state officers as presented in the bylaws and the State Officer Candidate Guidelines. FBLA advisers are reminded that the National Association of Secondary School Principals requires adult chaperones for student members attending NASSP-sponsored conferences. North Dakota FBLA requires compliance with this policy. In addition, FBLA state officers are not allowed to transport themselves to any meetings/conferences.

### CERTIFICATION BY APPLICANT AND APPLICANT'S PARENT/GUARDIAN.

I AGREE TO ADHERE TO THE North Dakota FBLA Officer Candidate rules and regulations in running for the office indicated. To the best of my knowledge, the information presented in this application and its attachments is true. I also certify that I have read and agree to abide by the North Dakota Officer Code of Conduct, FBLA Dress Code, and the North Dakota FBLA Officer Candidate Guidelines.

Candidate's Signature: _____ Date: _____

As the parent/guardian to _____, I agree to support their candidacy and, if elected, their term as a North Dakota FBLA state officer.

Parent's/Guardian's Signature: _____ Date: _____

### CERTIFICATION BY LOCAL CHAPTER ADVISER

The credentials for _____ are attached. The applicant meets the qualifications for the office indicated. If elected, they will receive the support of the school, chapter, and adviser in the execution of the duties for this office.

Adviser's Signature: _____ Date: _____

Adviser's Home Address: _____

Adviser’s Cell Phone #: _____ Adviser's Email: _____

### CERTIFICATION BY SCHOOL ADMINISTRATOR

The school supports this candidacy and will ensure the candidate's attendance at all North Dakota chapter activities.

School Administrator's Signature _____

Title _____ Date _____

**North Dakota FBLA High School State Officer Candidate**
**Website/Social Media Permission**

*The North Dakota FBLA website and social media accounts are two of the primary modes of communication for our students, instructors, and others. We believe that stories and information about the people and events around the state will improve our site. On the other hand, we understand the global nature of the Internet and concerns people have for privacy. In order for us to alleviate any potential misunderstandings, we require that this form be filled out, signed, and submitted to our agency by any individual to whom reference is made or whose pictures are posted. At no time will personal addresses or phone numbers be posted on the site or distributed in any other manner. If said person is a minor, a guardian signature is also required.*

The North Dakota Future Business Leaders of America is authorized to publish the following on their website (check all to which you agree):

- ☐ Name
- ☐ Email Address
- ☐ Photo

The North Dakota Future Business Leaders of America is authorized to publish the following on their social media (check all to which you agree):

- ☐ Name
- ☐ Photo

Print Name: _____

Office Sought: _____

School: _____

Signature: _____

Date: _____

Signature of Guardian: _____
(if the above individual is less than 18 years of age)

Date: _____

**Include with FBLA High School State Officer Candidate Materials**

North Dakota FBLA High School

# NATIONAL OFFICER CANDIDATE GUIDE

# NATIONAL OFFICER CANDIDACY

Only elected and/or appointed current or past state officers are eligible to run for national office from North Dakota FBLA. State officer candidates should check the appropriate box on the North Dakota FBLA High School State Officer application form to indicate their interest in running for a national office should they be elected to a state office.

The elected state president will receive first priority in running for a national office. Should the elected state president choose not to run for a national office, then the other elected and/or appointed current or past state officers who signified interest on their application will be interviewed by the ND FBLA Executive Board or the ND FBLA State Director to determine the national officer candidate from North Dakota.

## QUALIFICATIONS AND PROCEDURES FOR NATIONAL OFFICE

1. All candidates must:
    - ❑ Have an adviser at their school who will support the member's candidacy.
    - ❑ Be a paid member in good standing in an FBLA High School chapter at the school in which they are enrolled.
    - ❑ Have taken or be currently enrolled in a business or business-related class.
    - ❑ Have held or now hold a state officer position in ND FBLA.
    - ❑ Not hold state office in another Career & Technical Student Organization (DECA, FFA, FCCLA, HOSA, SkillsUSA, or TSA) while serving as an FBLA national officer.
    - ❑ Possess keyboarding skills.
    - ❑ Have at least one year remaining in high school.
    - ❑ Be present at the Fall Leadership Conference and the State Leadership Conference during their term.
    - ❑ Agree to attend all meetings and conferences as outlined on the "Suggested Timeline," which is contained in this guide.
    - ❑ Maintain a "C" average. Any officer not maintaining this academic requirement in each grading period is permanently removed from office, and the office is declared vacant.
    - ❑ Be eligible at all times to participate in North Dakota High School Activities Association approved activities. Any officer suspended from participation from activities is permanently removed from office, and the office is declared vacant.
    - ❑ All requirements and regulations governing North Dakota FBLA state officers are also applicable to national officer candidates or members who have been elected or appointed to national office. (Please review those requirements and regulations in the State Officer Candidate Guide.)

2. The candidate must obtain a copy of the FBLA High School National Officer Candidate Guide.

3. Application: If the candidate is applying as a ND FBLA state officer candidate, answer the question regarding running for national office on the ND FBLA State Officer application and complete that application packet. If you are a previous state officer and not running again, file a North Dakota Application for National Officer Candidacy and a FBLA National Officer Application by their prescribed deadlines and fulfill both sets of qualifications. Candidates for national office shall submit the following items to the state director postmarked by February 1, 2025.
    - ❑ A ND application for national officer candidacy.
    - ❑ A resume not to exceed two pages.
    - ❑ A website/social media permission form.
    - ❑ A **digital** head and shoulders photo for publicity, which should be e-mailed to jdevaal@nd.gov.
    - ❑ A statement of priorities and objectives to be accomplished during the term of office.

- A letter of recommendation from the local chapter adviser or an administrator at the school.

4. The candidate will be interviewed following the State Leadership Conference by the State Executive Board along with their adviser. The candidate will then be either approved or not approved as a North Dakota national officer candidate.

5. If approved, the candidate must declare which national office they will pursue and have this decision approved by their local chapter adviser and the state director.

6. If approved, the candidate can then submit the FBLA National Application. It is your responsibility to collect all of the necessary items and submit the application by the published deadline.

7. If elected to serve as a national officer, they will serve as ex-officio, non-voting member of the state officer team for the following school year.

8. If elected to serve as a national officer, they are required to attend National Officer Training in July.

9. Any candidates who fail to comply with the procedures outlined above will not be allowed to run for state or national office.

# TENTATIVE MEETING/CONFERENCE DATES

Dec. – Jan.

- ❑ Get approval of local chapter adviser
- ❑ Complete ND FBLA High School State Officer Application or ND Application for National Officer Candidacy
- ❑ Prepare resume
- ❑ Complete website/social media permission form
- ❑ Have head and shoulders photo taken
- ❑ Write a statement of priorities and objectives
- ❑ Secure a letter of recommendation from the school superintendent, principal, or CTE director or head of the business department

| | |
|---|---|
| Feb 1 | **Postmark date** for completed application packet to state director |
| March 30 – April 1 | State Leadership Conference – State Officer elections |
| April | Candidate interview (including your adviser) with the State Executive Board or State Director |

<u>If approved as a candidate:</u>

| | |
|---|---|
| April-May | Submit FBLA National Officer Application (online) |
| May-June | Plan campaign |
| June 29 – July 2, 2025 | National Leadership Conference, Anaheim, CA |

<u>If elected:</u>

| | |
|---|---|
| July | National Officer Training |
| July – March | Monthly State Officer Meetings (Zoom) |
| September | State Officer Meeting (in person) |
| October | Fall Leadership Conference, Bismarck |
| November | National Fall Leadership Conference |
| March 29 – 31, 2026 | State Leadership Conference, Bismarck |
| June 29 – July 2, 2026 | National Leadership Conference, San Antonio, TX |

**North Dakota Application for National Officer Candidacy**
North Dakota State Board for Career and Technical Education

**DEADLINE:**
Postmark (not postage meter stamp) no later than February 1, 2025

**MAIL COMPLETED MATERIALS TO:**
Jessica DeVaal
FBLA State Director
Career and Technical Education
600 East Boulevard Ave., Dept. 270
Bismarck, ND 58505-0610

Each applicant and local chapter adviser must complete this form and mail it with all attachments to the state director.

**This application is for current or past ND FBLA High School state officers who are not running again.**

**Application attachments:**
1. A resume, no more than two pages, which includes your qualifications for office.
2. Website/Social Media Permission Form
3. Head and shoulders picture. (digital, emailed to jdevaal@nd.gov)
4. A statement of priorities and objectives to be accomplished during the term of service.
5. A letter of recommendation from your local chapter adviser or an administrator at your school.

***APPLICATION MUST BE TYPED***

| | | |
|---|---|---|
| Office Sought | | |
| Name | Birth Date | Age |
| Home Address / City/State/Zip | | Home Phone |
| Mailing Address (if different from home address) | | |
| Email Address | Grade Next Year ☐10 ☐11 ☐12 | |
| School Name | Mailing Address | |
| City/State/Zip | School Phone | School Fax |
| Adviser Name | Adviser's Email Address | Best time to call |
| FBLA or Other Offices Held | | No. of Years as an FBLA Member |

**Business Subjects Completed, or Enrolled in This Year:**

| Subject | Year | Subject | Year | Subject | Year |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |

| | |
|---|---|
| Parent's/Guardian's Name | Mailing address |

## NORTH DAKOTA APPLICATION FOR NATIONAL OFFICER CANDIDACY

## CERTIFICATION FOR NATIONAL OFFICER APPLICANT

The responsibility for sponsoring a North Dakota national officer applicant rests with the local chapter. Only local chapters that meet the criteria stated in the national and state bylaws are eligible to nominate candidates for national office. Materials must then be submitted to the state director and the national FBLA office postmarked by designated date. Faxes will not be accepted.

The local chapter adviser and applicant must be familiar with the general regulations that govern the nomination and election of national officers as presented in the bylaws, the ND National Officer Candidate Guidelines, and FBLA, Inc. FBLA advisers are reminded that the National Association of Secondary School Principals requires adult chaperones for student members attending NASSP sponsored conferences. North Dakota FBLA requires compliance with this policy. In addition, FBLA state officers are not allowed to transport themselves to any meetings/conferences.

### CERTIFICATION BY APPLICANT AND APPLICANT'S PARENT/GUARDIAN.

I AGREE TO ADHERE TO THE North Dakota FBLA Officer Candidate rules and regulations in running for the office indicated. To the best of my knowledge, the information presented in this application and its attachments is true. I also certify that I have read and agree to abide by the North Dakota Officer Code of Conduct, FBLA Dress Code, and the North Dakota FBLA Officer Candidate Guidelines.

Candidate's Signature: _____ Date: _____

As the parent/guardian to _____, I agree to support their candidacy and, if elected, their term as a North Dakota FBLA national officer.

Parent's/Guardian's Signature: _____ Date: _____

### CERTIFICATION BY LOCAL CHAPTER ADVISER

The credentials for _____ are attached. The applicant meets the qualifications for the office indicated. If elected, they will receive the support of the school, chapter, and adviser in the execution of the duties for this office.

Adviser's Signature: _____ Date: _____

Adviser's Home Address: _____

Adviser’s Cell Phone #: _____ Adviser's Email: _____

### CERTIFICATION BY SCHOOL ADMINISTRATOR

The school supports this candidacy and will ensure the candidate's attendance at all assigned FBLA, Inc. and North Dakota chapter activities.

School Administrator's Signature _____

Title _____ Date _____

**North Dakota FBLA National Officer Candidate Website/Social Media Permission**

*The North Dakota FBLA website and social media accounts are two of the primary modes of communication for our students, instructors, and others. We believe that stories and information about the people and events around the state will improve our site. On the other hand, we understand the global nature of the Internet and concerns people have for privacy. In order for us to alleviate any potential misunderstandings, we require that this form be filled out, signed, and submitted to our agency by any individual to whom reference is made or whose pictures are posted. At no time will personal addresses or phone numbers be posted on the site or distributed in any other manner. If said person is a minor, a guardian signature is also required.*

The North Dakota Future Business Leaders of America is authorized to publish the following on their website (check all to which you agree):

- ☐ Name
- ☐ Email Address
- ☐ Photo

The North Dakota Future Business Leaders of America is authorized to publish the following on their social media (check all to which you agree):

- ☐ Name
- ☐ Photo

Print Name: _____

Office Sought: _____

School: _____

Signature: _____

Date: _____

Signature of Guardian: _____
(if the above individual is less than 18 years of age)

Date: _____

**Include with FBLA Officer Candidate Materials**

# APPENDIX A

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**State Chapter Constitution/Bylaws**
**State FBLA History**

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# FUTURE BUSINESS LEADERS OF AMERICA

North Dakota Chapter

# BYLAWS

## Article I – Membership

**Section 1**

FBLA membership shall consist of members of nationally chartered local chapters. These members shall hold membership in their local, state, and national chapters. Membership shall consist of these classes of members:

FBLA Active Members--shall be secondary students (grades 9-12) who become members while enrolled in business or business related classes, who accept the purpose of FBLA, subscribe to its creed, demonstrate willingness to contribute to good school and community relations, and possess qualities for employment. Active members shall pay dues as established by local, state, and national FBLA and may participate in all events, in accordance with the guidelines of the awards program, serve as voting delegates to leadership conferences, hold office, and otherwise represent their local or state chapters as approved by their respective local or state advisers.

FBLA-Middle Level Active Members--shall be middle school students (grades 6-8 or 7-8) who become members while enrolled in business or business related classes, who accept the purpose of FBLA, subscribe to its creed, demonstrate willingness to contribute to good school and community relations, and possess qualities for employment. Active members shall pay dues as established by local, state, and national FBLA and may participate in all events, in accordance with the guidelines of the awards program and otherwise represent their local or state chapters as approved by their respective local or state advisers.

Honorary Members may be elected to a local or state chapter. They shall be persons who are assisting in the advancement of business and office education and/or who are rendering outstanding service to the local or state chapter. Honorary life members shall not vote or hold office and shall not be required to pay dues.

## Article II – Dues and Finance

**Section 1**

State dues shall be determined by a majority vote of the local voting delegates at the State Leadership Conference. State and national dues shall be forwarded directly to the national office by the local chapter, and the national office will reimburse the state chapter for state dues.

**Section 2**

Annual North Dakota State Chapter dues shall be $5.

**Section 3**

The affairs and property of FBLA shall be managed by the National Board of Directors which shall have all powers and duties of a board of directors, according to D. C. Code 29-1018 (1967 ed.).

**Section 4**

The fiscal year of the Future Business Leaders of America shall be July 1 through June 30.

## Article III - Organization

**Section 1**

The state Chapter shall be an association of local chapters, each operating in accordance with the charter granted by FBLA-PBL, Inc. Only chapters in good standing shall be referred to as "Future Business Leaders of America." Chapter charters and numbers shall be issued to each FBLA chapter by national FBLA-PBL, Inc.

**Section 2**

A chapter of FBLA shall be considered in good standing with the national and state organization when the following conditions are met:

a. State and national membership dues have been paid,
b. All reports have been submitted to the national office and state chairman as requested, and
c. The local chapter constitution and bylaws are not in conflict with the state and national constitutions and bylaws in any of the provisions.

**Section 3**

Active members shall be considered in good standing when they:

a. Attend local chapter meetings with reasonable regularity,
b. Show an interest in, and take part in, the affairs of the chapter, and
c. Pay their dues

**Section 4**

The State Executive Board shall consist of the state chairman, the state advisers, and the state president. Each member of the State Executive Board shall have one vote. The state chairman will chair the State Executive Board meetings.

**Section 5**

The state Chapter shall hold at least one annual state leadership conference to elect state officers and conduct business.

**Section 6**

The position of state chairman shall be filled by recommendation of the National President & CEO and approval of the National Board of Directors of FBLA-PBL, Inc.

**Section 7**

Each group wishing to become a chapter of FBLA shall make a formal written application to the North Dakota state chairman who will submit the application to the national FBLA office for approval, and the national FBLA office will issue the local chapter charter.

**Section 8**

Each local chapter shall have at least one adviser who shall be appointed by the local school district. A local chapter may have as many special-emphasis groups under the chapter charter as it deems necessary to meet the interests of all students. The local chapter of FBLA shall assume full responsibility for coordinating the program for these interest groups.

**Section 9**

The State Executive Board shall be represented by four state advisers—one from each region. State advisers shall be appointed by the State Executive Board to serve an unspecified term of office.

## Article IV – Officers and Elections

**Section 1**

The state elected officers of FBLA shall be a president, four regional vice-presidents, secretary, treasurer, historian, and social media coordinator.

**Section 2**

The person scoring highest on the parliamentary procedure test shall be appointed parliamentarian and shall be installed at the State Leadership Conference. This individual shall have at least one year remaining before being graduated from a secondary institution.

**Section 3**

Qualifications for Elected State Officers

a. Only active members are eligible to hold state office.
b. Only those applicants who are present at the State Leadership Conference and officially certified by the officer screening committee shall be eligible for nomination.
c. To be considered for an elected office in FBLA, a candidate shall:
    1. have at least one full year remaining in their secondary/high school program,
    2. be recommended by the chapter and endorsed by their local chapter adviser, parents, and school official, and
    3. file an official application before the deadline established by the FBLA state office.
    4. maintain a grade point average of a "C" grade in all grading periods using a grading scale of 'A, B, C, D, F". Any officer not maintaining this academic requirement in all separate formal recorded grading periods (i.e. report cards issued to parents after a nine-week or six-week grading period) is removed from office permanently and the office is declared vacant.
    5. be eligible at all times to participate in activities approved by the North Dakota High School Activities Association. Any officer suspended from participation in high school activities in accordance with the rules of the North Dakota High School Activities Association for any period of time, is immediately removed from office permanently and the office is declared vacant.
    6. all requirements and regulations governing North Dakota FBLA State Officers are applicable to FBLA members who are candidates, or who have been elected or appointed as a national FBLA officer, representing the North Dakota State Chapter of FBLA-PBL.

**Section 4**

Nominations for Elected Officers

a. Nominees that have filed nomination papers in accordance to the established deadline(s) (Section 4, B.) will be presented at a general session of the leadership conference.
b. The deadlines for application are as follows:

    Eight weeks prior to the State Leadership Conference – Deadline for filing for all offices. Application forms must be received in state office by this date.

    Seven weeks prior to the State Leadership Conference – In the event of a vacancy, the state office will contact all chapters of the vacancy.

    Six weeks prior to the State Leadership Conference – Second deadline for filing for an office of a vacancy. Application forms must be received in state office by this date.

    Five weeks before the State Leadership Conference – In the event of a vacancy, the state office will contact all chapters of the vacancy.

    Four weeks prior to the State Leadership Conference – Final deadline for filing for an office of a vacancy. Application forms must be received in state office by this date.

    Three weeks prior to the State Leadership Conference – In the event of a vacancy, the state office will contact all chapters of the vacancy.
c. In the event there are no candidates for an office, nominations will be accepted by the State Executive Board.
d. Only candidates approved by the office screening committee shall be nominated.

**Section 5**

Elections

a. The president, four regional vice-presidents, secretary, treasurer, historian, and social media coordinator shall be elected annually by the local voting delegates at a general session of the State Leadership Conference.
b. These officers shall be elected by a ranked ballot vote by the local voting delegates. A majority vote shall be required for elections.
c. Two state officers may be elected from the same local chapter. The parliamentarian may be appointed from a local chapter with two elected state officers.

**Section 6**

Term of Office

a. State officers shall be elected for one year, or until their successors are elected or appointed, and their term of office shall begin at the close of the State Leadership Conference.
b. Officers may succeed themselves in the same office for two consecutive years.

**Section 7**

Vacancy in Office

a. A vacancy in any office, other than that of president shall be filled or remain vacant, as determined by the State Executive Board.
b. Should the office of president become vacant, one of the regional vice presidents, determined by a yearly rotating basis, shall become president. If the vice president, who has assumed the office of president is unable or unwilling to assume or continue in the office of president, the next vice president in the rotation shall assume the duties of president. If the vice presidents cannot assume the duties, then the secretary, treasurer, historian, social media coordinator, or parliamentarian, shall assume the office of president in the order listed.

## Article V – Duties of FBLA State Officers

**Section 1**

The president shall:

a. serve as chairman of the State Leadership Team, meetings of FBLA,
c. appoint appropriate committees and committee chairman,
d. serve as an ex-officio member of all committees, and
e. perform other duties for the promotion and development of local, state, and national FBLA, and
f. maintain a close and continuing relationship with the state chairman of FBLA.

**Section 2**

The four regional vice presidents shall:

a. on a yearly rotational basis, by region, fill in for the president, if needed.
b. serve as a communications liaison by gathering news and information from the chapters by region and submitting it for the website.
c. **Region I**
All schools located east of Highway 3 and north of Highway 200.

**Region II**
All schools located west of Highway 3 and north of Highway 200.
**Region III**
All schools located west of Highway 3 and south of Highway 200.
**Region IV**
All schools located east of Highway 3 and south of Highway 200.

**Section 3**
The secretary shall:
a. keep an accurate record of all business meetings of the State Leadership Conference and the State Leadership Team,
b. supply at least one copy of the minutes and substantiating reports to the president and state chairman promptly, and
c. assist in the promotion and development of FBLA.

**Section 4**
The treasurer shall:
a. lead the recruitment efforts for securing corporate sponsors and assist the state chairman in keeping an accurate record of corporate sponsors,
b. present financial reports to members at State Leadership Team meetings and the State Leadership Conference, and
c. assist in the promotion and development of FBLA.

**Section 5**
The historian shall
a. photograph, compile, and maintain a historical record (flashback presentation) of the Fall Leadership Conference
b. assist in the promotion and development of FBLA.

**Section 6**
The social media coordinator shall:
a. be responsible for posting appropriate content on applicable social media platforms,
b. submit appropriate items to the publisher of national FBLA publications and other state and local publishers and broadcasters, and
c. assist in the promotion and development of FBLA.

**Section 7**
The parliamentarian shall:
a. advise the president on the orderly conduct of business in accordance with FBLA Bylaws and *Robert's Rules of Order Newly Revised*, and
b. assist in the promotion and development of FBLA.

**Section 8**
These officers shall serve on the State Leadership Team, perform the duties prescribed in the Bylaws, and perform such other duties as directed by the president and the state chairman which are not inconsistent with these Bylaws or other rules adopted by FBLA.

## Article VI – State Leadership Conference and Meetings

**Section 1**
A state leadership conference shall be held each year.

**Section 2**
Each secondary/high school local chapter in good standing shall be entitled to send two to four local voting delegates from its active membership to the State Leadership Conference in accordance with the following:
a. under 50 members – two voting delegates
b. 50-100 members – three voting delegates
c. over 100 members – four voting delegates

**Section 3**
All voting delegates and competitive event participants of local chapters shall be officially certified by their respective advisers and their names submitted by a deadline set by the State Executive Board for the State Leadership Conference.

**Section 4**
Local voting delegates shall be entitled to vote on all matters which come before the State Leadership Conference. There will be no proxy voting.

**Section 5**
The quorum for all business meetings at the State Leadership Conference shall be a majority of the currently registered voting delegates eligible to vote and in attendance at that meeting.

**Section 6**
Leadership development conferences and meetings may be held as determined by the State Executive Board.

## Article VII – State Executive Board

**Section 1**
The State Executive Board shall consist of the state chairman, the state advisers, and the state president. Each member of the State Executive Board shall have one vote. The state chairman will chair the State Executive Board meetings.

**Section 2**
The State Executive Board shall:
a. adopt policies of operation for FBLA as deemed necessary,
b. approve committee appointments and the creation of new committees by the president.
c. review all proposed amendments to the Bylaws,
d. Present to the voting delegates at the State Leadership Conference those proposed amendments which have been approved by the State Executive Board, and
e. perform such other duties as are prescribed by these bylaws.

**Section 3**
Special meetings of the State Executive Board shall be called upon at the written request of three voting members of the State Executive Board. At least one State Executive Board meeting will be held annually.

**Section 4**
Business of the State Executive Board may be conducted by mail, e-mail, or teleconference at the discretion of the president and approval of the state chairman and state advisers. All mail, e-mail, or teleconference business, and results of this business, shall be recorded in the minutes of the next regular State Executive Board meeting.

## Article VIII – Committees

**Section 1**
Advisory and other committees to assist in the growth and development of FBLA may be appointed as deemed necessary by the State Executive Board.

**Section 2**
The president of FBLA shall, with the approval of the State Executive Board, establish committees, and appoint their members for a period not to exceed the

president's term in office, and assist in their activities.

**Section 3**

Committee business may be conducted by mail, e-mail, or teleconferences at the discretion of the state chairman. For adoption, action by mail, e-mail, or teleconferences shall require a plurality vote of the members eligible to vote and shall be reported to the committee members not later than the next regular committee meeting.

## Article IX – Emblems and Colors

**Section 1**

The official emblem and insignia item designs are described and protected from infringement by registration, in the U. S. Patent Office, under the Trademark Act of 1946. The manufacturing, reproduction, wearing, or displaying of the emblem shall be governed by the National Board of Directors.

**Section 2**

Emblems and insignia shall be uniform in all local and state chapters and within special emphasis groups; they shall be those of FBLA. Only members in good standing may use official emblems and insignia.

**Section 3**

The official colors of FBLA shall be blue and gold.

## Article X – Parliamentary Authority

**Section 1**

The rules contained in *Robert's Rules of Order Newly Revised* shall govern the FBLA in all cases to which they are applicable and in which they are not inconsistent with the rules of FBLA-PBL, Inc., these Bylaws, or any special rules of order the FBLA may adopt.

## Article XI – Amendment of the Bylaws

**Section 1**

Proposed amendments to these Bylaws shall be submitted in writing not later than December 1 to the state chairman by local chapters or by a state officer. Notice of proposed amendments shall be sent to local chapters by February 1.

**Section 2**

Proposed amendments shall be reviewed by the State Executive Board and must be approved by the State Executive Board before they can be submitted to the voting delegates. The State Executive Board shall present approved amendments, with recommendations, to the voting delegates at the State Leadership Conference.

**Section 3**

A two-thirds vote of the voting delegates registered at the State Leadership Conference and in attendance at all business meetings is required for adoption of amendments.

*Amended: April 3, 2020*
*Amended: March 29, 2022*
*Amended: March 25, 2024*

# North Dakota FBLA History

**1967-68**

John Sand, Mayville State College, Jack Sullivan, Grafton, and Dorothy Travis, Grand Forks, initiated a meeting of seventeen North Dakota business educators in Bismarck on November 17, 1967, to plan the organization of the state chapter of the Future Business Leaders of America. Robert Stickler, Illinois state chairman, representing the FBLA national office, served as a consultant. Dorothy Travis was appointed state chairman by Hollis Guy, national executive director.

A planning meeting for the first State Leadership Conference (SLC) was held in Grand Forks in March 1968. The first SLC was held at the Clarence Parker Hotel, Minot, on April 5-6, 1968. Chapters represented: Garrison, Grafton, Grand Forks Central, Jamestown, Minot, Mohall, and West Fargo. Eighty-nine registered. Competitive events included public speaking, parliamentary procedure, Mr. and Miss FBLA, largest chapter membership, spelling relay, and best chapter exhibit. Mark Gums, Jamestown, was elected first state president. Bill Drengler, FBLA national president from Wisconsin, attended.

The North Dakota state chapter was officially installed at the National Leadership Conference (NLC) held in Washington, D.C., in August 1968. North Dakota was represented at the NLC by three students and two advisers.

**1968-69**

First Fall Leadership Workshop (FLW) Jamestown, October 1968. Annual state dues were set at 50 cents. First officers planning session in Carrington, January 1969. SLC Tumble Weed Inn, Jamestown, April 1969. Added competitive events: beginning and advanced typewriting, beginning and advanced shorthand, most original project, and local annual chapter activities report. Rocky Finck, Hettinger, was elected state president and was candidate for national vice-president for Mountain-Plains (M-P) Region at the NLC held in Dallas, Texas. The first Phi Beta Lambda chapter in North Dakota was organized at Dickinson State College.

John Sand, Mayville State College; Harriet Shurr, Jamestown High School; and Curtis Tonneson, Minot High School; were appointed state FBLA advisers by Dr. O. J. Byrnside, Jr., national executive director.

**1969-70**

FLW and SLC Holiday Inn, Bismarck. SLC host chapter Hettinger. Marsha Warren, West Fargo, elected state president. Steve Taylor, FBLA national president from Washington, attended.

1970-71 Dr. Wilmer Maedke, UND, became state chairman. FLW and SLC Minot. Added contest: filing. As a service project, Jamestown published the first FBLA state newsletters. Rich Rauschenberger, Velva, was elected state president. NLC Miami Beach.

**1971-72**

FLW and SLC Bismarck. For the first time the SLC was held on Monday/Tuesday, rather than Friday/Saturday. Added competitive events: clerical procedures, bookkeeping, and accounting. A $100 Money Management Award was established by the North Dakota Association of Life Underwriters. Edward Burakowski, national director of Administrative Affairs for FBLA attended.

Lynn Johnson, Scranton, elected state president and candidate for national vice-president for M-P Region at NLC in Houston, Texas. By winning first place in clerical procedures, Cheryl Schafer, Lisbon, became North Dakota's first national first-place winner. Scranton won eighth place for Most Original Project. The NLC was attended by 34 North Dakota members.

**1972-73**

Dr. Maedke moved to California, and Miss Travis, FBLA state executive secretary, became acting state chairman. FLW Jamestown. SLC Bismarck, with Scranton as host chapter. The Money Management Award of $100 was divided into three awards: first place $50, second place $35, and third placed $15. Lynn Shattuck, Velva, was elected state president and was also elected national vice-president for the M-P Region at the NLC in Washington, D.C.

**1973-74**

FLW Jamestown. Edward Burakowski of the national office attended. As national vice-president, Lynn Shattuck was chairman of the M-P Regional Leadership Conference in Denver in November 1973. SLC Bismarck, hosted jointly by Bismarck, Lisbon and Velva chapters. Competitive events added: FBLA Creed and machine transcription. Ross Teigen, Scranton was elected state president. NLC San Francisco.

**1974-75**

Mr. Jerald Lydeen, state supervisor of office education, became FBLA-PBL state chairman. First summer conference for officers of all vocational youth organizations was held in Bismarck in July 1974. SLC Lynette Larson, Edgeley, was elected state president.

**1975-76**

FLW Jamestown, and SLC UND, Grand Forks. Co-hosts: Grand Forks Central and Red River High Schools. Cindy Revo, FBLA national president from Nebraska, attended. David Michaelson, Velva, was elected state president.

**1976-77**

FLW and SLC Bismarck. Competitive events and other conference activities were held at Holiday Inn, Bismarck High School, Mandan Senior High School, and Mandan Community Center. Mark Provence, FBLA national treasurer, presented a Project Awareness workshop. Over 500 attended the largest number yet. Julie Eberle, Enderlin, was elected state president.

**1977-78**

FLW Jamestown; SLC Bismarck. SLC hosted jointly by Bismarck High School, Bismarck Century High School, and Mandan High School. Mr. John Gringer, Mayville, was selected as North Dakota's first Businessperson of the Year. Bruce Ludwig, Drake, was elected state president.

**1978-79**

FLW Bismarck. Special guest was Edward Miller, national executive director. SLC Bismarck; hosted jointly by Bismarck High School, Bismarck Century High School, and Velva High School. Congressman Mark Andrews and Governor Arthur Link were guests. Mark Lagodinski, Edgeley, was elected state president.

**1979-80**

FLW Mandan Community Center; SLC Bismarck. Stuart Fulton, FBLA national president from Colorado, attended both. SLC host chapters were Velva, Lisbon, and Mayville-Portland. Ross Teigen, Scranton, was selected Businessperson of the Year. Mr. Teigen became a member of FBLA in 1973, and later served as state president for both FBLA and PBL. Janel Muckenhirn, Enderlin, was elected state president. NLC Washington, D.C.

**1980-81**

FLW Mandan Community Center. Edward Burakowski of the national office attended. SLC Bismarck. John Anderson, FBLA national parliamentarian from Wisconsin, assisted with the competitive events. Workshops were added to the program. Mark Dosmann, Langdon, was the first recipient of the "Investment in the Future" scholarship ($150) made possible by Mr. Leo Reis, president of Peoples and Enderlin State Bank. The Years of Service Award for local chapter advisers was instituted. Sandy Horner, Devils Lake, was elected state president.

**1981-82**

FLW Mandan Community Center; SLC Bismarck. Lyn Scott, national vice-president of the M-P Region, attended the SLC. John Bachmeier, Mayville-Portland, was elected state president.

**1982-83**

No Fall Leadership Conference (FLC) because M-P Regional Leadership Conference was held in Bismarck. The Killdeer chapter organized the "Roll Out the Barrel" project, in which a barrel was pushed approximately 350 miles from the Montana border to the Minnesota border. FBLA and PBL state chapters participated jointly. Chapters throughout the state were urged to raise money through pledges. The money earned was divided among the March of Dimes, the FBLA-PBL National Building Center Fund, and the FBLA and PBL state chapters. SLC Bismarck, was attended by Patty Hendrickson, FBLA national president. Ken Kostelnak, Killdeer, was elected state president. NLC San Francisco.

**1983-84**

FLC Mandan Community Center: SLC Bismarck. Angela Butler, national vice-president for M-P Region, attended. Leann Erickson, Beulah, was elected state president. NLC Atlanta, Georgia.

**1984-85**

FLC Sheraton Riverside Inn, Minot; SLC Bismarck. Nicole Stone, national vice-president for M-P Region, attended. Shelly Becker, Cavalier was elected state president. NLC Houston, Texas

**1985-86**

FLC Jamestown; SLC Bismarck. Leann Tatro, national vice-president for M-P Region, attended. Monte Zingleman, PBL national secretary, University of North Dakota, and Henry Rosales, PBL national vice-president of M-P Region, from Colorado, also attended. A chapter event entitled Handicapped Awareness Project was added to the North Dakota competition. Kip Jaeger, Beulah, was elected state president. NLC Washington, D.C.

**1986-87**

FLC none; SLC Bismarck; Randy Neugebauer, national vice-president for M-P Region, attended. Joe Lukach, Stanley, was appointed state adviser along with Marilyn Nelson, Enderlin. The fun event, Acalympics, was added. Heidi Nelson, Enderlin, was elected state president. NLC Anaheim, CA.

**1987-88**

FLC none. RLC Colorado Springs, CO. SLC Fargo. Stephanie Brodine, national secretary, and Christopher Heider, Florida, alumni national president, attended. An individual event entitled Principles and Practices was added to the North Dakota competition. Kent Jeger, Beulah, was elected state president. NLC Orlando, FL. Tara Erickson, Hatton, was elected M-P Region vice-president.

**1988-89**

FLC Holiday Inn, Bismarck; SLC Radisson Inn, Bismarck. Tara Erickson, Hatton, Mountain-Plains vice-president, represented national office. James Ramey, Linton, was elected state president. NLC Orlando, Florida; Mitch Dvorak, Killdeer, elected national secretary for 1989-90.

**1989-90**

FLC Holiday Inn, Bismarck; SLC Radisson Inn, Bismarck. Mitch Dvorak, Killdeer, ND, national secretary, and J. J. Ament, national president, Illiff, Colorado, represented national FBLA. Jenny Berthold, Hatton, was elected state president. NLC Washington, D.C.

**1990-91**

FLC Holiday Inn, Bismarck; SLC Holiday Inn, Fargo. Bridget M. Osowski, FBLA National Parliamentarian from Thorpe, Wisconsin, attended. Eric Grant Chester gave the keynote address, "The X-Factor." Joe Lagodinski, Edgeley, was elected 1991-92 state president. NLC Anaheim, CA.

**1991-92**

State membership 1,420, 49 chapters. FLC Holiday Inn, Bismarck; SLC Radisson Inn, Bismarck, Richard W. James, M-P Region vice-president, Kingman, Kansas, represented the national office. Bill Sanders, Kalamazoo, Michigan, gave the keynote address, "Show the World Your Greatness." Shelly Salwei, Wishek, was elected 1992-93 state president. The following competitive events were added on the state level: Introduction to Parliamentary Procedure, Proofreading Skills and Knowledges, and Spelling and Correct word Usage. New Recognition Awards: Go for North Dakota Gold, Membership Achievement Award. Curt Schaff, Hatton, was appointed state adviser. The banquet was dispensed with this year. NLC Chicago, IL

**1992-93**

At the SLC in 1992 the decision was made to divide North Dakota into four regions. Four regional FLCs were held Watford City, Jamestown, Dickinson, and Grand Forks. SLC Radisson Inn, Bismarck. Jeffrey Whitworth, FBLA national parliamentarian, Ada, OK, attended. Opening keynote address J. J. Ament, Boulder, Colorado, "Endeavors of Excellence." Closing keynote address John Crudele, Minneapolis, MN, "Choose Life, Choose Love, Choose You." Chad Sundberg, Harvey, was elected state president.

Dorothy L. Travis (1904-1992), one of the founders of North Dakota FBLA-PBL, (the national FBLA-PBL Parliamentary Procedure competitive event was named in her honor) passed away in her sleep at her home in Grand Forks on December 3, 1992.

**1993-94**

State membership is at an all-time high of 1,666. One statewide FLC was held in Bismarck at the Ramada Hotel on September 27, 1993. SLC Radisson Inn, Bismarck. Eric Chester, Colorado, gave the keynote address, "Lookin' for A Hero, The Journey Begins Within." Rachel Fehringer, Mt. Plains vice-president, Colorado, represented National FBLA. David Glennon, Hatton, was elected 1994-95 state president. Conference attendance was 1,202.

The 1993-94 SLC was held in Loving Memory of Krista Dawn Erickson, Hillsboro FBLA chapter officer, (1977-1993) and Amie Ann Hildebrant, Beach FBLA chapter officer (1976-1994).

Nancy Wolff, Hettinger, was elected national FBLA Mountain-Plains vice president. NLC Anaheim, CA.

**1994-95**

State membership peaked at 1,915; 52 chapters. Enderlin had 101 members, largest local chapter ever. This year national opened membership to middle schools. Hughes Junior High School in Bismarck is the first middle school in North Dakota to become a chapter. Other new chapters: Fargo Shanley, Des Lacs, Center (reactivated).

The SFLC was held on September 25 at the Ramada Hotel in Bismarck. The SLC was held at the Holiday Inn, Radisson Hotel, and the Civic Memorial Auditorium in Fargo on March 26-28, 1995. Patty Hendrickson from LaCrosse, Wisconsin gave the keynote address "Get A Clue: Leadership Is In You!" Nancy Wolff, Mountain-Plains Region Vice President from Hettinger, North Dakota represented the national office. May-Port CG HS received the Dorothy L. Travis Award. Marc Skjervem, Lakota, was elected 1995-96 president.

**1995-96**

State membership peaked at 2,117; 56 chapters. New chapters activated this year are: Dakota High School, Hunter; St. Mary's High School, Bismarck; Central Valley High School, Buxton; Dakota Prairie High School, Petersburg; and Williston High School.

The SFLC was held October 1-2, at the Ramada Hotel in Bismarck. The SLC was held at the Radisson Inn and Civic Center in Bismarck, scheduled for March 24-26. Due to a severe storm the conference did not start till after lunch on the 25th. Approximately 43 chapters attended. Craig Zablocki, Denver, CO, gave the keynote address, "Dream Big, Take Yourself Lightly." Representing the national office were Kenneth Corn, national president, Howe, OK; and Louise LeGrand, national secretary, Wessington, SD. Carrie Selle, DCHS, Crosby, was elected 1996-97 president. The Handicapped Awareness Project was expanded, therefore, the new name is Project Equality. The number of members from each chapter who could participate in an event was increased in several events. May-Port CG received the Dorothy L. Travis Award. NLC in Washington, DC.

**1996-97**

State membership peaked at 2100 with 58 chapters. FLW—Held in Bismarck at the Radisson Inn and Sertoma Park. Candace Kane from the Kathryn Center, Valley City, did the workshop on Monday.

SLC was to have been held in Minot. A blizzard came through North Dakota starting late Friday. The conference was cancelled. The written tests were mailed and administered to the local schools. Interview events were judged on resumé and written test; speaking events, Parliamentary Procedure and Entrepreneurship events were put on video for judging. State officer candidates mailed their materials to each chapter and the voting was conducted by mail. The old officers and new officers met in Minot for an installation ceremony. Shayla Swedlund from Velva was elected state president. May-Port CG HS received Dorothy L. Travis Award. NLC Anaheim, CA.

**1997-98**

State membership 1,923 with 56 active chapters. FLW held in Bismarck at the Radisson Inn. SLC was held in Minot March 29-31, 1998. The weather was beautiful. The keynote address, "The Best Way to Predict the Future is to Create It", was delivered by Scott Friedman from Denver, CO. Scott also gave a workshop entitled "A Funny Thing Happened on the Way to Happiness." National Mountain-Plains Region Vice-President, Jill M. Kirk from Holton, Kansas presented a workshop titled "FBLA Soup for the Soul."

May-Port CG HS received Dorothy L. Travis Award. Rachel Langer from Enderlin was elected 1998-99 state president. NLC in Orlando, Florida.

**1998-99**

State membership was 2,191 with 60 chapters. FLW held in Bismarck at the Radisson Inn. SLC was held in Minot April 11-13 in conjunction with the Governor's Youth Leadership Summit. Sunday evening Governor Edward D. Schafer gave the address, "Why North Dakota Cares About You." The special Guest was Admiral Bill Owens. The keynote address was given by Astronaut Rick Hieb.

Divide County HS, Crosby, received the Dorothy L. Travis Award. Jenny Boland from Northern Cass High School, Hunter, was elected president. NLC in Chicago, IL

**1999-2000**

State membership was 2,138 with 60 active chapters. Hettinger had the largest chapter in ND FBLA history with 114 members in a school with 166 students. A state FLC was not held. Hettinger High School sponsored an FLC for Region III which was held in Dickinson and was a great success. SLC held in Fargo. Terry Fleck from Bismarck, ND gave the keynote address, "The Attitude Virus." J.R. Parsons, Mountain Plains Region vice-president attended. Hettinger High School received the Dorothy L. Travis Award. Kay Johnson from Hettinger was elected 2000-2001 state president. NLC Long Beach, CA

**2000-2001**

Jerry Lydeen, state chairman since 1974, retired on October 12, 2000. Kelly Scholl was appointed as the new state chairperson on January 2, 2001.

State membership reached an all-time high of 2,237 with 59 active chapters. FLC was held at the Radisson Inn in Bismarck, and the SLC was held at the Ramada Plaza Suites and the Holiday Inn in Fargo. Region III once again held a regional meeting in Dickinson. Byron Garrett of Life Works, Intl., in Phoenix, AZ, gave the keynote address at SLC, "Lead Now or Step Aside:" William Heermann, Mountain Plains Region Vice President attended SLC and gave a workshop entitled "The Essentials of Teamwork." Hettinger High School had the largest chapter and received the Dorothy L. Travis Award. Amber Rose Bjerke of Central Valley High School in Buxton was elected state president. NLC was held in Orlando, FL.

**2001-2002**

State membership was 1,929 with 56 active chapters. FLC was held at the Holiday Inn in Bismarck, and James Vossler of the Harold Shafer Leadership Center at the University of Mary, delivered a ½ day presentation entitled "Starting Your Leadership Engine." SLC was held at the Municipal Auditorium in Minot. Keith Hawkins from Roseville, CA gave the keynote address, "The Power of One." Jessica Vincik, Mountain Plains Region Vice-President from Aurora, Nebraska, presented the workshop, "The Person You Didn't Think You Could Be." Hettinger had the largest chapter and Cavalier received the Dorothy L. Travis Award. David Meier of Hettinger High School was elected state president. NLC was held in Nashville, TN.

**2002-2003**

State membership was 1,887 with 57 active chapters. FLC was held at the Holiday Inn in Bismarck. SLC was held at the Municipal Auditorium in Minot. Rolfe Carawan gave the keynote address, "The Character Revolution." Allison Floeter, PBL Mountain Plains Region Vice President from the University of North Dakota represented the national chapter. Cavalier had the largest chapter, and Divide County received the Dorothy L. Travis Award. Mason Bjerke of Central Valley High School was elected state president. NLC was held in Dallas, TX.

**2003-2004**

State membership was 1,729 with 53 active chapters. FLC was held at the Radisson Inn in Bismarck. SLC was held at the Ramada Plaza Suites and Holiday Inn in Fargo. Ryan Underwood of TRI Leadership Resources gave the keynote address and presented two workshops. Arvind Cadambi, FBLA National Treasurer from California represented the national chapter and presented a workshop entitled "Blazing the Way." Velva had the largest chapter, and Divide County received the Dorothy L. Travis Award. Jordan Regan of Fargo South High School was elected state president. NLC was held in Denver, CO.

**2004-2005**

State membership was 1,713 with 53 active chapters. FLC was held at the Best Western Ramkota in Bismarck. SLC was held at the Best Western Ramkota and Bismarck Civic Center in Bismarck. James Malinchak of Henderson, NV, was the keynote speaker. Evan Lemoine, FBLA National Treasurer from Woonsocket, RI, attended the conference and presented a workshop. Velva High School had the largest chapter with 87 members and Divide County High School received the Dorothy L. Travis Award. Max Kringen of Enderlin High School was elected state president. NLC was held in Orlando, FL.

**2005-2006**

State membership increased for the first time since 2001, with 1,839 members and 54 active chapters. Parshall and Fairmount High Schools chartered their chapters. FLC was held at the Best Western Ramkota in Bismarck. LoAnn Wegh of LoAnn's Marketing in Dickinson was the keynote speaker. SLC was held at the Alerus Center in Grand Forks. Chuck Peterson of Florida was the keynote speaker. Velva High School had the largest chapter with 81 members and Divide County High School received the Dorothy L. Travis Award. Amanda Martin of Drake High School was elected state president. Tom Farnham of Enderlin was appointed state adviser representing Region IV. NLC was held in Nashville, TN.

**2006-2007**

State membership was 1,651 members and 51 active chapters. Milnor and Rugby High Schools chartered their chapters. FLC was held at the Best Western Ramkota in Bismarck. Entrepreneur, Scott Molander, of InDesign was the keynote speaker. SLC was held at the Municipal Auditorium in Minot. Patty Hendrickson of Wisconsin was the keynote speaker. Velva High School had the largest chapter with 83 members and Divide County High School received the Dorothy L. Travis Award. Anna Moss of Kenmare High School was elected state president. NLC was held in Chicago, IL.

**2007-2008**

State membership was 1,617 members and 53 active chapters. Berthold and Bishop Ryan High schools chartered/reactivated their chapters. FLC was held at the Best Western Ramkota in Bismarck. Terry Fleck, the "Attitude Doctor" was the keynote speaker. SLC was held in Bismarck at the Civic Center and Ramkota Hotel. C.L. Lindsay, the keynote speaker, spoke on the responsibility of using the internet and the dangers associated with social networking sites. National treasurer, Michael Miller of Missouri, presented a workshop on the Business Achievement Awards. Velva High School had the largest chapter with 80 members and Divide County High School received the Dorothy L. Travis Award. Brett Anderson of Divide County High School was elected state president. NLC was held in Atlanta, GA.

**2008-2009**

State membership was 1,613 members with 53 active chapters. Max High School chartered their chapter. FLC was held at the Best Western Ramkota in Bismarck. Nicole Morrison-Mathern of the University of Mary was the keynote speaker. SLC was held in Minot at the Municipal Auditorium. Amy Gallimore of TRI Leadership was the keynote speaker. National Mountain Plains Vice President, Justin Schultis of Nebraska attended the conference and presented a workshop. Stanley High School had the largest chapter with 82 members and Divide County High School received the Dorothy L. Travis Award. John Mitzel of Fargo South High School was elected state president. NLC was held in Anaheim, CA.

**2009-2010**

State membership was 1,659 members with 55 active chapters. Ray High School and Sawyer High School chartered their chapters. Bismarck High School and Grand Forks Red River High School reactivated their chapters. FLC was held at the Best Western Ramkota in Bismarck. FOCUS Training presented the conference program. SLC was held in Fargo at the Ramada Plaza Suites and Holiday Inn. Governor John Hoeven spoke at the opening session. Kelly Barnes of Your Next Speaker was the keynote speaker. National Mountain Plains Vice President, Brennan Foo of Texas, attended the conference and presented a workshop. Stanley High School had the largest chapter with 106 members and Divide County High School received the Dorothy L. Travis Award. Ryan Blumhagen of Drake/Anamoose High School was elected state president. NLC was held in Nashville, TN, and had to be moved from the Gaylord Opry Resort to various downtown locations due to the historic flooding in Nashville during the spring of 2010.

**2010-2011**

State membership was 1,612 members with 55 active chapters. Wing High School chartered their chapter. Grant County High School reactivated their chapter. FLC was held at the Best Western Doublewood in Bismarck. TRI Leadership presented the conference program. SLC was held in Grand Forks at the Alerus Center. Rhett Laubauch of Your Next Speaker was the keynote speaker. National Mountain Plains Vice President, Kandace Irvine of Kansas, attended the conference and presented a workshop. Stanley High School had the largest chapter with 124 members. Divide County High School received the Dorothy L. Travis Award. Paige Gravning of Hettinger High School was elected state president. NLC was held in Orlando, FL.

**2011-2012**

State membership was 1,590 members with 57 active chapters. Hankinson High School chartered their chapter. Center/Stanton High School reactivated their chapter. FLC was held at the Best Western Ramkota in Bismarck. FOCUS Training presented the leadership program. SLC was held in Bismarck at the Best Western Ramkota and the Civic Center. Bob Upgren of Cross-Training, Inc. was the keynote speaker. National Secretary, McKenna Murray of Nevada, attended the conference and presented a workshop. Stanley High School had the largest chapter with 87 members. Divide County High School received the Dorothy L. Travis Award. Jonathan Olson of Ray High School was elected state president. NLC was held in San Antonio, TX.

**2012-2013**

State membership was 1,540 with 55 active chapters. Des Lacs-Burlington and Turtle Mountain reactivated their chapters. The first FBLA Middle Level chapters were chartered at Cavalier, Drake-Anamoose, and New Rockford-Sheyenne. FLC was held at the Best Western Doublewood in Bismarck. FOCUS Training presented the leadership program. SLC was held in Minot at the North Dakota State Fairgrounds. Brandon Lee White was the keynote speaker. National Parliamentarian Brendan Hopkins of Pennsylvania attended the conference. May-Port CG had the largest chapter with 87 members. Divide County High School received the Dorothy L. Travis Award. Kyle McFadden of Cavalier High School was elected state president. NLC was held in Anaheim, CA. North Dakota was recognized for its 2nd place finish in the Business Achievement Awards Fight to the Finish.

**2013-2014**

State membership was 1,480 with 58 active chapters. New chapters were chartered at Fargo Davies and Midkota High Schools. Chapters were reactivated at Bismarck, St. Mary's Central, Bottineau, and Richardton-Taylor High Schools. A new FBLA Middle Level chapter was chartered at Rugby. FLC was held at the Best Western Ramkota in Bismarck. TRI Leadership presented the leadership program. SLC was held in Grand Forks at the Alerus Center amidst a huge blizzard. Amy Gallimore was the keynote speaker. National Mountain Plains Vice President Holland Gray attended the conference. May-Port CG had the largest chapter with 82 members. Divide County High School received the Dorothy L. Travis Award. Kaleb Dschaak of Dickinson High School was elected state president. NLC was held in Nashville, TN. North Dakota was recognized for its 2nd place finish in the Business Achievement Awards Fight to the Finish.

**2014-2015**

State membership was 1,478 with 60 active chapters. New chapters were chartered at Grenora and Powers Lake. Chapters were reactivated at Mott-Regent, Grand Forks Red River, and Berthold. New FBLA Middle Level chapters were chartered at Bismarck Light of Christ Academy, Kenmare, and Scranton. FLC was held at the Best Western Ramkota in Bismarck. Patty Hendrickson stepped in to present the leadership program when Rhett Laubauch had to cancel due to illness. SLC was held in Fargo at the Ramada and Holiday Inn. Kat Perkins, former FBLA state officer and Voice contestant was the keynote speaker. National PBL Treasurer Karthik Krishnan attended the conference. Dickinson had the largest chapter with 72 members. Divide County High School received the Dorothy L. Travis Award. Keaton Erickson of Carrington High School was elected state president. NLC was held in Chicago, IL, and Keaton Erickson was elected national Mountain Plains Region Vice President. North Dakota was recognized for its 2nd place finish in the Business Achievement Awards Fight to the Finish.

**2015-2016**

Kelly Scholl, state chairman since 2001, moved to Reston, VA to become the Education Director at FBLA-PBL. Jessica DeVaal was appointed as the new state chairperson on June 8, 2016.

State membership was 1,612 with 66 active chapters. New chapters were chartered at Mohall Landsford Sherwood, Dickinson Catholic Schools, and Burke Central. Chapters were reactivated at Killdeer and Strasburg. New FBLA Middle Level chapters were chartered at Dickinson Trinity Junior High, Grant County, Rugby and Stanley. FLC was held at the Best Western Ramkota in Bismarck. Hayley Henderson and Patrick Grady from TRI Leadership presented the leadership program. SLC was held in Bismarck at the Bismarck Event Center. Brooks Harper was the keynote speaker. National Mountain Plains Vice President Keaton Erickson attended the conference. Divide County had the largest chapter with 65 members. Divide County High School received the Dorothy L. Travis Award. Hudson Pierce of Scranton High School was elected state president. NLC was held in Atlanta, GA. North Dakota was recognized for its 2nd place finish in the Business Achievement Awards Fight to the Finish.

**2016-2017**

State membership was 1596 with 64 active chapters. New chapters were chartered at Bismarck Legacy, Nedrose, South Prairie, and Newburg. A new FBLA Middle Level chapter was chartered at Berthold. FLC was held at the Best Western Ramkota in Bismarck. Amy Gallimore from Four16 Training Solutions presented the leadership program. The 50th annual North Dakota SLC was held in Bismarck at the Bismarck Event Center. Rhett Laubach was the keynote speaker. President & CEO Jean Buckley and Education Director Kelly Scholl attended the conference. A parade of past state officers and retired advisers was part of the Opening Session, and a reception followed for past and current state officers, retired advisers, and special guests. Divide County had the largest chapter with 78 members. Divide County High School received the Dorothy L. Travis Award. Travis Dean of Stanley High School was elected state president. NLC was held in Anaheim, CA. North Dakota was recognized for its 1st place finish in the Business Achievement Awards Fight to the Finish.

**2017-2018**

State membership was 1487 with 63 active chapters. New chapters were chartered at Hazelton-Moffit-Braddock and Tioga. FLC was held at the Ramkota in Bismarck. Devin Henderson presented the leadership program. SLC was held in Bismarck at the Bismarck Event Center. Holly Hoffman was the keynote speaker. National Mountain Plains Vice President RyanJames Solis attended the conference. Divide County had the largest chapter with 76 members. Divide County High School received the Dorothy L. Travis Award. Savanna Friedt of Carrington High School was elected state president. NLC was held in Baltimore, Maryland. North Dakota was recognized for its 1st place finish in the Business Achievement Awards Fight to the Finish.

**2018-2019**

State membership was 1525 with 64 active chapters. New chapters were chartered at Bowbells, South Heart, and Thompson. FLC was held at the Ramkota in Bismarck. Patty Hendrickson presented the leadership program. SLC was held in Bismarck at the Bismarck Event Center. Jeff Becker was the keynote speaker. National Mountain Plains Vice President Madelyn Remington attended the conference. May-Port CG had the largest chapter with 78 members. Divide County High School received the Dorothy L. Travis Award. Sydnee Anderson of Mott-Regent High School was elected state president. NLC was held in San Antonio, Texas. North Dakota was recognized for its 1st place finish in the Business Achievement Awards Fight to the Finish.

**2019-2020**

State membership was 1495 with 69 active chapters. Middle Level membership was 99 with 15 active chapters. New chapters were chartered at Lidgerwood and West Fargo Sheyenne. Chapter was reactivated at Griggs County Central. FLC was held at the Ramkota in Bismarck. Kyle Willkom presented the leadership program. Due to COVID-19, the SLC was held virtually and students competed over a 3-week period. A virtual award session was held on April 16th on Facebook Live. May-Port CG had the largest chapter with 70 members. Divide County High School received the Dorothy L. Travis Award. Brooklyn Benno of Des Lacs-Burlington High School was elected state president. NLC was scheduled to be held in Salt Lake City, Utah, but due to COVID-19, the in-person event was cancelled, and an online National Leadership Experience was held. North Dakota was recognized for its 2nd place finish in the Business Achievement Awards Fight to the Finish.

**2020-2021**

State membership was 1081 with 63 active chapters. Middle Level membership was 61 with 10 active chapters. Learn to Lead, a virtual leadership journey with Virginia FBLA-PBL was held in place of FLC. Programming included sessions by state officers, an opening session with SongDivision, and a closing session with Tigirlily. Due to COVID-19, the SLC was held virtually, and students competed virtually in March. A virtual conference was held on March 29-April 1 with Anne Bonney as the keynote speaker. Stanley had the largest chapter with 70 members. Divide County High School received the Dorothy L. Travis Award. Lauren Skadberg of Carrington High School was elected state president. NLC was scheduled to be held in Anaheim, CA, but due to COVID-19, the in-person event was cancelled, and an online National Leadership Conference was held, and Ilanora Peterson was elected national Mountain Plains Region Vice President.

**2021-2022**

State membership was 1019 with 63 active chapters. Middle Level membership was 160 with 20 active chapters. New chapters were chartered at Napoleon and Glen Ullin. FLC was held at the Ramkota in Bismarck. Kelly Barnes presented the leadership program. SLC was held in Bismarck at the Bismarck Event Center. Amberley Snyder was the keynote speaker. National Mountain Plains Vice President Ilanora Peterson attended the conference. Stanley had the largest chapter with 51 members. Larimore had the largest Middle Level chapter with 20 members. Divide County High School received the Dorothy L. Travis Award. Kaidence Hase of Drake-Anamoose High School was elected state president. NLC was held in Chicago, IL.

**2022-2023**

State membership was 1260 with 65 active chapters. Middle School membership was 191 with 21 active chapters. New chapters were chartered at Kindred and Eight Mile. FLC was held at the Ramkota in Bismarck. Ashley Brinton presented the leadership program. SLC was held in Bismarck at the Bismarck Event Center. Brooks Harper was the keynote speaker. National North Central Vice President Natalie Coon attended the conference. May-Port CG had the largest chapter with 59 members. Larimore had the largest Middle School chapter with 24 members. May-Port CG High School received the Dorothy L. Travis Award. Kaidence Hase of Drake-Anamoose High School was elected state president. Kaidence Hase was also elected national Mountain Plains Region Vice President. NLC was held in Atlanta, GA.

**2023-2024**

State membership was 1413 with 66 active chapters. Middle School membership was 175 with 21 active chapters. New High School chapters were chartered at Shiloh Christian, Underwood, and Westhope. New Middle School chapters were chartered at Ashley, Beach, and New England. FLC was held at the Ramkota in Bismarck. Patty Hendrickson presented the leadership program. SLC was held in Bismarck at the Bismarck Event Center. Hunter Pinke was the keynote speaker. National Mountain Plains Vice President Kaidence Hase (from North Dakota) attended the conference. St. Mary's (Bismarck) had the largest chapter with 70 members. Larimore had the largest Middle School chapter with 20 members. Stanley High School received the Dorothy L. Travis Award. Clara Ankenbauer of Bowbells High School was elected state president. A bylaw amendment to raise state dues from $4 to $5 passed. NLC was held in Orlando, FL.

# APPENDIX B

## National Leadership Conference
### Information

# Join the North Dakota FBLA Travel Group

## FBLA National Leadership Conference
## Anaheim, CA

Join the North Dakota FBLA Travel Group and attend the FBLA National Leadership Conference in Anaheim, CA, and participate in other fun-filled activities of the area on June 27 – July 3, 2025. (Official NLC dates are June 29-July 2)

**Travel World of Crosby has been designated as the exclusive North Dakota FBLA travel agency.** You cannot participate in the North Dakota FBLA room block or participate in activities and services provided in the travel package unless **Travel World of Crosby** makes your airline reservations. By using **Travel World of Crosby** to book your plane reservation, you will receive the lowest airfare available. Family members and friends are invited to become part of this group, but at least one person per room needs to be registered for the conference. Reservations, all monies to be paid, and questions about the travel package should be directed to **Travel World of Crosby.** Phone 678-521-2795 or e-mail at brooke@travelworldofcrosby.com.

**Travel World of Crosby** will coordinate for the North Dakota FBLA state office all travel arrangements and assist with the assembling of a winning North Dakota FBLA competitive events team. **Travel World of Crosby** will assist you in finding roommates with other North Dakota FBLA members attending to cut expenses and get the lowest room rates. Room rates, registration fees, ground transportation, and other activity fees have not yet been determined, so it is very important to watch for announcements and up-to-date information from **Travel World of Crosby**, the North Dakota FBLA state office, and the National FBLA. Contact the national FBLA office at 800-325-2946 and/or go to the national FBLA Website: http://www.fbla.org.

***Every FBLA member must have an adult chaperone from their local chapter in order to participate in the travel group****. This could be your local FBLA chapter adviser, school official, parent, or another responsible adult. ND FBLA recommends no more than 1 adult to 10 students. The National FBLA Chaperone policy will be checked with NLC registration and can be found at https://www.fbla.org/chaperone-policy/. If taking a group of middle and high school students, National FBLA defers to the lower ratio. Liability release forms and parental permission forms will be required for all members attending.*

If a local chapter adviser is unable to attend NLC and chaperone the members from their chapter, ND FBLA's policy is that another adult (someone from the school or a parent) from the community accompany the members attending. If for some reason this is impossible, then you must contact Jessica DeVaal at the ND FBLA state office, and she will initiate a search for another adviser who might be able to chaperone your student(s). **PLEASE DO NOT** contact another adviser yourself. If there is an adviser you want to be contacted on your behalf, that will be taken into consideration. Once we find another adviser to chaperone, please be aware that this is a lot of extra work and responsibility for the adviser, so we require that the chapter compensate that adviser $200 per student. Travel World will add this $200 fee to your final travel bill as arrangements are completed.

The only role the North Dakota FBLA state office will assume is to confirm your participation in competitive events at the NLC. **Neither the state office nor Travel World of Crosby will register you for the conference.**

Conference information will be available at www.fbla.org starting in approximately April. The conference page will contain up-to-date conference information, a schedule of activities, registration forms, etc*. It is very important that all participants register for the NLC by the designated deadline, or you cannot vote!* The 2025 NLC conference registration fee has not been determined, but the early bird registration fee was $195 in 2024. **Travel package costs determined by Travel World of Crosby do not include the FBLA conference registration fee.**

**Travel World of Crosby** will arrange air transportation. They will also arrange for ground transportation and arrange other fun-filled activities to nearby attractions. Complete this survey to provide input for 2025 NLC activity options: https://forms.gle/A7rF1gVHmXGu1ZRP9. Ground transportation will be provided to/from the airport/hotel as well as check-in/check-out of the hotel. All travel group participants will participate in tours and activities in the Anaheim area.

The National FBLA Dress Code is enforced for all attending the NLC. Advisers, members, and guests attending general sessions, competitive events, regional meetings, workshops, and other activities, unless otherwise stated in the conference program, must conform to the National FBLA Dress Code. Conference name tags are part of the dress code and must be worn at all times.

More details will be available at the North Dakota SLC. Be sure to visit with representatives from **Travel World of Crosby** at their booth at the FBLA State Leadership Conference. They will be happy to answer any questions you may have about the ND FBLA Travel Group and the FBLA National Leadership Conference in Anaheim.

**COMPETITIVE EVENT REGISTRATION**

Check the national competitive event guidelines to see if you placed high enough (Middle School: 1st and 2nd and High School: 1st through 4th) to compete at NLC. If so, you must complete the ND FBLA Competitors online form to submit your intentions (YES or NO) no **later than April 11, 2025**. If the qualifying winners are not going to compete at the NLC, we will contact the alternate until we have a complete team of competitors from North Dakota in all events. **Please submit the online form for your YES or NO answers no later than April 11, 2025.**

**NLC DEADLINES**

- **Yes/No Intention Form: Due April 11, 2025**
- **Blue Panda Submission Deadline: April 17, 2025**
  (All participants must be registered in Blue Panda by this date. Blue Panda will close and no additions or removals will be permitted after this deadline. After this deadline, you are committing that all submitted participants will be attending NLC and committing full payment to Travel World. Once Blue Panda registration closes, we will pull participant information to book flights, tickets, bussing, etc and no refunds will be given.)
- **Payment DUE: April 21, 2025**
  (Only 1 payment deadline. No deposit deadline, just 1 final payment date. With the tight turnaround time between SLC and names/payment due to the airline, we are removing the deposit deadline to simplify the process on your end.)

**FREQUENTLY ASKED QUESTIONS FOR**
**TRAVEL WORLD OF CROSBY**

***Flights***

- What if I need a flight option other than the round trip option offered by Travel World (i.e. one-way, attendee starting in a different departure city, etc.)?
    - If your attendee needs a flight option aside from the round trip option through Travel World, we can remove the flight from your travel package, and you will be responsible for booking the flight on your own. To best serve the group, Travel World will not make separate flight arrangements including, but not limited to: a one-way ticket, leaving from a different departure city (i.e. meeting in Minneapolis), etc.
- What if my attendee needs a flight change after the registration deadline?
    - Flights are booked immediately following the Blue Panda deadline. Should a change arise after this deadline, there will be a change fee in addition to any additional costs of the current price of flights. Travel World books contracts with airlines many months in advance of the conference to guarantee the best group pricing. Changes to tickets including times, locations, only one way, etc. may result in additional costs from the airline, which will be the responsibility of the attendee/chapter to cover.
- When will we receive our flight information?
    - After the Blue Panda registration deadline, we will begin booking flights. We begin this process by taking every chapter's first option into consideration and puzzle piecing chapters into our contracted seats, then completing the booking process with the airline. As soon as flights are confirmed with the airline, we will send you confirmation and ticket numbers. Please allow up to 2 weeks after payment deadline to receive flight information.
- Do I get to choose which airport we depart from?
    - Travel World has contracts with airlines months in advance of the conference to guarantee the best pricing. We contract a certain number of seats at major ND airports based on many criteria including past year's data on chapters out of certain regions, attendance estimates from the state FBLA office and how many seats the airline allows us to secure. In your Blue Panda registration, we will ask your first and second airport preferences. We do our *absolute best* to assign chapters to the airport closest to their chapter, but in the event not enough seats remain at that airport, chapters may be assigned to an airport further from their school. In 2024, every chapter received their first preference and we will do our very best to hopefully continue.
- Will my chapter get to travel together?
    - Referencing the previous answer, Travel World will do our absolute best to keep chapters together. We will never separate a chapter with only 1 chaperone. In the very unlikely event we do have to separate chapters, we will reach out to the adviser with options. Again, this is extremely unlikely but possible.
- Can we use a charter flight like in the past?
    - While a chartered flight is the ideal scenario so North Dakota can all travel together, at this time, it is not an option. Prior to Covid, the charter companies TW used did not require a deposit and offered a lot of flexibility with our group. Now, if they have the availability (last year they did not), they and all others we've quoted require a 25% deposit (~$80,000+). This is in addition to us assuming 300+/- will attend NLC.

***Cancellation***

- What is the last day to cancel my travel package?
    - Cancellations after the Blue Panda registration deadline are responsible for full travel package payment. Once registration closes, we pull the registration data and book flights, send in our rooming list to the hotel, and purchase activity tickets, bussing, etc. Once we confirm those bookings, we are responsible for full payment, therefore after the registration deadline, no refunds are given and the attendee is responsible for the full payment amount of the selected package.

***Payment***

- Are the payment deadlines postmarked by or received by?
    - The payments should be **received** no later than the final payment due date. We will begin booking activities and flights immediately after the final payment deadline and have to pay vendors so it is essential we receive on time payments.
- Can I pay with a credit card?
    - Yes, credit card payments will incur an additional 3.5% processing fee (*fee subject to increase based on the processing fee by our payment processor at the time of payment)
- Can I send individual checks from students?
    - It is recommended that the school send one check for the chapter. Should you absolutely need to send separate checks, we highly recommend getting tracking on the package. We have seen several times where a package of checks doesn't make it to us and it was individual checks from students, resulting in the adviser having to have each parent void and rewrite a check, also resulting in delay of payment to Travel World.

***Travel Package***

- Can I purchase portions of the travel package?
    - The travel package is all-inclusive. We cannot break down the package into individual items.

# North Dakota FBLA Code of Conduct

Student Name (print/type)

School (print/type)

☐ Fall Leadership Conference ☐ State Leadership Conference ☐ National Leadership Conference

**Advisers: Have each delegate sign a copy. Signed copies must be turned in with FLC and SLC registration, and prior to NLC.**

### *ND FBLA Code of Conduct*

FBLA members have an excellent reputation. Your conduct at every FBLA function should make a positive contribution to extending that reputation. Listed here are rules of conduct for the FBLA Leadership Conferences. All delegates will be expected to:

1. Behave in a courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their school, other delegates, advisers, or upon FBLA.
2. Obey all local, state, and federal laws.
3. Avoid conduct not conducive to an educational conference. Such conduct includes, but is not limited to, actions disrupting the businesslike atmosphere, association with non-conference individuals, or activities that endanger self or others (running in the General Sessions, standing on chairs, using laser points during workshops, bodysurfing at dances, etc.)
4. Keep their advisers informed of their activities and whereabouts ***at all times***. Accidents, injuries, and illnesses must be reported to the local or state advisers immediately.
5. Observe the curfews as listed in the conference program. Local and state advisers as well as security personnel will enforce curfews. Curfew is defined as being in your own assigned room by the designated hour.
6. Avoid alcoholic beverages and controlled or illegal substances of any form. These items must not be used or possessed at any time, or under any circumstances. Use or possession of such substances may subject the delegate to criminal prosecution.
7. Act as guests of the hotel and conference center. Delegates must obey the rules of these facilities. The facilities have the right to ask a delegate or delegates to leave. ***Do not throw anything*** out of windows or over balconies. Do not run down hallways. Noise should be kept at a reasonable volume, especially in the hotels. Remember there are other guests in the hotels who have rights as well. Trash (this includes pizza boxes, bottles, cans, etc.) must be placed in the proper receptacles and not left on guest room or meeting room floors. Individuals or chapters responsible for damages to any property or furnishings will be responsible for its repair or replacement.

Local advisers are responsible for the supervision of delegate conduct.

**Disregarding or Violating the Code of Conduct**

Delegates who disregard or violate this code will be subject to disciplinary action, including, but not limited to, forfeiture of privileges to attend further events, confinement to your hotel room, dismissal from the conference, and being sent home at your own expense. Parents and/or guardians will be notified and ND FBLA reserves the right to notify law enforcement.

I agree to abide by the Code of Conduct and the Dress Code.

Signed: _____

Parent Signature_____ Date_____

### *ND FBLA Dress Code*

Projecting a professional image is vital for business leaders to demonstrate respect for clients, colleagues, and others. This policy is to provide guidance for conference attendees – students, advisers, and guests. Professional business attire is required at all general sessions, competitive events, exhibits, regional meetings, workshops, and other activities unless otherwise indicated in conference materials.

Conference name badges are considered part of the dress code and must be worn at all conference functions. For safety reasons, do not wear conference badges outside of the conference area. The dress code is gender-neutral.

**Business Professional attire acceptable for official ND FBLA activities includes:**

## ACCEPTABLE

**Business suit**:
- Suit pants and jacket • Blouse (or) collared dress shirt
- Neckwear such as tie or scarf • Dress shoes (or) dress boots

**Blazer**:
- Dress pants, including khakis, (or) dress (or) skirt • Blazer
- Blouse (or) collared dress shirt • Neckwear such as tie or scarf
- Dress shoes (or) dress boots

**Dress**:
- A business dress • Dress shoes (or) dress boots

**Other Professional:**
- Dress pants, including khakis, (or) skirt • Blouse (or) collared dress shirt
- Neckwear such as tie or scarf • Dress shoes (or) dress boots

## UNACCEPTABLE ITEMS

***The following items are prohibited in all conference areas, including competitive events.***

- Denim or Flannel Clothing
- Shorts
- Athletic clothing
- Leggings or graphically designed hosiery/tights
- Skintight or revealing clothing, including tank tops, spaghetti straps, and mini/short skirts or dresses more than 1" above the knee
- Swimwear
- Flip flops or casual sandals • Athletic shoes
- Industrial work shoes • Hiking boots • Any canvas or fabric shoes
- Hats
- Graphically Printed Clothing
- Clothing with printing that is suggestive, obscene, or promotes illegal substances

**No dress code can cover all contingencies, so FBLA members must use a certain amount of judgment in their choice of clothing to wear. Members who experience uncertainty about unacceptable attire should ask their local adviser, state leader, or conference staff.**

**FBLA recognizes that exceptions may need to be made and will work with advisers on a case-by-case basis to accommodate requests. Advisers should indicate the need for exceptions on the special accommodation portion of the registration form. Requests made after registration closes must be made in writing.**

# NORTH DAKOTA FBLA
# PARENT OR GUARDIAN PERMISSION FORM, MEDICAL AND MEDIA RELEASE

**NORTH DAKOTA FBLA MEDICAL RELEASE**

| | |
|---|---|
| Name of FBLA Member | |
| Address | City/State/Zip |
| Chapter | Date of Birth |
| Name of Insurance Company | Policy Number |
| Known drug allergies | Cell Phone Number |
| History of: (check if applicable) ☐ Heart Condition ☐ Diabetes ☐ Asthma ☐ Epilepsy ☐ Rheumatic Fever ☐ Other (explain) | |
| Medication currently being taken: | |
| Any physical restrictions or other conditions? ☐ No ☐ Yes (explain) | |
| In the event we are unable to reach you, please list name and telephone number of either nearest relative and/or family physician. | |

**MEMBER OBLIGATION**

I have read the Code of Conduct/Dress Code for North Dakota FBLA. While attending any FBLA Function, I will make sure that my attitude, conduct and appearance will be such as to reflect credit to my chapter, school, community, and our State Association. I will follow policies of the conference, school, and the North Dakota High School Activities Association.

Cell Phone: _____ _____

Signature of Business Student / FBLA Member

Home Phone: _____

**PARENT or GUARDIAN OBLIGATION**

I, the parent/guardian of the above-named student have read the Code of Conduct/Dress Code and agree to the policy of the organization. I permit the adult advisers/chaperones to routinely check member's room to ensure that students adhere to policies established by FBLA and the local school district. In the event of an emergency, I do voluntarily authorize medical services to be administered and/or obtained for the above-named person as deemed necessary in medical judgment and in accordance with the above confidential information. I agree to indemnify and hold harmless, FBLA, the Career and Technical Student Organizations and/or assistants and designees for any and all claims, demands, actions, rights of action, or judgments by or on behalf of the above named person arising from or on account of said procedures or treatment rendered in good faith and according to accepted medical standards.

Cell/Home Phone: _____ _____

Signature of Parent/Guardian

Work Phone: _____

**MEDIA PERMISSION**

We authorize Career and Technical Student Organizations and FBLA to distribute for publication the above member's name and/or picture and any results (examples would include: printed publications, web pages, social media, radio, etc. of leadership activities or competition, etc.).

_____ _____

Signature of Participant Signature of Parent/Guardian

# NORTH DAKOTA STATE BOARD FOR CAREER AND TECHNICAL EDUCATION

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