FBLA MIDDLE LEVEL COMPETITIVE EVENTS PROGRAM

Updated Summer, 2019

NC DEPARTMENT OF PUBLIC INSTRUCTION

Mark Johnson
State Superintendent of Public Instruction

Trey Michael
Director, Career and Technical Education

Kimberly MacDonald
NC FBLA State Chair
Assistant Director, Career and Technical Education

Mary Jane Thomas
North Carolina FBLA State Adviser

Linda Lay, Consultant
Computer Science and Information Technology Education

Karen McPherson, Consultant
Computer Science and Information Technology Education

Gail McDougal, Consultant
Business, Finance, and Marketing Education

updated 2019

TABLE OF CONTENTS

updated 2019

COMPETITIVE EVENTS PROGRAM

MISSION STATEMENT

The mission of the NC FBLA competitive Events 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 and made available to local chapters for use in assessing students in the various knowledge, skills, and abilities that make up today's business education curriculum.

PROGRAM DESIGN AND PURPOSE

The competitive events series exemplifies the range of activities and focus of FBLA-PBL. These events are based on projects developed from the goals of FBLA-PBL and the curricula of business education programs.

Please see the Chapter Management Handbook for membership criteria. Only ACTIVE members are eligible to compete in the Regional and State competitive events.

ADMINISTRATIVE AND PROCEDURAL REMINDERS

- Each participant may compete in one chapter event and one individual or team event.
- Participants must bring a copy of the prejudged media sent if they want to include it in their performance.
- Performance attendance for prejudged events—presentation of the event must be conducted by participants who authored the event. In the case of a team event, at least one author must give the presentation at the SLC; however, all team members who wish to be recognized as state winners must register for the SLC. No replacement or substitutes will be allowed.
- For NLC all changes to competitive event participation must be made by the first Friday in June. Deletions are the only change that can be made on-site.
- For all events allowing equipment to be used at SLC, the equipment must be provided by the individual, team, or chapter for each event entered. A screen, table, and electrical power will be provided on-site. Access may not be via WiFi, so participants should plan appropriately when selecting laptops/tablets on which to present.
- Microphones will not be used in any events.
- **Preliminary performance** events are not open to conference attendees.
- Report projects must not have been submitted for a previous SLC.

PREPARING FOR COMPETITION

The NC FBLA Awards Program is a very exciting part of the NC FBLA year. Each active local chapter is allowed to send one (or, in some cases, two or more) representative(s) in each of the regional and/or state events. The knowledge, experience, and motivation gained from competing makes every participant a winner.

Not everyone can go to the regional and/or state conference and take home an award. However, members can increase their chances by working with their advisers to ensure careful advanced preparation, adherence to all relevant guidelines and rules, and by following these tips.

1. Comply with entry procedures and regulations.

   - Check the status of membership dues. Students wishing to compete must be paid members. Refer to the Calendar of Activities for dues deadline dates.
   - Ensure that the entry forms are completed properly and uploaded by the date listed on the Calendar of Activities. It is the responsibility of the local chapter adviser to register each student

updated 2019

for regional conferences, state conferences, and national conferences. It is the responsibility of the state adviser to enter the names of the national qualifiers in the national database for the national competition.

2. Be familiar with the event guidelines.

    - Check the current edition of the NC FBLA Competitive Events Program for guidelines and a complete listing of individual, team, and chapter events.
    - Refer to the National Website for specific guidelines, rating sheets, and sample materials for most events. There are some events that are only offered at the regional and state level use this guide for information and rating sheets for these events.
    - Make copies of the appropriate guidelines and rating sheets.
    - Become completely familiar with the procedures to be followed in administering the event.
    - Determine from the rating sheets and guidelines exactly what areas will be judged.

3. Identify and assemble needed resources. Obtain a variety of textbooks on your subject matter to study. Many textbook sources are utilized in the preparation of test questions for the various competitive events. Terminology may vary from one publisher to another, and test questions may be from several sources. FBLA-PBL provides a study guide with preparation tips and sample questions through the FBLA-PBL website http://www.fbla-pbl.org/web/sectionid/587/module/ce/fbla.asp. Study materials may also be purchased through the FBLA-PBL *Market Place*.

    - Contact former and current chapter members who have entered this event in previous years.
    - Find mentors and other experts who can help you prepare.

4. Prepare for the competition.

    - Where appropriate, involve faculty, other members, advisory committee members, and business people. These are excellent resources — use them!
    - Practice makes perfect! Try to recreate as realistically as possible the conditions under which the competition will take place.

5. Comply with competition regulations.

    - Be familiar with the information to be provided and the deadlines to be met.
    - Make sure that copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.

6. Do the best you can and enjoy!

Chapter advisers are also encouraged to keep the following points in mind as they prepare their students for participation in the NC FBLA Competitive Events:

- Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.
- To be the best generally requires innate ability, high motivation, and many hours of hard work.
- Travel and interaction with students from other schools are tremendous learning opportunities for students.
- Competitive events can be helpful in building school spirit and in publicizing a business program.
- Competitive events should not be used to determine curricula, teaching methodology, time spent on class activities, textbooks to be used, grading procedures, or for teacher evaluation.
- Excessive class time should not be spent on areas covered in competitive events at the expense of other subject matter that should be taught.
- Delaying contestant selection as long as possible is encouraged so that more students are striving for mastery or excellence in a particular area.

updated 2019

- A teacher's competence should not be judged by the number of winners produced in a period of time. A teacher is not an excellent teacher simply because a student wins a competitive event any more than a teacher is a poor teacher because a student does not win.
- Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events.   While an important element of the overall FBLA-PBL program, competitive events are just that — a part. Any activities and programs work together to build a successful chapter.
- Teachers should recognize the value of competitive events, maintain a professional attitude towards the events, and keep them in proper perspective.

OVERVIEW OF FBLA COMPETITIVE EVENTS PROGRAM COMONENTS

Test Components	Description
Objective Test Individual	A 30-minute objective online test. Non-graphing calculators may be used.
Production Test Individual	A 45-minute computer production test administered and proctored at the home school prior to the RLC and/or SLC.

Performance Components	Description
Prejudged Individual, Team, or Chapter	Report or project content is prejudged before the conference. The presentation of a report or project is judged during the conference.
Speech Individual	A business speech based on FBLA-PBL goals, current events, and/or relevant business topics created and articulated by competitors.
Presentation Individual or Team	The presentation of an individual or team's project, or campaign on a specific topic provided on the National Website. This topic changes each year.

updated 2019

TABLES OF COMPETITIVE EVENTS

Legend – This will explain the codes used in the tables below.

▪ Event type	▪ Level	▪ Event Activities
▪ C = Chapter	▪ R = Regional	▪ H = Home Site
▪ I = Individual	▪ S = State	▪ O= Objective test (administered online)
▪ T = Team	▪ N = National	▪ J=Prejudged project
		▪ C=Case Study
		▪ P=Oral Presentation/Performance

See the National FBLA Competitive Event link for National Level Event Guidelines and Rating Sheets.
http://www.fbla-pbl.org/fbla/competitive-events/

TABLE I - COMPETITIVE EVENTS SORTED BY EVENT NAME – MIDDLE LEVEL

Middle Level event participants must be enrolled in grades 6 – 8.

Event Name	Event Type Individual (I) Chapter (C) Team (T)	Level	Event Activities	# NLC
American Enterprise Project – ML	C	S	J	
Business Communication – ML	I	S	O	
Business Computer Technology – ML	I	S	O	
Business Concepts – ML	I	S	O	
Business Etiquette	I	S, N	O	1
Business Math & Financial Literacy – ML	I	R, S, N	O	1
Career Exploration – ML	I	R, S, N	O	1
Community Service Project – ML	C	S, N	J,P	1
Computer Slide Show Presentation – ML	I or T	S	C,J	
Crime Prevention Project – ML	C	S	J	
Critical Thinking	I or T	S, N	C,P	1
Desktop Publishing Application – ML	I or T	S	H	
Digital Citizenship	I	S, N	O	1
Elevator Speech	I	R, S, N	P	1
FBLA Creed – ML	I	R, S	P	
Gold Seal Chapter Award of Merit – ML	C	S	J	
Impromptu Speaking – ML	I	S	P	
Introduction to Computer Science & Coding	I	S, N	O	1
Keyboarding Applications I – ML	I	S	H	
Keyboarding Applications II – ML	I	S	H	
Largest Local Chapter Membership Award – ML	C	S		
Local Chapter Activities Report - ML	C	S	J	

Local Recruitment of Chapters – ML	C	S		
Multimedia & Website Development	I	S, N	J	1
Parliamentary Procedure – ML	I	S	O	
Public Speaking – ML	I	R, S	P	
Spirit – NC FBLA	C - T-Shirt C - Cheer C – Theme & Web Banner	R, S	J	
Spreadsheet – ML	I	S	H	

TABLE II – RECOGNITION EVENTS

Title	Type	Level	Eligibility Restrictions
Adviser of the Year Award	I	S,N	
Businessperson of the Year	C	R,S,N	
Largest Local Chapter Award	C	S,N	
NC FBLA Honorary Life Member	I	S	

INFORMATION ABOUT FBLA

FBLA-PBL AWARDS PROGRAM

Competitive spirits, and recognition of excellence, reflect important aspects of the educational process that prepares students for their roles in the American enterprise system.

Today's students demand and deserve learning experiences that enable them to achieve success through effective participation in career-related activities designed to reach professional goals. The NC FBLA Competitive Events Program offers this opportunity by providing support for curriculum development that facilitates practical applications and increases conceptual knowledge of business principles.

DRESS CODE FOR ALL CONFERENCES

FBLA-PBL members and advisers should develop an awareness of the image one's appearance projects. The purpose of the dress code is to uphold the professional image of the association and its members and to prepare students for the business world. Appropriate attire is required for all attendees – advisers, members, and guests – at all general sessions, competitive events, regional meetings, workshops, and other activities unless otherwise stated in the conference program. Conference name badges are part of this dress code and must be worn for all conference functions. For safety reasons, do not wear name badges when touring.

See National Website for latest Dress Code requirements:
http://www.fbla-pbl.org/about-fbla/

**Dress Code is required for opening and closing ceremonies.
You must be in dress code to be recognized on stage.**

Members will be screened for dress code violations before they will be allowed to go on stage.

GENERAL REGULATIONS

- Members must adhere to the dress code established by the Board of Directors in order to participate in a competitive event at the regional or state conference.

- Participants failing to report on time for their event may be disqualified.

- Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event.

- Reference manuals, textbooks, and other resource materials may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when events guidelines specify material or equipment that may be used (e.g., a 4" by 6" card or a calculator), only those materials or equipment may be used. If an item is not listed, it is to be assumed that it is not allowed. Individual participants or a participating team must adhere to this event regulation or be disqualified.

- No audio or video recording devices will be allowed in any competitive event. Participants in the team performance events should be aware that the state office reserves the right to record any performance for use in study or training materials.

- Event guidelines call for a receipt deadline. This places the responsibility of getting materials to the regional board member/state office on the local chapter. Chapters should plan ahead and take the necessary steps to ensure that materials are received by the deadline.

ELIGIBILITY GUIDELINES

These competitive events are provided as a membership benefit for the local chapters. Only those students who meet the official membership eligibility requirements and are on record with the state and national offices as dues-paid members on or before the first/second semester dues deadlines are eligible to compete. Membership in FBLA is unified on the local, state, and national levels and is not available separately. FBLA members may participate only in the competitive events associated with their affiliated divisions.

State events are divided into four categories:
- Chapter Events
- Individual Events
- Recognition Events

Members may participate in one chapter event, as well as one individual or team event. They may also participate in a recognition event. Recognition events generally are directed toward:
- Chapters
- Individuals
- People other than members who have provided outstanding support for FBLA

In the case that a recognition event involves a member, such participation will not preclude that member from competing in another individual or team event.

A member may enter only one individual or team event with these exceptions:

- Members that are a part of the Gold Seal Chapters may compete in another event.

CHANGES TO THIS EDITION

Removed Introduction to Business Communications – ML.
Added New Spirit Event: Theme & Web Banner

Computer Slide Show and Desktop Publishing have been updated.

EVENT REGULATIONS

The following regulations apply to all competitive events in the class indicated. Please make sure that you review these guidelines carefully as they will be strictly enforced. Entries not adhering to these regulations, as well as any event specific guidelines, will be penalized or disqualified at the discretion of event judges, depending on the severity of the noncompliance. The state adviser will receive notification of any disqualifications.

CHAPTER EVENTS — WRITTEN REPORTS

See national website for format guidelines:

http://www.fbla-pbl.org/media/Format-Guide-Competitive-Events.pdf

INDIVIDUAL EVENTS

The following regulations apply to all individual member competitive events. Refer to the event descriptions for any additional regulations that might apply to a specific event.

- The local chapter adviser must register participants using the designated registration method. The dates indicated on the Calendar of Activities must be adhered to.
- Participants must be selected in accordance with the regulations of the state and national associations.
- Participants must not have been entered in the event at a previous regional or state conference.
- A local chapter adviser must confirm participants at the registration desk of the regional and state conferences.
- Participants failing to report on time for the event may be disqualified.
- Participants must adhere to the dress code.

INDIVIDUAL OR TEAM EVENTS

The following regulations apply to all team competitive events. Refer to the event guidelines for any additional regulations that might apply to a specific event.

- The local chapter adviser must upload an Event Entry Form by the receipt deadline on the Calendar of Activities. Participants must be selected in accordance with the regulations of the state and national associations.
- Members may not repeat an event at the SLC. Exceptions to this regulation are as follows:
  - *National Modified Events.* An individual may compete in the same event when the event is modified.
  - *Team Events.* In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at one previous SLC. Team members may not compete in the same event more than two (2) years at the state level.
  - *Parliamentary Procedure.* Two members of the team may have competed in this event at a previous SLC; however, they may not compete more than twice in this event at the state level.
  - *Individual Entry.* A member who competed as an individual entry in a team event at the state level may compete in the same event a second time as part of a team but not a second time as an individual.
- Participants failing to report on time for the event may be disqualified.
- Participants must adhere to the dress code

HOME SITE PRODUCTION EVENTS

Regional Home Site—Local chapters must submit with the Event Entry form a Test Administrator Identification Form. The Regional Adviser will send the test, Administrator Release Form, guidelines, script, and return envelope to the identified test administrator. This test should be administered in accordance with the instructions included in the test packet. **Each region may handle this differently**. **State Home Site**—Local chapters must upload the Event Entry Form and furnish the Test Administrator Identification Form by the date given on the Calendar of Activities. Directions will be emailed to you.

After the **regional test** is completed, all materials (test, Administrator Release Form, guidelines, script, data diskette and student's test documents) will be placed in a return envelope and mailed to the Regional Adviser by the stipulated deadline. Tests not postmarked by the deadline will be disqualified. It is suggested that local chapters return test packets by certified mail. FBLA will not be responsible for test material lost in the mail or not received by the deadline. **State test** will be uploaded. Directions will be emailed to you.

EVENT COMPONENTS

In addition to events being categorized as Individual, Chapter, or Team, you will want to know what the competitive event components are. The options are:

- Prejudged – All events that require the student to submit material such as reports or CDs, to be judged before the conference starts are called "Prejudged". Often an event will have more than one component and Prejudged is one of the components.
- Objective –This is an online test that will be administered at the school.
- Performance – Performance events require an active participation on behalf of the students. These events will require the student to stand and orally defend his/her project.
- Home Site –These are production tests that are administered prior to the regional/state conferences at the home school by a non-business teacher proctor. Please refer to the events to see what the components are for each event. See the individual event guidelines for administering procedures. Each of these events also has an on-line objective test portion.

TOPICS – COMPETITIVE EVENTS

Some of the competitive events have topics around which they must be developed. They are:
- Computer Slide Show Presentation – ML
- Desktop Publishing – ML
- Elevator Speech – ML
- Multimedia & Website Development – ML

COMPETITIVE EVENTS, PROJECTS & RECOGNITION

NC FBLA offers many competitive events for both middle and high school levels. Though we closely follow the guidelines of National FBLA, we do not offer every event that they offer. Similarly, National FBLA does not offer all of the events that are offered through NC FBLA.

Before a competitive event is selected by NC FBLA, an evaluation is made to insure that a business course in the Standard Course of Study supports the skill requirements of the event. If there is not a business course with a specific business course number that is being taught to support it, the event is not offered. Please refer to the Standard Course of Study for a listing of these courses. You may find this on the DPI website at:

INDIVIDUAL EVENTS MIDDLE LEVEL

Regional/State

Speaking
FBLA Creed
Public Speaking

Regional/State/National

Objective Test
Business Math & Financial Literacy – 1st Place at SLC moves to NLC Competition
Career Explorations - 1st Place at SLC moves to NLC Competition

Speech
Elevator Speech – 1st Place at SLC moves to NLC Competition

State/National

Objective Test
Business Etiquette – 1st Place at SLC moves to NLC Competition
Digital Citizenship – 1st Place at SLC moves to NLC Competition
Introduction to Computer Science & Coding – 1st Place at SLC moves to NLC Competition

Prejudged Project & Objective Test
Multimedia & Website Development – 1st Place at SLC moves to NLC Competition

State

Objective Test
Business Communication
Business Computer Technology
Business Concepts
Parliamentary Procedure

Home Site Production
Keyboarding Applications I
Keyboarding Applications II
Spreadsheet

Speaking
Impromptu Speaking

INDIVIDUAL OR TEAM EVENTS MIDDLE LEVEL

State

Prejudged Project
Computer Slide Show Presentation
Desktop Publishing Application

State/National

Presentation – jCase Study
Critical Thinking

CHAPTER EVENTS MIDDLE LEVEL

Local/Regional/State
Spirit Event – Cheer/Chant/Slogan
Spirit Event – Tee Shirt Design
Spirit Event – Theme & Web Banner (New Event)

State

Prejudged Project
Crime Prevention Project – Case Study
Gold Seal Chapter Award of Merit
American Enterprise Project
Local Chapter Activities Report

State/National

Prejudged Project & Presentation
Community Service Project – 1st Place at SLC moves to NLC Competition

INDIVIDUAL EVENTS MIDDLE LEVEL

BUSINESS COMMUNICATION – ML

State Event   Objective Test

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all business people. This event provides recognition for FBLA members who work toward improving their business communication skills of writing, speaking, and listening.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

The objective test may include grammar, word definition and usage, proofreading, spelling, punctuation, numbers, capitalization, and oral communication concepts.

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed in the overview.
Participants may use their non-graphing calculators

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

BUSINESS COMPUTER TECHNOLOGY – ML

State Event   Objective Test

Technology is the new competitive edge for business. Successful business leaders must understand the impact of technology and know how to effectively harness it to drive their business' success. This event provides recognition for FBLA members who have an understanding of basic business computer technology.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

The objective test may include questions on word processing, database, spreadsheet, graphics, and telecommunications, as well as basic technology concepts and business equipment.

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed in the overview.
Participants may use their non-graphing calculators

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

     updated 2019

BUSINESS CONCEPTS – ML

State Event   Objective Test

The American business enterprise system functions effectively when participants are properly trained to make good business decisions. This event provides recognition for FBLA members who demonstrate an understanding of the American business enterprise system and its effect on consumers, employees, and entrepreneurs.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

The objective test may include questions on the characteristics and organization of business, money management and banking, economic systems, rights and responsibilities of employees, managers, owners, and government, insurance, consumerism, and career awareness.

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed in the overview.
Participants may use their non-graphing calculators

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

BUSINESS ETIQUETTE – ML

In the work place today, it is important that individuals understand the importance of how to act with regard to proper business etiquette.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

The objective test may include questions on proper introductions and direct eye contact, public speaking, table manners and dining decorum, cell phone etiquette, texting and social media protocol, netiquette, professionalism, international customs, and etiquette.

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed in the overview.
Participants may use their non-graphing calculators.

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

STATE/NATIONAL AWARDS

State – The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.

Business Math & Financial Literacy– ML

Acquiring the ability to solve common business mathematical problems is a basic skill needed by all prospective business employees. This event provides recognition for FBLA members who have an understanding of basic math functions needed in business.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

OVERVIEW

The objective test will consist of items related to business such as questions on basic math concepts, decimals, fractions, percentages, discounts, consumer credit, and data analysis and probability.

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed. Participants may use their non-graphing calculators

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

REGIONAL/STATE/NATIONAL AWARDS

Regional – First-, second-, and third-place winners will receive medallions and certificates and are eligible to compete in the State Leadership Conference.

State – The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.

CAREER EXPLORATION – ML

Career Exploration recognizes those FBLA-Middle Level students who are working toward improving their knowledge of career opportunities.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

OVERVIEW

The objective test may include questions on skills, career plans, career goals, job searches, job applications, cover letters, resumes, interviews, *Occupational Outlook Handbook*, and basic career education.

GUIDELINES

A 30-minute on-line objective test will be administered based on the competencies listed in the overview.

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

REGIONAL/STATE/NATIONAL AWARDS

Regional – First-, second-, and third-place winners will receive medallions and certificates and are eligible to compete in the State Leadership Conference.

State - The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National – The first place winner will be eligible to compete at NLC.

DIGITAL CITIZENSHIP – ML

State/National Event   Objective Test

In the today's society, it is important that students understand digital citizenship and its part in the work place, school and on the individual.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

The objective test may include questions on personal security and online privacy, rights and responsibilities; ethics; digital footprint; internet searches; copyrights; and cyber bullying.

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed in the overview.
Participants may use their non-graphing calculators.

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

STATE/NATIONAL AWARDS

State – The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.

ELEVATOR SPEECH – ML

This event recognizes middle grades FBLA members who, through public speaking, demonstrate qualities of leadership by presenting an elevator speech on the topic given.

ELIGIBILITY

Each local chapter may enter participants at the regional level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

TOPIC

Find the topic on the National FBLA website.

GUIDELINES

Preliminary Round
- Participants will be assigned to groups for the preliminary round based on random selection prior to the Regional Competitive Events (if over 12 entries) and the State Leadership Conference.
- Participants must come prepared to leave at least one visual (3 copies) with the judges that they prepared (flyer, brochure, etc.) about FBLA-Middle Level, and a business card.

- Speech may be no longer than 30 seconds in length.
- Judges will role-play the part of the Senator and can ask up to 2 questions for students response after the competitor has finished the speech.
- NO lectern will be available. No microphone will be allowed.
- Participants receiving the highest scores from each group will be selected for the final round.

Final Round
- There will be only one group for the final round.
- The Preliminary Round procedures will be used in the Final Round.

JUDGING

Performances will be evaluated by a panel of judges. All decisions of the judges are final.

REGIONAL/STATE/NATIONAL AWARDS

Regional – First-, second-, and third-place winners will receive medallions and certificates and are eligible to compete in the State Leadership Conference.

State - The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.

ELEVATOR SPEECH – ML
Rating Sheet

☐ **Preliminary Round**   ☐ **Final Round**

Points listed at the right are the maximum for each category

Evaluation Item	5 4 3 2 1	Maximum Points
Began presentation without rushing.		5
Incorporated FBLA goals.		5
Related topic to the audience.		5
Maintained strong eye contact.		5
Displayed poise and self-confidence.		5
Professional tone (voice inflection, pace, emphasis, enthusiasm)		5
Speech is sincere and engaging		5
Business Card		5
Additional visual		5
Answered questions effectively		5
TOTAL POINTS		**50**

Name: _____

School: _____ State: _____

Judge's Signature: _____

Judge's Comments:

updated 2019

FBLA CREED – ML

This event is designed to stimulate interest in public speaking among beginning FBLA members providing an opportunity for them to compete against peers using the FBLA Creed as the subject.

ELIGIBILITY

Each local chapter may enter participants at the regional level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

GUIDELINES

Preliminary Round
- Participants will be assigned to groups for the preliminary round based on random selection prior to the Regional Competitive Events (if over 12 entries) and the State Leadership Conference.
- Participants must recite from memory the latest version of the FBLA Creed. An introductory statement of no more than fifteen (15) seconds will be allowed. No visual aids may be used.
- NO lectern will be available. No microphone will be allowed.
- Participants receiving the highest scores from each group will be selected for the final round.

Final Round
- There will be only one group for the final round.
- The Preliminary Round procedures will be used in the Final Round.

JUDGING

Performances will be evaluated by a panel of judges. All decisions of the judges are final.

REGIONAL/STATE AWARDS

Regional – First-, second-, and third-place winners will receive medallions and certificates and are eligible to compete in the State Leadership Conference.

State - The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

THE FBLA CREED - ML
Rating sheet

I believe education is the right of every person.

I believe the future depends on mutual understanding and cooperation among business, industry, labor, religious, family, and educational institutions, as well as people around the world. I agree to do my utmost to bring about understanding and cooperation among all these groups.

I believe every person should prepare for a useful occupation and carry on that occupation in a manner that brings the greatest good to the greatest number.

I believe every person should actively work toward improving social, political, community, and family life.

I believe every person has the right to earn a living at a useful occupation.

I believe every person should take responsibility for carrying out assigned tasks in a manner that brings credit to self, associates, school, and community.

I believe I have the responsibility to work efficiently and to think clearly. I promise to use my abilities to make the world a better place for everyone.

Rating Sheet

Points given may range between zero and the maximum number indicated.

Articulation/Enunciation   _____ 25

Stage Presence   _____ 20

Power of Expression   _____ 25

Professional Appearance   _____ 5

Accuracy & General Effect   _____ 25

Total Points _____100

Name: _____

School: _____

Judge's Signature: _____

Date: _____

Judge's Comments:

Impromptu Speaking – ML

State Event   Speech Event

The ability to express one's thoughts without prior preparation is a valuable asset, as are poise, self-confidence, and organization of facts. This event recognizes FBLA members who develop qualities of business leadership by combining quick and clear thinking with conversational speaking.

ELIGIBILITY

Each chapter may enter participants who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

Each participant will be given the same topic that will relate to FBLA-PBL goals, activities, and/or current programs**.**

GUIDELINES

- Two (2)) 4"x6" index card will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the index card. Participants must furnish their own pens and pencils.
- The speech should be four (4) minutes in length.
- No reference materials may be brought to or used during the preparation or presentation.
- NO lectern will be available. No microphone will be used.

Preliminary Round
- Participants will be divided into two (2) or more preliminary groups, depending on the number of participants.
- Participants must report for instructions thirty (30) minutes prior to the time of the first

scheduled speech. Participants will be sequestered until their preparation time. The order of performance will be determined through a random drawing.
- Participants will be given the topic and have ten (10) minutes to prepare prior to appearing before the judges.
- Any notes made during the preparation time may be used when speaking. The index cards must be submitted to the event administrator at the conclusion of the speech.
- At the time of the performance, the administrator will introduce each participant by name only. Each speech should be four (4) minutes in length. A timekeeper will stand at three (3) minutes and again at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29.

Preliminary performances are not open to conference attendees. Final performance is open to conference attendees except performing participants of this event.

Up to twelve (12) participants, depending on the number of preliminary groups, will be selected for the final round.

Final Round
- Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Finalists will be sequestered until their preparation time.
- The order of performance will be determined through a random drawing.
- All other procedures, as outlined in the preliminary round, will be followed for the final round.

JUDGING

Speeches will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

updated 2019

IMPROMPTU SPEAKING – ML
Performance Rating Sheet

☐ **Preliminary Round**   ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to FBLA-PBL goals, activities, and/or current programs	0	1-5	6-10	11-15	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
ORGANIZATION					
Topic adequately developed	0	1-3	4-7	8-10	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplishment of purpose	0	1-3	4-7	8-10	
DELIVERY					
Voice quality, diction	0	1-3	4-7	8-10	
Appropriate gestures, eye contact	0	1-3	4-7	8-10	
Confidence	0	1-2	3-4	5	
Professional appearance	0	1-2	3-4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1-3	4-7	8-10	
TOTAL POINTS				**(**100 max)	
PENALTY POINTS: Deduct five (5) points for presentations under 3:31 or over 4:29 minutes					
FINAL SCORE				**(**100 max)	

Name: _____

School: _____ State: _____

Judge's Signature: _____

updated 2019

INTRODUCTION TO COMPUTER SCIENCE & CODING - ML

This event provides recognition for FBLA members who have an understanding of computer science and coding.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

OVERVIEW

The objective test will consist of items related to computational thinking and problem solving, algorithms and programs, logical reasoning, basic coding, manipulating and analyzing data using digital tools, and robotics..

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed. Participants may use their non-graphing calculators

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

STATE/NATIONAL AWARDS

State – The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.

KEYBOARDING APPLICATIONS I – ML

Knowledge of keyboarding applications is a necessity in today's high-tech business world. This event is designed to recognize middle level FBLA members who can demonstrate basic keyboarding applications skills.

ELIGIBILITY

Each local chapter may enter participants who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-up	4

OVERVIEW

Participants should be able to produce a personal letter, a one-page report, and a one- or two-column table/centering problem. Results will be based on accuracy of printed copy and Standards of Mailablility.

GUIDELINES

Home Site Testing

- Forty-five (45) minutes will be allowed for the skills production test at the home-testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order. Word division manuals and dictionaries may be used as reference materials.
- Results will be based on mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability in the General Information section.)
- Participants must recognize the necessity for accurate proofreading.

JUDGING

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

KEYBOARDING APPLICATIONS II – ML

Knowledge of keyboarding applications is a necessity in today's high-tech business world. This event is designed to recognize middle level FBLA members who can demonstrate *advanced* keyboarding applications skills.

ELIGIBILITY

Each local chapter may enter participants who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-up	4

OVERVIEW

Participants should be able to produce a business letter; a one-page report with a title page, reference page, and citations; and a two- or three-column table. Results will be based on accuracy of printed copy and Standards of Mailability.

GUIDELINES

Home Site Testing
- Forty-five (45) minutes will be allowed for the skills production test at the home-testing site. Additional time will be allowed for general directions, equipment set-up, and warm-up. Problems are weighted according to difficulty and may be completed in any order. Word division manuals and dictionaries may be used as reference materials.
- Results will be based on mailable copy. Material that could be considered mailable with slight or serious corrections will receive reduced credit. (See Standards of Mailability in the General Information section.)
- Participants must recognize the necessity for accurate proofreading.

JUDGING

Judging of the skill test will be based on printed copy. The documents will be evaluated by a panel of judges for this event. All decisions of the judges are final.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

.

MULTIMEDIA & WEBSITE DEVELOPMENT – ML

State/National Event   Prejudged Report

This event recognizes middle grades FBLA members who, through the use of multimedia and website development show business leadership by creating a well-organized and logical website.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

A prejudged project will be submitted prior to SLC, and the competitor will take an online objective test. The project portion will count 85% and the objective test will count 15% of the final score. Both parts of the event must be completed for award eligibility.

TOPIC

Find the topic on the National FBLA website.

PROCEDURE

Design, build, and launch a website that features the competitor's ability to incorporate the elements of website design, graphic layout, and proper coding techniques.

GUIDELINES

- The website must include a 1-3 minute multimedia presentation that encourages members to participate in the LEAD Program.
- The website must include sound, photo and image editing, and graphics.
- The website must include at least one activity with use interaction (i.e. survey, game, etc.)

JUDGING

Projects will be prejudged. The project portion will count 85% and the objective test will count 15% of the final score.   All decisions of the judges are final.

STATE AWARDS

State - The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.
.

MULTIMEDIA & WEBSITE DEVELOPMENT – ML
Project Rating Sheet

Points listed at the right are the maximum for each category

Evaluation Item	5 4 3 2 1	Maximum Points
Content of web pages effectively cover topic		5
Creative and original		5
Site uses effective tools and enhancements effectively (streaming video or audio, flash type program, etc.)		5
Web pages are viewable on standard browsers		5
Multimedia media presentation includes on web page (1-3 minutes, includes sounds, photo and imaging editing, and graphics)		5
All links are functional and allow viewer path to home page		5
Navigational scheme is logical and effective		5
Web pages appeal to audience		5
Web page uses official FBLA-PBL logo at least once		5
Includes one activity with user interaction (game, survey, etc.)		5
TOTAL POINTS		**50**

Name: _____

School: _____ State: _____

Judge's Signature: _____

Judge's Comments:

PARLIAMENTARY PROCEDURE – ML

This event recognizes FBLA members who demonstrate knowledge of basic principles of parliamentary procedure along with an understanding of FBLA's organization and procedure.

ELIGIBILITY

Each local chapter may enter participants at the state level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

The objective test will consist of parliamentary procedure principles and FBLA-PBL bylaws. Questions for this test are drawn from the National Association of Parliamentarians' official test bank and *Robert's Rules of Order, Newly Revised* (11th edition).

GUIDELINES

A thirty-minute on-line objective test will be administered based on the competencies listed in the overview.
Participants may use their non-graphing calculators

JUDGING

Ties will be broken based on the shortest amount of time taken to complete the test.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

PUBLIC SPEAKING – ML

Regional/State Event　　　　　　　　　　　　　　　　Speech Event

This event recognizes middle grades FBLA members who, through public speaking, demonstrate qualities of business leadership by presenting a well-organized, logical, and substantiated speech.

ELIGIBILITY

Each local chapter may enter participants at the regional level who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the first semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

First-, second-, and third-place winners at the regional level will qualify to compete at the State Level. *Local Advisers must register winners to compete at the state level.*

OVERVIEW

The content of the three-minute (3) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

GUIDELINES

- Participants must not have entered this event previously.
- Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. The speeches must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.
- When delivering the speech, the participant may use notes or note cards. No visual aids may be used.

- No lectern will be available. No microphone will be used.
- A local chapter adviser must confirm contestant with the regional board member at the Regional Competitive Events and at the conference registration desk at the State Leadership Conference to verify event registration.

PROCEDURE

Preliminary Round
Participants could be divided in up to three (3) groups depending on the number of participants. Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be determined by a random drawing.
- At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be three (3) minutes in length. A timekeeper will stand at two (2) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 2:31 or over 3:29.

All performances are open to conference attendees, except performing participants of this event.
A maximum of fifteen (15) participants — up to five (5) from each group — will be selected for the final round.

Final Round
Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. The order of performance will be determined through a random drawing.
All other procedures as outlined for the preliminary round will be followed for the final round.

JUDGING

A panel of judges will evaluate speeches. All decisions of the judges are final.

Public Speaking – ML Continued

REGIONAL/STATE RECOGNITION

Regional – First-, second-, and third-place winners will receive medallions and certificates and are eligible to compete in the State Leadership Conference.

State - The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

PUBLIC SPEAKING – ML
Performance Rating Sheet

☐ **Preliminary Round**   ☐ **Final Round**

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENT					
Relation to FBLA-PBL goals, activities, and/or current programs	0	1-5	6-10	11-15	
Purpose clearly stated	0	1-3	4-7	8-10	
Suitability and accuracy of statements	0	1-2	3-4	5	
ORGANIZATION					
Topic adequately developed	0	1-3	4-7	8-10	
Logical sequence of ideas	0	1-3	4-7	8-10	
Accomplishment of purpose	0	1-3	4-7	8-10	
DELIVERY					
Voice quality, diction	0	1-3	4-7	8-10	
Appropriate gestures, eye contact	0	1-3	4-7	8-10	
Confidence	0	1-2	3-4	5	
Professional appearance	0	1-2	3-4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1-3	4-7	8-10	
TOTAL POINTS (100 max)					
PENALTY POINTS: Deduct five (5) points for presentations under 2:31 or over 3:29 minutes					
FINAL SCORE (100 max)					

Name:

School: _____ State: _____

Judge's Signature:

SPREADSHEET – ML

Knowledge of spreadsheet applications is a necessity in today's high-tech business world. FBLA-Middle Level students must be able to apply various spreadsheet applications in a business environment, utilizing critical thinking and decision-making skills.

ELIGIBILITY

Each local chapter may enter participants who are active members (grades 6 through 8) and are on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-up	4

OVERVIEW

Participants should be prepared to complete problems in a spreadsheet format, which may include various functions, including formatting, sorting, editing, creating and applying formulas, and charts. Results will be based on accuracy and formula-view printout.

GUIDELINES

- The state chapter will administer this event by school-site testing.
- Students will be given forty-five (45) minutes to complete this skill test. Additional time will be allowed for general directions, equipment set up, and warm-up. Problems are weighted according to difficulty and may be completed in any order.
- Calculators are not allowed.
- Participants must recognize the necessity for accurate proofreading.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.
.

INDIVIDUAL OR TEAM EVENTS MIDDLE LEVEL

COMPUTER SLIDE SHOW PRESENTATION – ML

State Event- (Individual or Team)   Prejudged Project

This event provides recognition for FBLA-Middle Level members who demonstrate an ability to use presentation software to prepare and deliver a message.

ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) active members (grades 6 through 8) and on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

TOPIC

Find the topic on the NCFBLA website under documents.

OVERVIEW

A one – three minute presentation will be created based on the topic given by an individual or team, not to exceed three members.

GUIDELINES

- The final project and a Statement of Assurance must be uploaded by the date listed on the Calendar of Activities.
- The slide show must address the topic given on the NCFBLA website under the documents tab.
- Entries will be judged according to the rating sheet.
- Presentations should be at least one (1) minute and no more than three (3) minutes in length.

STATE AWARDS

State – The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

updated 2019

COMPUTER SLIDE SHOW PRESENTATION - ML
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation content clearly relates to assigned topic	0	1–3	4–7	8–10	
Copyright laws have been followed and are cited	0	1–3	4–7	8–10	
Presentation is clear and concise	0	1–3	4–7	8–10	
Elements included in presentation are suitable and appropriate	0	1–3	4–7	8–10	
Presentation					
Presentation includes identifiable opening, body, and conclusion	0	1–3	4–7	8–10	
Audio and visual elements are coordinated and complimentary	0	1–3	4–7	8–10	
Transitions are effective and appealing	0	1–3	4–7	8–10	
Graphics enhance overall quality of presentation	0	1–3	4–7	8–10	
Presentation is effective at motivating audience to action	0	1–3	4–7	8–10	
Sound, transitions, timings, and other special-effects enhance the presentation	0	1–3	4–7	8–10	
Total Points				**(100 max.)**	
Penalty Points Deduct five (5) points if presentation is under one (1) minute or over three (3) minutes.					
Final Score				**(100 max.)**	

School: _____   State: _____

Judge's Signature: _____   Date: _____

Judge's Comments:

updated 2019

CRITICAL THINKING – ML

State/National Event- (Individual or Team)   Presentation Case Study

This event provides recognition for FBLA-Middle Level members who demonstrate an ability to handle a challenge or opportunity within their chapter.

ELIGIBILITY

Each local chapter may submit one (1) entry at the state level created by an **individual** or by a team of two (2) or three (3) active members (grades 6 through 8) and on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

OVERVIEW

Members will receive a case study related to a challenge or opportunity within their chapter.

RATING SHEET

The rating Sheet was not available at publication of this document. Check the national website for the rating sheet.

GUIDELINES

- Fifteen minutes will be allowed to prepare, and five minutes will be allowed for the presentation.
- Students will receive a case study related to a challenge or opportunity within their chapter.
- Two 4"x6" note cards will be provided to each competitor and may be used during event preparation and performance. Information may be written on both sides of the note cards. Note cards will be collected following the presentation.
- No additional reference materials will be allowed.
- Individuals/teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- If participating as a team, all team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Judges may ask up to three questions following the presentation.

STATE/NATIONAL AWARDS

State – The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.

DESKTOP PUBLISHING APPLICATION—ML

State Event - (Individual or Team)   Prejudged Project

This event provides recognition for FBLA-Middle Level members who can demonstrate skills in the areas of desktop publishing and creativity.

ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) active members (grades 6 through 8) and on record in the FBLA state office as having paid dues by the second semester membership dues deadline.

Local chapters may enter members as follows:

Membership	Participants
1-30	1
31-60	2
61-90	3
91-Up	4

OVERVIEW

A prejudged project will be submitted prior to SLC. Participants should be prepared to create, design, and produce usable copy on a computer using desktop publishing software. Students should be prepared to create documents such as a flyer, brochure, and invitation that include graphics, text, layout creativity, and appropriate fonts and type sizes.

TOPIC

Find the topic on the NCFBLA website under documents.

GUIDELINES

- The publication should address the topic given on the NCFBLA website under the documents tab.
- Entries will be judged according to the rating sheet.
- The finished product and a Statement of Assurance should be uploaded in PDF format by the date listed on the Calendar of Activities.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

updated 2019

DESKTOP PUBLISHING APPLICATION – ML
Rating Sheet - Modified

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Overall Appeal					
Presentation immediately grabs audience	0	1-3	4-7	8-10	
Content effectively covers topic with all the vital information (who, when, where, why, and how)	0	1-3	4-7	8-10	
Presentation appeals to intended audience	0	1-3	4-7	8-10	
Layout					
Layout is creative, original	0	1-3	4-7	8-10	
Text and graphics are well balanced with no overlapping items that reduce readability	0	1-3	4-7	8-10	
Font selection (type, size, style, kerning, leading, number of typefaces) is appropriate and appealing	0	1-3	4-7	8-10	
Technical Features					
Effective application of a special effect(s) may include but are not limited to drop caps, shadowing, reverse type, screens, and mirror images	0	1-3	4-7	8-10	
Effective text treatment (i.e., paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1-3	4-7	8-10	
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Total Points				**(100 Max.)**	

Names:

School: _____ State: _____

Judge's Signature:

Judge's Comments:

CHAPTER EVENTS MIDDLE LEVEL

American Enterprise Project – ML

This event recognizes middle level FBLA chapters that successfully implement an education program to promote free enterprise.

ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) active members (grades 6 through 8) and on record in the FBLA state office as having paid dues by the second semester membership dues deadline may submit one (1) report.

OVERVIEW

Reports must promote an awareness of some part of the American (free) enterprise system with the school and/or community and answer the Report Format questions. The project is intended to help members learn more about the free enterprise system and is designed for chapter participation.

PROCEDURE

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given on the Calendar of Activities.
- The report format should follow the same sequence shown on the rating sheet.
- Creativity through design and use of meaningful graphics is encouraged.

REPORT GUIDELINES

- Report must be keyed in the order of the questions listed in the following Report Format section.
- The report must describe an activity on American enterprise/free enterprise that was conducted during the current school year.
- The report should be no more than five (5) pages including the cover sheet and attachments and be on standard 8 ½" x 11" paper.

REPORT FORMAT

The report will consist of questions and answers. Key the following questions followed by your comments and description.

- Describe the chapter's American Enterprise Project.
- State the purpose and goals of the project. The purpose and goals should be keyed as numbers or bullets.
- Describe how the chapter chose this particular project as an American enterprise activity.
- Describe the steps the chapter members used to plan and develop the project.
- Describe how the chapter completed the project.
- Describe why this project is unique.
- Explain the benefits and impact your project had on the school or community.
- Explain and give evidence of how the project was publicized by attaching at least one article or flyer.
- You may incorporate pictures in to the report.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

AMERICAN ENTERPRISE PROJECT – ML
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project	0	1–7	8–14	15–20	
Statement of project goals	0	1–3	4–7	8–10	
Description of project choice	0	1–3	4–7	8–10	
Description of project planning and development	0	1–3	4–7	8–10	
Description of implementation	0	1–3	4–7	8–10	
Uniqueness of project	0	1–2	3–4	5	
Service to the community	0	1–2	3–4	5	
Evidence of publicity	0	1–2	3–4	5	
Format of Project					
Followed project criteria	0	1–3	4–7	8–10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one [1] point for each error)	0	1–5	6–10	11–15	
Total Points			**(100 max.)**		

School: _____   State: _____

Judge's Signature: _____   Date: _____

Judge's Comments:

COMMUNITY SERVICE PROJECT – ML

State/National Event   Prejudged Report & Performance Event

This event recognizes FBLA-Middle Level chapters that successfully implement a community service project to serve the citizens of the community.

ELIGIBILITY

Each local chapter that is on record in the FBLA state office as having paid dues by the second semester membership dues deadline may submit one (1) report.

OVERVIEW

Reports must describe a chapter project that serves the community and conforms to the guidelines and format stated. The activity must be in the interest of the local community, focus on one primary project, and be designed for chapter participation. Projects will be prejudged and the top ten (10) will be eligible to present at SLC.

PROCEDURE

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given on the Calendar of Activities.
- The report format (See REPORT FORMAT GUIDELINES on National Website) should follow the same sequence shown on the rating sheet.
- Creativity through design and use of meaningful graphics is encouraged.

REPORT GUIDELINES
The report should follow the national report formatting guide and include the following:
- Description of Project
- Statement of project goals
- Number of chapter members involved
- Implementation and development of project
- Impact on community
- Publicity received

PRESENTATION GUIDELINES

- Visual aids (electronic, printed, etc.) to the project may be used. However, no items may be left with the judges or audience.
- Internet access will not be provided.
- Projectors will not be provided and cannot be used. If choosing to use laptops/devices, competitors will present directly from their device.
- Presentation team can be from one (1) to three (3) members of the chapter.
- Five (5) minutes will be allowed for equipment setup.
- The individual or group has five (5) minutes to present the project to the judges.
- At the end of four (4) minutes, a timekeeper will stand until noticed. At five (5) minutes the timekeeper will stand indicating time is up.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

STATE/NATIONAL AWARDS

State – The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

National - The first place winner will be eligible to compete at NLC.

COMMUNITY SERVICE PROJECT – ML
Prejudged Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project	0	1–7	8–14	15–20	
Statement of project goals	0	1–3	4–7	8–10	
Description of project choice	0	1–3	4–7	8–10	
Description of project planning and development	0	1–3	4–7	8–10	
Description of implementation	0	1–3	4–7	8–10	
Uniqueness of project	0	1–2	3–4	5	
Service to the community	0	1–2	3–4	5	
Evidence of publicity	0	1–2	3–4	5	
Format of Project					
Followed project criteria	0	1–3	4–7	8–10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one [1] point for each error)	0	1–5	6–10	11–15	
Total Points				**(100 max.)**	

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

updated 2019

COMMUNITY SERVICE PROJECT – ML
Performance Rating Sheet

Points listed at the right are the maximum for each category.	5 4 3 2 1	Maximum Points
Description of project		5
Statement of project goals		5
Number of chapter members involved		5
Implementation and development of project		5
Impact on Community		5
Publicity Received		5
Demonstrated self-confidence and poise		5
Maintained strong eye contact		5
Presentation is engaging		5
Effective visuals and answers to questions		5
TOTAL SCORE		**50**

School: _____   State: _____

Judge's Signature: _____   Date: _____

Judge's Comments:

CRIME PREVENTION PROJECT – ML

This event is designed to recognize those local chapters that design and participate in a crime prevention project in their local community.

ELIGIBILITY

Entries may be created by an individual member or by a team, not to exceed three (3) active members (grades 6 through 8) and on record in the FBLA state office as having paid dues by the second semester membership dues deadline may submit one (1) report.

REGULATIONS

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given on the Calendar of Activities.
- Each chapter should select one topic area for a crime prevention/awareness project and implement activities in that area. Examples of topics might be:
    - Child Safety
    - Shoplifting
    - Missing Children
    - Defensive Living
    - Consumer Protection
    - Vandalism
    - Business Crimes
- The report must be typewritten and must not exceed ten (10) numbered pages, excluding title pages, table of contents, dividers, appendices, front and back covers, etc. Pages must be no larger than 8 ½" x 11". The report may be single or double-spaced.

- The project report must describe an activity of the local chapter, which was conducted between the previous year's State Leadership Conference and the current year's State Leadership Conference.
- The report must be prepared by student members, not advisers. Local advisers should serve as consultants to ensure that the report is well organized and prepared, contains substantiated statements, and is written in a business style.
- Reports not adhering to these regulations will be disqualified.

PROCEDURE

The Crime Prevention Project must be designed to enable students to become more aware of the importance of crime prevention in their local community and in the state. In addition, the project should involve the students in activities that communicate the importance of crime prevention to the local community.

JUDGING

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges will select the finalists prior to the State Leadership Conference.

STATE AWARDS

The first-place winner will be presented at the State Leadership Conference.

CRIME PREVENTION PROJECT - ML
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project	0	1–7	8–14	15–20	
Statement of project goals	0	1–3	4–7	8–10	
Description of project choice	0	1–3	4–7	8–10	
Description of project planning and development	0	1–3	4–7	8–10	
Description of implementation	0	1–3	4–7	8–10	
Uniqueness of project	0	1–2	3–4	5	
Service to the community	0	1–2	3–4	5	
Evidence of publicity	0	1–2	3–4	5	
Format					
Followed project criteria	0	1–3	4–7	8–10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one [1] point for each error)	0	1–5	6–10	11–15	
Total Points				**(100 max.**	

School: _____   State: _____

Judge's Signature: _____   Date: _____

Judge's Comments:

GOLD SEAL CHAPTER AWARD OF MERIT – ML

State Event   Prejudged Report

The Gold Seal Chapter Award of Merit recognizes outstanding local chapters which have actively participated in projects and programs identified with the goals of FBLA.

ELIGIBILITY

Each local chapter that is on record in the FBLA state office as having paid dues by the second semester membership dues deadline may submit one (1) report.

OVERVIEW

At the beginning of the school year, FBLA chapters should review the suggested criteria for the Gold Seal Chapter Award of Merit. This list serves as a guide for the state office in the evaluation process. Criteria may include:

- Paid state and national dues by October 20th.
- Conducted projects or programs identified with the goals of FBLA-PBL.
- Recruited professional members.
- Sent representatives to FBLA conferences sponsored by the state chapter and the national association.
- Participated in the Middle Level Achievement Program
- Encouraged other schools to organize FBLA-PBL chapters.
- Participated in state and national project(s) for the current year.
- Planned visits to business and industry.
- Conducted financial development projects, if allowed by school administration.

- Invited businesspersons and other professionals to become involved in chapter activities.
- Promoted FBLA-PBL.
- Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/ TV coverage.

GUIDELINES

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given on the Calendar of Activities.
- Documentation of items (newspaper clippings, etc.) on the rating sheet should be included in the appendix of the Gold Seal Chapter Award of Merit Report.
- The format must adhere to the same technical guidelines for chapter manuals (See REPORT FORMAT GUIDELINES on the National Website).

JUDGING

The chapter files, in the state office will be examined. A panel of judges will select the winners. All decisions of the judges are final.

STATE AWARDS AND NATIONAL ELIGIBILITY

Up to 15% of the total number of active NC FBLA chapters are eligible for the Gold Seal Award of Merit. The number of awards presented at the State Leadership Conference will be submitted for consideration at the National Leadership Conference.

GOLD SEAL CHAPTER AWARD OF MERIT – ML
Rating Sheet

Points given may range between zero and the maximum number indicated.

PRODUCTIVITY

Initiating a new or reactivated chapter	_____ 5 points each
School Service Projects	_____ 5 points each
Community Service Projects	_____ 5 points each
Recruitment of Professional Members	_____ 5 points each
Support of National Projects (examples below)	_____ 5 points each
March of Dimes	
Support of State Projects (examples below)	_____ 5 points each
Contribution to James L White Scholarship	
Food Drive	
Secure a Business Partner for an SLC competitive event (minimum $50 donation)	
Participate in Spirit Events	
Business Achievement Awards Chapter Program	_____ 6 points each
Future Award, Business Award, Leader Award, America Award (Individual Recognition at the National Level)	
Professional Development Activities with Business and Industry	_____ 5 points each
Guest Speakers	
Field Trips	
Partner with a business for a competitive event project	
Attendance at Conferences: (Do not list advisers as attendees)	
Regional Fall Leadership Conference (Must list names of student attendees)	_____ 3 points per person
National Fall Leadership Conference (Must list names of student attendees)	_____ 5 points per person
Regional Competitive Events (Must list names of student attendees AND their events)	_____ 3 points per person
State Leadership Conference (Must list names of student attendees AND their events)	_____ 5 points per person
National Leadership Conference (Must list names of student attendees AND their events)	_____ 9 points per person

RECOGNITIONS (Points for Team event winners/finalists are awarded for the team & not to each individual on the team)

Regional Competitive Events Finalist (Top 10)	_____ 1 point each
Regional Competitive Events Winner (1st- 4th place)	_____ 3 points each
State Competitive Events/Open Test Finalist (Top 10)	_____ 1 point each
State Competitive Events Winner (1st- 4th place)	_____ 3 points each
National Competitive Events Finalist (Finalist round)	_____ 2 point each
National Competitive Events Winners (Top 10)	_____10 points each
Radio, TV, Civic/Trade Group Appearance	_____ 5 points each
Publicity (Newspaper, Magazine Article)	_____ 3 points each
Social Media (Instagram, Twitter, Facebook)	_____ 3 points each

PROCEDURES

Paid State and National Dues by deadline on the NCFBLA Calendar	_____ 10 points
Financial Development Projects (Fundraisers, Income Statement, Solicitation of Funds, etc.)	_____ 3 points each

TOTAL SCORE _____

School: _____

Address: _____Region: _____

Judge's Signature:_____

updated 2019

LOCAL CHAPTER ACTIVITIES REPORT – ML

This event recognizes FBLA-Middle Level chapters that effectively summarize their year's activities.

ELIGIBILITY

Each local chapter that is on record in the FBLA state office as having paid dues by the second semester membership dues deadline may submit one (1) report.

OVERVIEW

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the current State Leadership Conference. This report meets one of the requirements for the Outstanding Chapter Award of Merit program.

PROCEDURE

- The report in PDF format and the Event Entry Form must be uploaded no later than the date given on the Calendar of Activities.
- The report format should follow the same sequence shown on the rating sheet.
- Creativity through design and use of meaningful graphics is encouraged.

GUIDELINES

- The report should follow the Rating Sheet.
- Reports must not exceed a total of five (5) pages, including cover sheet and other documentation.
- Pages must be on standard 8 ½ " x 11" paper.
- Reports must describe activities of the chapter that were conducted during the current school year.

JUDGING

Reports will be screened to determine if chapters have complied with event eligibility and regulations. A panel of judges selects the winners. All decisions of the judges are final.

STATE AWARDS

The top ten (10) finalists will receive medallions and first-, second-, and third-place awards will be presented at the State Leadership Conference.

.

LOCAL CHAPTER ACTIVITIES REPORT – ML
Written Report Rating Sheet - Score Calculation

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Service to school and community	0	1-5	6-10	11-15	
Recruitment of members	0	1-5	6-10	11-15	
Leadership development for officers and members	0	1-5	6-10	11-15	
Support of FBLA-PBL national and state projects		1-5	6-10	11-15	
Public Relations-evidence of publicity	0	1-5	6-10	11-15	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1-3	4-7	8-10	
Correct grammar, punctuation, spelling, and acceptable business style (deduct one (1) point for each error)	0	1-5	6-10	11-15	
Total Points				**(100 max)**	

School:_____

City:_____State:_____

Judge's Signature:_____Date:_____

Judge's Comments:

SPIRIT EVENT - CHEER/CHANT/SLOGAN

Local/Regional/State Event and Used at National

This event will help to unify, build and amplify the spirit of North Carolina FBLA participants at the summer National Leadership Conference (NLC) by annually selecting a state **chant/cheer/slogan.**

ELIGIBILITY
Each active local chapter on record in the FBLA state office as having paid dues by the first semester membership dues deadline of the current school year may submit one (1) entry for the Chant/Cheer/Slogan contest. Up to three (3) members may participate. Participation will not preclude FBLA members from competing in another category. Only **NC FBLA** members are eligible to submit entries for the Chant/Cheer/Slogan competition. The Chant/Cheer/Slogan competition entry *MUST* be an **original work.**

CHANT/CHEER/SLOGAN CONTEST
- The **chant/cheer/slogan MUST** be submitted for judging on a **CD ROM** or **DVD Disc** that is **Microsoft Media Player** accessible and should include the script (words**)** for the chant/cheer/slogan accessible in a *Word document (saved as a rich text* file). The disc should be labeled with the following information:

  - Contestant's Name
  - Competition – Chant/Cheer/Slogan
  - FBLA Chapter
  - Chapter Number
  - Adviser's Name

- FBLA local chapters may enter both spirit contests (Cheer/Chant/Slogan and/or Tee Shirt Design) but a separate entry form must be used for each of the two contests.

- The chapter contestant(s) may choose to demonstrate a performance of the chant/cheer/slogan (but this is not mandatory).

- The Chant/Cheer/Slogan entry should:

  - Be catchy, lively, short, (no more than 1 minute), and may rhyme.
  - Include part or all of the State Theme
  - Clearly identify who we are – **NC FBLA**.

- Should be convincing and believable.
- Spark participants' emotions.

LOCAL CONTEST

- Each local chapter will conduct Chant/Cheer/Slogan contest.

- **Only NC FBLA members** are eligible to participate in the contest.

- The local contest will be judged by a committee selected by the local Adviser and/or the local Advisory Committee

- Each chapter can only submit **one entry** for the Chant/Cheer/Slogan.

- The winning local chant/cheer/slogan will be submitted into the **Regional Contest.** The local judging must be done in time to submit the events to the board member on the date home site tests are due for Regional Competition.

REGIONAL CONTEST
- All local chapter-winning entries for the Chant/Cheer/Slogan contest *MUST* be submitted to the **Regional Board Member** on the date home site tests are due for Regional Competition according to the Calendar of Activities.

- The Regional Board Member will organize a committee to judge all winning local entries submitted in a timely manner.

- **One Regional entry** will be selected to compete with other Regional winning entries at the State level.

- Regional Board Members must submit the Region's winning entry to the State Adviser by the date given on the Calendar of Activities.

Spirit Event – Cheer/Chant/Slogan Contest Continued

STATE CONTEST

The State Adviser will select a committee consisting of NC Executive Board members and current NC FBLA State Officer Team to judge the eight (or fewer, if all regions did not participate) regional winning entries for the Chant/Cheer/Slogan contest submitted to the State Adviser by the deadline on the Calendar of Activities.

REGIONAL/STATE/NATIONAL RECOGNITION

- All regional winners from the **Chant/Cheer/Slogan contest** will appear onstage at the NC SLC Opening Session.

- **The top three winners will receive awards.**

- The winning Chant/Cheer/Slogan will be used for the **State's NLC chant/cheer/slogan**

updated 2019

SPIRIT EVENT- TEE SHIRT DESIGN

Local/Regional/State Event and Used at National

This event will help to unify, build and amplify the spirit of North Carolina FBLA participants at the summer National Leadership Conference (NLC) by annually selecting a tee shirt design. The tee shirt design will be included in the NC FBLA Spirit Pack that participants to the NLC will be able to purchase.

ELIGIBILITY

Each active local chapter on record in the FBLA state office as having paid dues by the first semester membership dues deadline of the current school year may submit one (1) entry for the Tee Shirt Design contest. Up to three (3) members may participate. Participation will not preclude FBLA members from competing in another category. Only **NC FBLA** members are eligible to submit entries for the Tee Shirt Design competition. The Tee Shirt Design competition entry *MUST* be an **original work.**

TEE SHIRT DESIGN CONTEST

- The **Tee Shirt Design** MUST be submitted for judging on a CD ROM or DVD Disc in JPG format (maximum of 1 Megabyte in size). A printed copy of the design should also be included. The disc should be labeled with the following information:

    o   Contestant's Name

    o   Competition – Chant/Cheer/Slogan

    o   FBLA Chapter

    o   Chapter Number

    o   Adviser's Name

- FBLA local chapters may enter both contests (Cheer/Chant/Slogan and/or Tee Shirt Design) but a separate entry form must be used for each of the two contests.

- A maximum of two ink colors may be used on the tee shirt design and no hand drawn entries will be accepted. Designs for front and back should be submitted on application software.

LOCAL CONTEST

- Each local chapter will conduct Tee Shirt Design contest.

- **Only NC FBLA members** are eligible to participate in the contest. The local contest will be judged by a committee selected by the local Adviser and/or the local Advisory Committee

- The winning local Tee Shirt Design will be submitted into the **Regional Contest.** The local judging must be done in time to submit the events to the board member on the date home site tests are due for Regional Competition.

REGIONAL CONTEST

- All local chapter-winning entries for the Tee Shirt Design contest *MUST* be submitted to the **Regional Board Member** on the date home site tests are due for Regional Competition according to the Calendar of Activities.

- The Regional Board Member will organize a committee to judge all winning local entries submitted in a timely manner.

- **One Regional entry** will be selected to compete with other Regional winning entries at the State level.

- Regional Board Members must submit the Region's winning entry to the State Adviser by the date given on the Calendar of Activities.

STATE CONTEST

The State Adviser will select a committee consisting of NC Executive Board members and the current NC FBLA State Officer Team to judge the eight (or fewer, if all regions did not participate) regional winning entries for the Tee Shirt Design contest submitted to the State Adviser by the deadline on the Calendar of Activities.

Spirit Event – Tee Shirt Design Contest Continued

REGIONAL/STATE/NATIONAL RECOGNITION

- All regional winners from the **Tee Shirt Design contest** will appear on stage at the NC SLC Opening Session.

- **The top three winners will receive awards.**

- The winning Tee Shirt Design will be used for the **State's Tee Shirt Design** for NLC.

updated 2019

SPIRIT EVENT - THEME AND WEB BANNER (NEW EVENT)

Local/Regional/State Event and Used at National

This event will help create a theme for the following year and enhance the NC FBLA website.

ELIGIBILITY

Each active local chapter on record in the FBLA state office as having paid dues by the first semester membership dues deadline of the current school year may submit one (1) entry for the Theme and Web Banner Event. Up to three (3) members may participate. Participation will not preclude FBLA members from competing in another category. Only **NC FBLA** members are eligible to submit entries for this competition. The entry *MUST* be an **original work NO copyrighted material may be used.**

THEME AND WEB BANNER CONTEST

- The image **MUST** be submitted for judging via email to the regional board member. The email should contain:

  o Contestant's Name
  o Competition – Theme/Web Banner
  o FBLA Chapter
  o Adviser's Name

- FBLA local chapters may enter all spirit contests but a separate entry form must be used for each of the three contests.

- The Web Banner must:

  o Be a .png file.
  o Must be approximately this size in pixels: 2500x1000
  o If a image editing software was used please also submit the original file such as the Photoshop file.
  o The image must relate to the theme and include the theme in some way with the image.

- The Theme

  o Should be brief
  o Be relatable to FBLA and its members
  o Inspire its members for this school year and competitive season

LOCAL CONTEST

- Each local chapter will conduct the Theme and Web Banner contest.

- **Only NC FBLA members** are eligible to participate in the contest.

- The local contest will be judged by a committee selected by the local Adviser and/or the local Advisory Committee

- Each chapter can only submit **one entry** in this event.

- The winning local Theme and Web Banner will be submitted into the **Regional Contest.** The local judging must be done in time to submit the events to the board member on the date home site tests are due for Regional Competition.

REGIONAL CONTEST

- All local chapter-winning entries for the Theme and Web Banner contest *MUST* be submitted to the **Regional Board Member** on the date home site tests are due for Regional Competition according to the Calendar of Activities.

- The Regional Board Member will organize a committee to judge all winning local entries submitted in a timely manner.

- **One Regional entry** will be selected to compete with other Regional winning entries at the State level.

- Regional Board Members must submit the Region's winning entry to the State Adviser by the date given on the Calendar of Activities.

Spirit Event – Theme and Web Banner Continued

STATE CONTEST

The State Adviser will select a committee consisting of NC Executive Board members and current NC FBLA State Officer Team to judge the eight (or fewer, if all regions did not participate) regional winning entries for the Theme and Web Banner contest submitted to the State Adviser by the deadline on the Calendar of Activities.

REGIONAL/STATE/NATIONAL RECOGNITION

- All regional winners from the **Theme and Web Banner contest** will appear onstage at the NC SLC Opening Session.

- **The top three winners will receive awards.**

- The winning Theme and Web Banner will be used in some manner on the NC FBLA website for the following school year. NC FBLA reserves all rights to edit the Theme and Web Banner to best fit technological specifications or make necessary adjustments recommended by the officer team to best fit the upcoming year's goals.

PLEASE KEY

NC FBLA SPIRIT CHEER/CHANT/SLOGAN, TEE SHIRT, and THEME & WEB BANNER CONTEST FORM

Place a Check (✔) Mark Beside the Contest That You Are Entering.
Use a separate form for each contest.

☐ **NC FBLA Spirit Cheer/Chant/Slogan**   ☐ **NC FBLA Spirit T-Shirt**
☐ **NC FBLA Spirit Theme and Web Banner**

Member(s) Participating in this Contest
1.

2.

3.

Chapter #	Number of Members	Name of School

Region	City

Adviser's Name

Adviser's School Phone Number ( )	Adviser's Home Phone Number ( )
Advisers School FAX Number ( )	Adviser's E-mail Address

I have not previously entered this contest at an FBLA Local, Regional, or State Leadership Conference. My adviser and I have read the North Carolina State FBLA Spirit Contest Guidelines and based on the guidelines, I am eligible to compete.

President's or Secretary's Signature

Adviser's Signature	For Office Use Only
Planning Period	
Best Time to Call at Home	

FBLA SPIRIT CHANT/CHEER/SLOGAN
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENTS					
Identification					
Clearly identifies NC	0	1-2	3-4	5	
Includes NC FBLA Theme	0	1-2	3-4	5	
Originality					
High evidence of individual's or team's original creativity	0	1-2	3-4	5	
Chant/Cheer/Slogan					
Is catchy, lively, short (no more than 30 seconds-1 minute)	0	1-2	3-4	5	
Effects					
Sparks emotions & excitement	0	1-2	3-4	5	
Convincing and believable	0	1-2	3-4	5	
Total Points				**(30 max)**	

School: _____

Address: _____ Region: _____

Judge's Signature: _____Date:_____

Judge's Comments:

NC FBLA SPIRIT TEE SHIRT
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENTS					
Identification					
Clearly identifies NC	**0**	**1-2**	**3-4**	**5**	
Includes all or part of NC FBLA Theme	**0**	**1-2**	**3-4**	**5**	
Includes the name of the city where the NLC will be held	**0**	**1-2**	**3-4**	**5**	
Originality					
High evidence of individual's or team's original work and creativity	**0**	**1-2**	**3-4**	**5**	
Craftsmanship/Skill					
Design reflects craftsmanship, creativity and purposeful regard for the membership of NC FBLA (two colors maximum)	**0**	**1-2**	**3-4**	**5**	
Suitable for the Purpose					
Design is suitable for the purpose for which it is intended (public display on T-Shirts to be worn by NC FBLA participants attending the NLC).	**0**	**1-2**	**3-4**	**5**	
Total Points				**(30 max)**	

School: _____

Address: _____ Region: _____

Judge's Signature: _____Date:_____

Judge's Comments:

updated 2019

NC FBLA SPIRIT THEME AND WEB BANNER
Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
CONTENTS					
Identification					
Web Banner incorporates theme and represents theme visually.	0	1-2	3-4	5	
Theme is brief and catchy/relatable	0	1-2	3-4	5	
Originality					
High evidence of individual's or team's original work and creativity (no copyrighted material is used)	0	1-2	3-4	5	
Craftsmanship/Skill					
Design reflects craftsmanship, creativity and purposeful regard for the membership of NC FBLA	0	1-2	3-4	5	
Suitable for the Purpose					
Design of Web Banner and Theme is suitable for the purpose for which it is intended (Displayed on NCFBLA website and used throughout the competitive year)	0	1-2	3-4	5	
Total Points				**(30 max)**	

School: _____

Address: _____ Region: _____

Judge's Signature: _____Date:_____

Judge's Comments:

RECOGNITION EVENTS

ADVISER OF THE YEAR AWARD

The purpose for this award is to recognize an outstanding FBLA local chapter adviser.

ELIGIBILITY

Nominations may come from local chapter advisers, FBLA members, and local administrators. When nomination forms are received in the state office, each nominee will be contacted by the state office for further information.

Nomination forms must be emailed to the state adviser no later than the close of business on the date given on the Calendar of Activities.

OVERVIEW

A selection committee of the previous recipients will review information according to stated criteria, with emphasis being given to that adviser who:

- Has a deep commitment to FBLA and the members.
- Uses a fair and democratic approach in leading the chapter.
- Actively promotes interaction of FBLA activities with all business teachers in the department.
- Works with business persons and civic groups in the community.
- Uses businesslike methods in coordinating the work of FBLA.
- Uses sound planning and evaluation of local chapter activities.
- Provides opportunities for members to participate in FBLA activities beyond the local level.
- Has served as a local chapter adviser for at least three (3) years.

PLEASE KEY

NC FBLA STATE COMPETITIVE EVENTS ENTRY FORM **NC FBLA ADVISER OF THE YEAR**
Name of Adviser Nominee:
School:
Region:
Complete School Address School Address: City, State Zip:
School Telephone: (**)**
Complete Home Address Street Address: City, State Zip:
Home Telephone (   )
Nominee's e-mail:
Name of Nominator:
Region:
Complete School Address School Address: City, State Zip:
Please return this form to the state office by the postmark deadline specified on the NC FBLA Calendar of Activities.
For Office Use Only

BUSINESS PERSON OF THE YEAR AWARD

Regional/State/National Event

This event recognizes outstanding leaders from the business sector throughout the state who have contributed to the success of Future Business Leaders of America - Phi Beta Lambda on the local, state, and national levels.

ELIGIBILITY

Each chapter, having met the fall dues deadline, may enter one (1) person in the Businessperson of the Year Event. The nominees **must** be members of the private business sector—not students or educators.

OVERVIEW

Criteria for selection of nominees at the local and state level should include, but do not have to be limited to:

Years of participation in FBLA-PBL activities.
Promotion of FBLA-PBL though presentations and seminars.
Contribution to chapter projects and activities.
Financial assistance to and sponsorship of activities for local and/or state chapter(s).

The biographical sketch of each nominee should particularly address the above areas.

REGULATIONS

Persons who are full-time employees of educational institutions or departments of education shall not be nominated for the award; such nominees will be disqualified.

- Nominees must be selected in accordance with the regulations of the state chapter and national association.
- Nominees must not have received state recognition in this event at a previous State Leadership Conference.
- Regional recipients, along with any nominees from the state office will be considered for the state award.
- The entry form must be completed by the local chapter adviser and submitted to the regional board member with each nominee's biographical sketch. The material must be received no later than the close of business on the date given on the Calendar of Activities.

JUDGING

A panel of judges appointed by the regional board member shall evaluate the information submitted for each nominee and determine the recipient of the regional award.

The state recipient of this award will be determined by a majority vote of the NC FBLA Board of Directors.

REGIONAL/STATE AWARDS AND NATIONAL ELIGIBLITY

The Regional Businessperson will be recognized at the State Leadership Conference. The recipient of the state award will be announced at the State Leadership Conference. This person will represent the state at the National Leadership Conference.

updated 2019

NC FBLA STATE COMPETITIVE EVENTS ENTRY FORM BUSINESSPERSON OF THE YEAR	
Name of Businessperson	
Occupation	
Type of Business	
Complete Business Address	
Business Telephone	
Home Telephone	
Name of Nominator	
School	Region
Complete School Address School Address: City, State Zip:	
Adviser's Signature and Date	Adviser's School FAX
Adviser's School Phone	Adviser's E-mail
Adviser's Planning Time	Adviser's Home Phone
Please return this form, the businessperson's résumé, and supporting materials as outlined under the criteria in the NORTH CAROLINA STATE AWARDS PROGRAM GUIDELINES to your Regional Board Member by **December 1.**	

updated 2019

LARGEST LOCAL CHAPTER MEMBERSHIP AWARD – ML

State Event

Effective state and national programs depend upon membership support and growth from all divisions. An increased membership base on the local level provides resources for the expansion of services to local chapters. Membership recruitment offers chapters a worthwhile experience in public relations and leadership. Recognition of this award is given to the chapter which has attained the largest listing of members.

ELIGIBILITY

All active middle level chapters

PROCEDURE

Official membership records are audited in the state and national offices; therefore, no entry form is required for this event.

Winners in this event are determined by the state and national office after the audit of membership records. The figures used in determining the winners will be the number of paid FBLA members on record in the FBLA-PBL state and national offices of the current school year by the second semester dues deadline.

STATE AWARDS

Awards are presented at the State Leadership Conference to the highest membership middle level chapter in the state

Spirit Event- Cheer/Chant/Slogan Contest Continued

NC FBLA HONORARY LIFE MEMBER AWARD

Honorary life members shall be persons who are assisting in the advancement of business education and/or who are rendering outstanding service to FBLA. Honorary life members shall not vote or hold office and shall not be required to pay dues.

ELIGIBILITY

Honorary life membership may be awarded to educators, business or civic leaders who are not actively engaged in business education, and have given support and encouragement to the further development of FBLA. Educators with previous service in FBLA may be eligible upon termination of service.

OVERVIEW

Criteria for selection of nominees at the local and state level should include:

Years of participation in FBLA activities.
Promotion of FBLA though presentations, seminars, and workshops.
Contribution to chapter projects and activities at the local, regional and state levels.
Financial assistance to local and/or state chapter.
Donations and sponsorships of activities.

The biographical sketch of each nominee should address the areas listed above. The sketch should be limited to no more than five keyed pages and received by the state office **no later** than the close of business on the date given on the Calendar of Activities.

STATE AWARD

State chapter honorary life membership(s) will be determined by a majority vote of the NC FBLA Board of Directors. The recipient(s) of the award will be announced at the State Leadership Conference