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FBLA EVENTS AT-A-GLANCE

FBLA Competitive Events	# of State Entries	Event Type	Objective Test Time	Collaborative Objective Test	Prejudged Report/Project	Home-site Production Test/Time	National Preliminary Round	National Final Round	Equip. Set Up Time	Prep. Time	Performance Time	Q&A	Interactive Role Play
Accounting I	4	I	60										
Accounting II	3	I	60			1 hr							
Agribusiness	4	I	60										
American Enterprise Project	3	C			x		x	x	5		7	3	
Banking & Financial Systems	3	T	60	x				x		20	7		x
Business Calculations	4	I	60										
Business Communication	4	I	60										
Business Ethics	3	T					x	x			7	3	
Business Financial Plan	3	I,T			x		x	x	5		7	3	
Business Law	4	I	60										
Business Math (9th–10th grade)	4	I	60										
Business Plan	3	I,T			x		x	x	5		7	3	
Business Presentation	3	I,T					x	x	5		7	3	
Business Procedures	4	I	60										
Client Service	3	I					x	x		10	5		x
Community Service Project	3	C			x		x	x	5		7	3	
Computer Applications	3	I	60			2 hrs							
Computer Game & Simulation Programming	3	I,T			x		x	x	5		7	3	
Computer Problem Solving	4	I	60										
Cyber Security	4	I	60										
Database Design & Applications	3	I	60			1 hr							
Desktop Application Programming	3	I			x		x	x	5		7	3	
Desktop Publishing	3	I,T	60	x	x								
Digital Design & Promotion	3	I,T			x		x	x	5		7	3	
Digital Video Production	3	I,T			x		x	x	5		7	3	
E-business	3	I,T			x		x	x	5		7	3	
Economics	4	I	60										
Electronic Career Portfolio	3	I					x	x	5		7	3	
Emerging Business Issues Modified	3	T					x	x			7	3	
Entrepreneurship	3	T	60	x				x		20	7		x
FBLA Principles & Procedures (9th–10th grade)	4	I	60										
Future Business Leader	3	I	60				x	x			10,15		
Global Business	3	T	60	x				x		20	7		x



FBLA EVENTS AT-A-GLANCE

	# of State Entries	Event Type	Objective Test Time	Collaborative Objective Test	Prejudged Report/Project	Home-site Production Test/Time	National Preliminary Round	National Final Round	Equip. Set Up Time	Prep. Time	Performance Time	Q&A	Interactive Role Play
FBLA Competitive Events													
Health Care Administration	4	I	60										
Help Desk	3	I	60					x		10	5		x
Hospitality Management	3	T	60	x				x		20	7		x
Impromptu Speaking	3	I					x	x		10	4		
Insurance & Risk Management	4	I	60										
Introduction to Business (9th–10th grade)	4	I	60										
Introduction to Business Communication (9th–10th grade)	4	I	60										
Introduction to Information Technology (9th–10th grade)	4	I	60										
Introduction to Parliamentary Procedure (9th–10th grade)	4	I	60										
Job Interview	3	I					x	x			10,15		
LifeSmarts	2	T	30	x			x	x					
Local Chapter Annual Business Report	3	C			x								
Management Decision Making	3	T	60	x				x		20	7		x
Management Information Systems	3	T	60	x				x		20	7		x
Marketing	3	T	60					x		20	7		x
Mobile Application Development	3	I, T			x		x	x	5		7	3	
Network Design	3	T	60	x				x		20	7		x
Networking Concepts	4	I	60										
Parliamentary Procedure	3	T	60					x		20	9-11		
Partnership with Business Project	3	C			x		x	x	5		7	3	
Personal Finance	4	I	60										
Public Service Announcement	3	I, T					x	x	5		5	3	
Public Speaking I (9th–10th grade)	3	I					x	x			4		
Public Speaking II	3	I					x	x			5		
Sales Presentation— <i>New</i>	3	I					x	x	5		7		x
Securities & Investments	4	I	60										
Sports & Entertainment Management	3	T	60	x				x		20	7		x
Spreadsheet Applications	3	I	60			1 hr							
Social Media Campaign	3	I, T					x	x	5		7	3	
3D Animation <i>New</i>	3	I, T			x		x	x	5		7	3	
Virtual Business Management Challenge	2	I, T					x	x			25		
Website Design	3	I, T			x		x	x	5		7	3	
Word Processing	3	I	60			1 hr							



FBLA EVENTS BY NBEA STANDARDS

Events	Accounting	Business Law	Career Development	Communication	Computation	Economics & Pers. Finance	Entrepreneurship	Information Technology	International Business	Management	Marketing
Accounting I	X				X	X					
Accounting II	X		X		X	X					
Agribusiness	X					X	X			X	X
American Enterprise Project				X		X	X			X	
Banking & Financial Systems	X		X		X	X				X	
Business Calculations	X				X						
Business Communication				X							
Business Ethics		X		X							
Business Financial Plan	X			X	X	X				X	
Business Law		X							X		
Business Math					X						
Business Plan	X		X	X		X	X			X	X
Business Presentation				X				X			
Business Procedures			X	X	X	X		X			
Client Service			X	X				X			
Community Service Project				X						X	X
Computer Applications				X				X			
Computer Game & Simulation Programming								X		X	
Computer Problem Solving								X			
Cyber Security								X			
Database Design & Applications					X			X			
Desktop Application Programming				X				X		X	
Desktop Publishing				X				X			
Digital Design & Promotion				X				X			
Digital Video Production				X				X			
E-business				X		X	X	X			X
Economics						X	X		X	X	
Electronic Career Portfolio			X	X				X			
Emerging Business Issues				X		X			X	X	
Entrepreneurship	X			X			X			X	X
FBLA Principles & Procedures											
Future Business Leader	X	X	X	X	X		X		X	X	X



FBLA EVENTS BY NBEA STANDARDS

Events	Accounting	Business Law	Career Development	Communication	Computation	Economics & Pers. Finance	Entrepreneurship	Information Technology	International Business	Management	Marketing
Global Business	X					X	X		X	X	X
Health Care Administration										X	
Help Desk				X				X			
Hospitality Management			X	X				X			
Impromptu Speaking				X							
Insurance & Risk Management	X		X			X		X		X	
Introduction to Business			X	X		X	X			X	X
Introduction to Business Communication				X							
Introduction to Parliamentary Procedure											
Introduction to Information Technology								X			
Job Interview			X	X							
LifeSmarts		X				X		X		X	X
Local Chapter Annual Business Report				X				X			X
Management Decision Making	X	X		X		X	X	X		X	
Management Information Systems				X				X		X	
Marketing							X				X
Mobile Application Development				X				X			X
Network Design				X				X		X	
Networking Concepts								X		X	
Parliamentary Procedure											
Partnership with Business Project			X	X			X	X		X	
Personal Finance						X					
Public Service Announcement				X				X			
Public Speaking I				X							
Public Speaking II				X							
Sales Presentation											X
Securities & Investments	X			X							
Social Media Campaign								X			X
Sports & Entertainment Management										X	X
Spreadsheet Applications					X			X			
3-D Animation				X				X			
Virtual Business Management Challenge	X	X	X	X	X	X	X	X		X	X
Website Design				X				X			X
Word Processing				X				X			



FBLA EVENTS BY NATIONAL CLUSTERS

Events	Agriculture	Arts, A/V Tech. & Comm.	Business Mgmt. & Admin.	Finance	Gov't & Public Admin.	Human Services	Information Technology	Law, Public Safety	Marketing, Sales & Service	S.T.E.M.
Accounting I			X	X	X				X	
Accounting II			X	X	X				X	
Agribusiness	X		X						X	
American Enterprise Project			X				X			
Banking & Financial Systems			X	X	X	X				
Business Calculations			X	X						
Business Communication			X			X			X	
Business Ethics	X	X	X	X	X	X	X	X	X	X
Business Financial Plan			X	X		X				
Business Law			X					X		
Business Math			X	X						
Business Plan			X	X		X			X	
Business Presentation						X	X			
Business Procedures			X			X				
Client Service			X			X	X		X	
Community Service Project			X				X			
Computer Applications			X				X			X
Computer Game & Simulation Programming		X	X				X			X
Computer Problem Solving							X			X
Cyber Security							X			X
Database Design & Applications			X				X			X
Desktop Application Programming		X	X				X		X	X
Desktop Publishing		X					X			
Digital Design & Promotion		X					X		X	X
Digital Video Production		X					X		X	X
E-business			X	X			X		X	
Economics			X	X					X	
Electronic Career Portfolio		X	X	X		X	X	X	X	
Emerging Business Issues			X				X			
Entrepreneurship			X	X		X			X	
FBLA Principles & Procedures										
Future Business Leader			X			X	X		X	
Global Business			X	X	X	X			X	



FBLA EVENTS BY NATIONAL CLUSTERS

Events	Agriculture	Arts, A/V Tech. & Comm.	Business Mgmt. & Admin.	Finance	Gov't & Public Admin.	Human Services	Information Technology	Law, Public Safety	Marketing, Sales & Service	S.T.E.M.
Health Care Administration			X	X	X	X	X	X		
Help Desk		X	X				X			
Hospitality Management			X			X	X		X	
Impromptu Speaking			X			X			X	
Insurance & Risk Management			X	X					X	
Introduction to Business			X	X					X	
Introduction to Business Communication			X						X	
Introduction to Parliamentary Procedure			X							
Introduction to Information Technology							X			
Job Interview	X	X	X	X	X	X	X	X	X	X
LifeSmarts			X	X			X		X	
Local Chapter Annual Business Report			X	X			X		X	
Management Decision Making			X	X		X		X	X	
Management Information Systems			X	X		X	X	X		
Marketing			X						X	
Mobile Application Development							X			
Network Design		X					X			
Networking Concepts		X					X			
Parliamentary Procedure			X							
Partnership with Business Project			X				X		X	
Personal Finance			X	X						
Public Service Announcement		X								
Public Speaking I			X						X	
Public Speaking II			X						X	
Sales Presentation									X	
Securities & Investments				X						
Social Media Campaign		X					X		X	X
Sports & Entertainment Management			X							
Spreadsheet Applications			X				X			
3-D Animation		X	X							X
Virtual Business Management Challenge			X				X		X	
Website Design		X					X		X	X
Word Processing			X				X		X	



COMPETITIVE EVENTS

INTRODUCTION TO COMPETITIVE EVENTS

Competitive events at the National Leadership Conference play an integral role in the mission of FBLA-PBL. They prepare students for successful careers in business by providing opportunities to apply classroom concepts in a workforce-simulated competitive environment. The competitive event guidelines and competencies that follow were created for competitors, advisers, and event judges.

Guidelines

Guidelines are grouped by component (i.e., objective tests, production tests, performance) and include an event overview, eligibilities, and instructions on how to compete. Specific guidelines are identified within the table, and general guidelines are identified following the table.

New, Modified, & Retired Events

To propose a new event, recommend an event modification, or suggest retiring an event, complete and submit the Recommendation for New/Modified Competitive Events form:

go.fbلا-pbl.org/CEmodifications

Questions? Contact the FBLA-PBL national office or email education@fbلا-pbl.org.

MEMBERS COMPETE TO . . .

- Demonstrate career competencies, business knowledge, and job skills
- Expand leadership skills
- Display competitive spirit
- Receive recognition for achievements and scholarships for winners
- Travel
- Network

CHANGES TO THIS EDITION

The following list highlights the most significant changes made for the current membership year. Check with your state to see if the new events will be offered at the state level this year.

New Events

- 3D Animation—individual or team event; prejudged video; presentation
- Microsoft Office Specialist (Excel)
- Microsoft Office Specialist (Word)
- Sales Presentation—individual event, includes presentation of product
- Securities & Investments—individual event; objective test
- Social Media Campaign—individual or team event; presentation

Modified Events

- Electronic Career Portfolio—guidelines and rating sheets have been revised.
- Emerging Business Issues—teams present both slides; presentation time increased to seven (7) minutes.
- Local Chapter Annual Business Report—reduced to fifteen (15) pages.
- Public Service Announcement—eliminate script submission.
- State can advance four (4) competitors in events requiring only objective tests.

OVERVIEW OF FBLA COMPETITIVE EVENTS PROGRAM COMPONENTS

Below is a description of the different types of national competitive events. The states may modify the events offered at the district/region and state level. Always check your state guidelines if competing at the district/region and/or state level competition.

Test Components	Description
Objective Test Individual	A 60-minute test administered during the National Leadership Conference. Non-graphing calculators are provided for all objective tests.
Production Test Individual	A one- or two-hour computer production test administered and proctored at a designated school-site prior to the National Leadership Conference.

Performance Components	Description
Role Play Team	Competitors receive a role play scenario 10 or 20 minutes prior to their scheduled event times. Judges receive a copy of the role play along with suggested questions to ask during each performance.
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.
Interview Individual	The employer (judge) interviews the applicant (competitor) by asking typical job interview questions.
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 in the event guidelines. This topic changes each year.

In addition to competitive events, FBLA-PBL offers open and pilot events.

Open Events

Online testing events are open to any FBLA member present at the National Leadership Conference. Prerequisites or registration is not required. The open events tests may change each year. The top winner of each open event is recognized during the award ceremony.

Pilot Events

A person competing in a pilot event is eligible to compete in another individual or team event. The top five (5) winners are recognized during the awards ceremony.



GENERAL EVENT GUIDELINES

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

Eligibility

- **Dues:** Competitors must have paid FBLA national and state dues by March 1 of the current school year.
- **NLC Registration:** Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- **Deadlines:** The state chair, or designee, must register each state competitor on the official online entry forms by the second Friday in May.
- Each state may submit four (4) entries in events requiring only objective tests and three (3) individuals or teams for all events that require a prejudged or performance component.
- Each competitor can only compete in one (1) event and one (1) chapter event.

9th and 10th Grade Events

The following events are only open to 9th and 10th graders:

- Business Math
- FBLA Principles and Procedures
- Introduction to Business
- Introduction to Business Communications
- Introduction to Information Technology
- Introduction to Parliamentary Procedures
- Public Speaking I

Repeat Competitors

Competitors are **not** permitted to compete in an event more than once at the NLC unless one of the following circumstances applies:

- **Modified Events:** A competitor may compete in the same event when the event is modified.
- **Team Events:** One (1) competitor of the team may have competed in the same event at one (1) previous NLC; however, they may not compete more than twice in the event at the national level.
- **Chapter Events:** Competitors may compete in a chapter event more than once. (American Enterprise Project, Community Service Project, and Partnership with Business Project).
- **Individual Entry:** A competitor who competed as an individual entry in a team event at the national level may compete in the same event a second time as part of a team, but not a second time as an individual.
- **Parliamentary Procedure:** Two (2) competitors of the team may have competed in this event at a previous NLC; however, they may not compete more than twice at the national level.
- **Pilot Event:** Competition in a pilot event does not

disqualify a competitor from competing in the same event if it becomes an official competitive event. The participant may compete in another event as well as a pilot event.

Breaking Ties

- **Objective Tests:** Ties are broken by comparing the correct number of answers to the last 10 questions on the exam. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher. If this does not break the tie, answers to the last 20 questions will be reviewed and determine the winner.
- **Objective and Production Tests:** The production test scores will be used to break a tie based on the tie breaking criteria of objective tests.
- **Objective Tests and Performances:** The objective test score will be used to break a tie based on the tie breaking criteria of objective tests.
- **Reports/Projects and Performances:** The report/project scores will be used to break a tie.

National Deadlines

- All prejudged components (reports, websites, statement of assurances) must be received by the second Friday in May.
 - All reports must be uploaded online.
- All production tests must be received by the national center by the third Friday in May.
 - All tests must be mailed to the FBLA-PBL national office at 1912 Association Drive, Reston, VA 20191.
- Competitor changes must be made by the first Friday in June. Deletions are the only changes allowed after this date and on site. State advisers/state chairs must make the changes.

National Awards

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10. Only one (1) award is given to the schools competing in chapter events (America Enterprise Project, Community Service Project, Local Chapter Annual Business Report, and Partnership with Business Project).

Additional Materials

Textbooks, other resource materials, and electronic devices may not be taken to or used during competitive events.

Americans with Disabilities Act (ADA)

FBLA-PBL meets the criteria specified in the Americans with Disabilities Act for all participants who submit a special needs form to the national center. **Form:** go.fbla.org/specialneedsform

Recording of Presentations

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

GENERAL PERFORMANCE EVENT GUIDELINES

Performance Guidelines

- A maximum of fifteen (15) finalists or an equal number from each group in the preliminary round will advance to the final round.
- In the case of team events, all team competitors are expected to actively participate in the performance.
- Competitors cannot be replaced or substituted for pre-judged events with the exception of the chapter events—American Enterprise Project, Community Service Project, and Partnership with Business Project.
- All competitors must comply with the FBLA-PBL dress code.
- Prejudged materials and resumes will not be returned.

Technology Guidelines

- The following will be provided for all technology presentation events: screen, power, table, and projector.
- Competitors utilizing Apple products or other devices that do not have a VGA port or HDMI will need to provide their own adapters.
- Internet access will be provided for 3D Animation, Digital Video Production, E-business, Electronic Career Portfolio, Mobile Application Development, Public Service Announcement, and Website Design. Access may not be WiFi, so competitors should plan appropriately when selecting laptops/tablets on which to present.

Performance Competencies

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

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time (selected events).
- Five (5) points may be deducted for not following guidelines (selected events).

Audience

- Preliminary performances are not open to conference attendees.
- Final performances are open to conference attendees, space permitting (with the exception of interview events).
- Recording performances are prohibited.
- All electronic devices must to be turned off.
- All attendees must follow the dress code and wear their name badge.

Sequestered Final Events

The following events are sequestered on the final performance day: Banking & Financial Systems, Client Service, Entrepreneurship, Global Business, Help Desk, Hospitality Management, Impromptu Speaking, Management Decision Making, Management Information Systems, Marketing, Network Design, Parliamentary Procedure, and Sports & Entertainment Management.

- Competitors must report to the holding room prior to the first scheduled performance.
- Competitors are disqualified if they arrive after the first scheduled performance.
- Competitors must be escorted from room to room.
- Competitors may bring food and drinks to the holding room.
- Competitors may not communicate with outside individuals.
- No text messaging, email, Internet use, or phone calls are allowed after arriving at the holding room.



OBJECTIVE TEST EVENTS & COMPETENCIES

Overview

These events consist of a 60-minute test, administered during the National Leadership Conference (NLC).

Eligibility

Each state may submit four (4) individuals. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Objective Test Guidelines

- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.

Event Name	Objective Test Competencies
Accounting I *See next page	Journalizing account classification terminology concepts and practices types of ownership posting income statements balance sheets worksheets bank reconciliations payroll depreciation manual and computerized systems ethics
Agribusiness	Economics finance and accounting health, safety and environmental management management analysis and decision making marketing terminology and trends
Business Calculations	Consumer credit mark-up and discounts data analysis and reporting payroll interest rates investments taxes bank records insurance ratios and proportions depreciation inventory
Business Communication	Nonverbal and verbal communication communication concepts report application grammar reading comprehension editing and proofreading word definition and usage capitalization and punctuation spelling digital communication
Business Law	Legal systems contracts and sales business organization property laws agency and employment laws negotiable instruments, insurance secured transactions, bankruptcy consumer protection and product/personal liability computer law domestic and private law
Business Math <i>9th & 10th graders</i>	Basic math concepts consumer credit data analysis probability fractions percentages discounts decimals
Business Procedures	Human relations technology concepts business operations communication skills information processing decision making/management career development database and information management ethics and safety finance
Computer Problem Solving	Operating systems networks personal computer components security safety and environmental issues laptop and portable devices printers and scanners
Cyber Security	Defend and attack (virus, spam, spyware) network security disaster recovery email security intrusion detection authentication public key physical security cryptography forensics security cyber security policy
Economics	Basic economic concepts and principles monetary and fiscal policy productivity macroeconomics market structures investments and interest rates government role types of businesses/economic institutions business cycles/circular flow supply and demand international trade/global economics
FBLA Principles & Procedures <i>9th & 10th graders</i>	FBLA organization bylaws and handbook national competitive events guidelines national publications creed and national goals
Health Care Administration	Managing office procedures medical terminology legal and ethical issues communication skills managing financial functions health insurance records management infection control medical history technology
Insurance & Risk Management	Risk management process property and liability insurance health, disability, and life insurance insurance knowledge decision making careers ethics

Event Name	Objective Test Competencies
Introduction to Business <i>9th & 10th graders</i>	Money management, banking, and investments consumerism characteristics and organization of business economic systems rights and responsibilities of employees, managers, owners, and government career awareness global business ethics insurance
Introduction to Business Communication <i>9th & 10th graders</i>	Grammar punctuation and capitalization oral communication concepts reading comprehension word definition and usage proofreading and editing spelling
Introduction to Information Technology <i>9th & 10th grade</i>	Computer hardware and software operating systems common program functions word processing spreadsheets presentation software networking concepts email and electronic communication
Introduction to Parliamentary Procedure <i>9th & 10th graders</i>	Parliamentary procedure principles FBLA bylaws
Microsoft Office Specialist (MOS) Excel	Guidelines following
Microsoft Office Specialist (MOS) Word	Guidelines following
Networking Concepts	General network terminology and concepts network operating system concepts equipment for network access (firewall, DSU/CSU, T1, WiFi) OSI model and functionality network topologies and connectivity network security
Personal Finance	Credit and debt earning a living (income, taxes) managing budgets and finance saving and investing banking and insurance financial principles related to personal decision making buying goods and services
Securities & Investments	Investment fundamentals personal investing retirement and estate planning financial services industry financial assets & markets financial services regulation stock market mutual funds

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

MICROSOFT OFFICE SPECIALIST (MOS) WORD—NEW **MICROSOFT OFFICE SPECIALIST (MOS) EXCEL—NEW**

A core-level candidate for the Microsoft Word and Excel 2013 exams should have a fundamental understanding of the Word and Excel environment and the ability to complete tasks independently. They should know and demonstrate the correct application of the principal features of the software.

Eligibility

Individuals from active local chapters may participate in the MOS Word or MOS Excel event. The top four (4) participants from each state in each event are eligible to compete at the National Leadership Conference. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

Overview

Students will take the MOS Word 2013 Core exam or the MOS Excel 2013 Core exam at their schools or at test centers. FBLA student members must register as a Certiport Testing Candidate and take a Qualifying MOS Certification Exam to participate in the new Microsoft Office Specialist events. Students may take the test at the local level more than once. The top four participants scoring the highest and having the least time from each state in each exam are eligible for national competition. The qualifying tests

have associated costs if your school doesn't have a site license to administer the MOS tests.

- Visit www.certiport.com.
- Login using your Username and Password.
- Select "My Profile" at the top margin of the Certiport page.
- Select the "Profile" tab.
- Ensure "Student" is selected under Status.
- CRITICAL: Select "FBLA" in the Student Organizations field.
- Click the "Submit" button at the bottom of the page
- Event open from September 1, 2014 – March 1 2015

Students will be notified at the end of March if they qualify for the national events.

Final Onsite Exam

Qualifying students will take the MOS Word 2013 Expert or the MOS Excel 2013 Expert exam at the National Leadership Conference.

2014-15 MOS DATES:

September 1, 2014 to March 1, 2015

Competencies

For a list of the MOS Word Exam competencies go to www.certiport.com/MOS



PRODUCTION AND OBJECTIVE TEST EVENTS

Overview

These events consist of two (2) parts: a production test administered and proctored at a designated school-site prior to the NLC, and a 60-minute objective test administered on-site at the NLC.

Eligibility

Each state may submit three (3) individuals. For Desktop Publishing, each state may submit three (3) individuals or three (3) teams of two (2), or a combination of individuals and teams totaling

three (3). Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Event Name	Test Time	Production Test Competencies	Objective Test Competencies
Accounting II	1 hour	Financial statements bank reconciliations payroll trial balance journalizing inventory depreciation adjusting/closing entries	Financial statements corporate accounting ratios and analysis accounts receivable and payable budgeting and cash flow cost accounting/ manufacturing purchases and sales journalizing income tax payroll inventory plant assets and depreciation departmentalized accounting ethics partnerships
Computer Applications	2 hours	Create, search, and query databases spreadsheet functions and formulas text slide graphics and presentations business graphics word processing	Basic computer terminology and concepts presentation, publishing, and multimedia applications email, integrated and collaboration applications netiquette and legal issues spreadsheet and database applications security formatting, grammar, punctuation, spelling, and proofreading
Database Design & Application	1 hour	Multiple table database design table creation, inserting data into tables table SQL statements creation of forms/reports	Data definitions/terminologies query development table relationships form development reports and forms
Desktop Publishing <i>Rating Sheet: page 100</i>	Topic	Students have all year to produce a solution to the problem and submit two copies in folders for prejudging by the 3rd Friday in May. Finished product must be submitted in color. Folders should be labeled with student names, school, state and event. 2015 NLC Topic <i>Some of your friends have started their own band and have asked you to be their marketing manager. You have been given the task to develop their promotional materials. You will need to design a poster that they will display in towns where they perform, a brochure they will send to different markets promoting the band, a business card, and quarter-page advertisement they will use for newspapers, magazines, and other areas.</i>	Basic desktop terminology and concepts related desktop application knowledge digital imaging and graphics desktop layout rule and standards safety, ethics, and legal issues print process message presentation, accuracy, and proofreading
Spreadsheet Applications	1 hour	Basic mathematical concepts data organization concepts creating formulas functions generate graphs for analysis purposes pivot tables create macros filter and extract data	Formulas functions graphics, charts, reports purpose for spreadsheets pivot tables and advanced tools macros and templates filters and extraction of data format and print options
Word Processing	1 hour	Production of all types of business forms letters and mail merge memos tables reports (including statistical) materials from rough draft and unarranged copy email messages	Related application knowledge advanced applications document formatting rules and standards grammar, punctuation, spelling, and proofreading printing

Production Test Guidelines

- Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- Administration of the production test is determined by the state chair/adviser.
- Competitors may bring prepared templates to the production portion for the Spreadsheet Application production part of the event.
- No calculators are allowed to be used on the production test.
- The production score will constitute 85 percent of the final event score, except Accounting II where it is 50%.
- The production test score will be used to break a tie.
- Desktop Publishing—two (2) copies of the finished production must be received at the national center by the third Friday in May.
- Tests must be received at the national center by the third Friday in May.

Objective Test Guidelines

- The objective test score will constitute 15 percent of the final event score, except Accounting II which counts for 50 percent.
- No materials may be brought to the testing site.
- No calculators may be brought into the testing site; calculators will be provided.
- Electronic devices must be turned off and out of sight.
- Bring a writing instrument.



OBJECTIVE TEST AND TEAM PERFORMANCE (ROLE PLAY) EVENTS

Overview

These events consist of two (2) parts: an objective test and interactive role-play. A 60-minute objective test will be administered onsite at the NLC. Team competitors will take one (1) objective test collaboratively.

Eligibility

Each state may submit three (3) teams of two (2) or three (3) members. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

The top fifteen (15) scoring teams are sequestered before the final performance and receive instructions at that time.

Event	Equip. Setup	Prep Time (sequestered)	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Banking & Financial Systems	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Entrepreneurship	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Global Business	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Hospitality Management	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Management Decision Making	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Management Information Systems	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Marketing	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Network Design	NA	20 min.	7 min.	6 min.	7 min.	NA	NA
Sports & Entertainment Management	NA	20 min.	7 min.	6 min.	7 min.	NA	NA

Event Name	Objective Test Competencies & Case Overview
Banking & Financial Systems <i>Rating Sheet: page 85</i>	Competencies: Concepts and practices basic terminology government regulation of financial services impact of technology on financial services types/differences of various institutions ethics careers in financial services taxation Case: A problem or scenario encountered in the banking or financial business community.
Entrepreneurship <i>Rating Sheet: page 109</i>	Competencies: Business plan community/business relations legal issues initial capital and credit personnel management financial management marketing management taxes government regulations Case: A decision-making problem encountered by entrepreneurs in one (1) or more of the following areas: business planning, human relations, financial management, or marketing.
Global Business <i>Rating Sheet: page 112</i>	Competencies: Basic international concepts ownership and management marketing finance communication (including culture and language) treaties and trade agreements legal issues human resource management ethics taxes and government regulations currency exchange international travel career development Case: A problem encountered in the international/global arena.
Hospitality Management <i>Rating Sheet: page 114</i>	Competencies: Hospitality operation and management functions hotel sales process hospitality marketing concepts human resource management in the hospitality industry environmental, ethical, and global issues customer service in the hospitality industry legal issues, financial management, and budgeting current hospitality industry trends types of hospitality markets and customers Case: A scenario in the hospitality management industry.

Management Decision Making <i>Rating Sheet: page 118</i>	<p>Competencies: Information and communication systems human resource management financial management business operations management functions and environment business ownership and law strategic management ethics and social responsibility marketing economic concepts careers</p> <p>Case: A problem encountered by managers in the following areas: human resource management, financial management, marketing management or information systems management. Competitors will assume the role of management and present a solution to the case study.</p>
Management Information Systems <i>Rating Sheet: page 119</i>	<p>Competencies: Systems analysis and design database management and modeling concepts object-oriented analysis and design user interfaces system controls defining system and business requirements</p> <p>Case: A decision-making problem outlining a small business' environment and needs. Competitors will analyze the situation and recommend an information system solution to address the issues raised.</p>
Marketing <i>Rating Sheet: page 120</i>	<p>Competencies: Basic marketing fundamentals economics selling and merchandising channels of distribution marketing, information research, and planning promotion and advertising media legal, ethical, and social marketing aspects e-commerce</p> <p>Case: A marketing problem is proposed, and a solution is discussed.</p>
Network Design <i>Rating Sheet: page 123</i>	<p>Competencies: Network installation problem solving and troubleshooting network administrator functions configuration of Internet resources backup and disaster recovery configuration network resources and services</p> <p>Case: An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided.</p>
Sports & Entertainment Management <i>Rating Sheet: page 132</i>	<p>Competencies: Management basics event management management functions decision making management strategies strategic planning tools networking and delegating leadership managing groups and teams ethics management for entertainment industry marketing concepts and buyer behavior marketing information management and research marketing mix and product life cycle distribution, pricing, and market conditions promotion, advertising, and sponsorship sales entrepreneurship human resource management careers</p> <p>Case: An analysis of a computing environment situation and recommendation for a network solution that addresses the issues provided.</p>

Performance Guidelines—Final Round

- Two (2) 4" x 6" 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 allowed.
- Flip charts are provided for Management Information Systems and Network Design.
- Teams should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All team members are expected to actively participate in the performance.
- All questions raised in the case must be addressed during the presentation.
- Turn off all electronic devices.
- Objective test scores will be used to break a tie.

Performance Time

- See chart.

Sequestered Final Events

- See page 53.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.

Performance Competencies

- See page 53.



OBJECTIVE TEST AND INDIVIDUAL ROLE PLAY EVENT: HELP DESK

Overview

This event consists of two (2) parts, an objective test and an individual role play. A 60-minute objective test will be administered on-site at the NLC.

Eligibility

Each state may submit three (3) individuals for this event. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

The top fifteen (15) scoring individuals are sequestered before the final performance and receive instructions at that time.

Event	Equip. Setup Time	Prep Time (sequester)	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Help Desk	NA	10 min.	5 min.	4 min.	5 min.	NA	NA

Event Name	Objective Test Competencies & Case Overview
Help Desk <i>Rating Sheet: page 113</i>	<p>Competencies: Help desk concepts help desk operations people component: help desk roles and responsibilities process component: help desk process and procedures information component: help desk performance measure help desk setting customer support as a profession management processes</p> <p>Case: An interactive role-play scenario will be given based on customer service in the technical field.</p>

Performance Guidelines—Final Round

- Two (2) 4" x 6" 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 allowed.
- Individuals should introduce themselves, describe the situation, make their recommendations, and summarize their cases.
- All questions raised in the case must be addressed during the presentation.
- Objective test scores will be used to break a tie.

Performance Time

- See chart.

Sequestered Final Event

- See page 53.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.

Performance Competencies

- See page 53.



OBJECTIVE TEST AND TEAM ROLE PLAY EVENT: PARLIAMENTARY PROCEDURE

Overview

The Dorothy L. Travis Award for Parliamentary Procedure consists of two (2) parts, an objective test and a meeting presentation. A 60-minute objective test will be administered at the NLC. Questions for the parliamentary procedure principles section of the exam will be drawn from the National Association of Parliamentarian's official test bank. The team score is determined by the average scores of its members.

Eligibility

Each state may submit three (3) teams composed of four (4) or five (5) persons (a president, vice president, secretary, treasurer, and an additional member) from active local chapters for this event. No more than two (2) members may have participated at a prior NLC. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

The top fifteen (15) scoring teams are sequestered before the final performance and receive instructions at that time.

National Parliamentarian Candidate

The highest scoring underclassman on the parliamentary procedures exam who submits an officer application and meets all appropriate criteria becomes the new national parliamentarian.

Event	Equip. Setup Time	Prep Time (sequestered)	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Parliamentary Procedure	NA	20 min.	9–11 min.	8 min.	11 min.	Yes	NA

Event Name	Objective Test Competencies
Parliamentary Procedure <i>Rating Sheet: page 124</i>	Competencies: Parliamentary procedure principles FBLA Bylaws Case: The role play scenario will be given to simulate a regular chapter meeting. The examination and performance criteria for this event will be based on <i>Robert's Rules of Order, Newly Revised, 11th issue.</i>

Performance Guidelines—Final Round

- All teams will be sequestered before their first performance to receive instructions and time assignments.
- Parliamentary procedure reference materials may be used during the preparation period but not during the performance itself. The following items may be taken into the prep and performance room: a copy of the problem for each team member, the treasurer's report, and a copy of the minutes from a preceding meeting.
- Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the case must be included in the appropriate order of business, but other items also should be taken up during the meeting. The secretary will take notes during the performance, but notes will not be transcribed into minutes.
- The problem may or may not include class of motions, but all five (5) classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.
- No reference materials, visual aids, or electronic devices may be brought to or used during the performance.

Performance Time

- See chart.

Sequestered Final Event

- See page 53.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Deduction of one (1) point for each full thirty (30) seconds under nine (9) or over 11 minutes.

Performance Competencies

- See page 53.



PREJUDGED REPORTS AND PRESENTATION EVENTS

Overview

These events consist of two (2) parts: a prejudged report and a presentation. Competitors are required to complete both parts for award eligibility.

Eligibility

States may submit three (3) entries for these events. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time (5 points)	Q&A (3 min.)
American Enterprise Project	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Business Financial Plan	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Business Plan	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Community Service Project	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Local Chapter Annual Business Report	Only prejudged written report						
Partnership with Business Project	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Submission by 2nd Friday in May	# of Pages	Specific Guidelines
American Enterprise Project <i>Rating Sheets: page 83</i>	PDF or URL must be uploaded	15	<ul style="list-style-type: none"> The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation. Reports must describe chapter activities conducted between the previous State Leadership Conference and the current State Leadership Conference.
Business Financial Plan <i>Rating Sheets: page 87</i>	PDF or URL must be uploaded	15	<ul style="list-style-type: none"> Establish and develop a complete financial plan for a business venture by writing a report on the topic below. A one-page description of the plan should be the first page of the report (not included in page count). <p>2015 NLC Topic</p> <ul style="list-style-type: none"> <i>You are planning to open a one-stop-shop home improvement store where customers will be able to purchase a variety of items, including kitchen cabinets, closets, outdoor decks, curio cases, lighting, surveillance cameras, furniture, home theater equipment, flooring, and other home enhancements. Competition includes hardware stores, furniture stores, entertainment and electronics stores, and interior design companies.</i> <p><i>Your niche is that everything available in these stores can be purchased in one location where customers can bundle deals on multiple goods to save money. You plan to open your facility in a 25,000 square foot, stand-alone store and warehouse. You will need to purchase inventory for the store and stock the warehouse, as well as hire contractors, installers, and truck drivers to assist with the delivery and set up the building and the inventory.</i></p>

Event Name	Submission by 2nd Friday in May	# of Pages	Specific Guidelines
Business Plan <i>Rating Sheets:</i> <i>page 89</i>	PDF or URL must be uploaded	30	<p>An effective business plan should include the following information: <i>Executive Summary</i> provides a brief synopsis of the key points and strengths included in the plan.</p> <ul style="list-style-type: none"> • <u>Company Description</u> includes basic details of the business, including an overview, location, legal structure, and organization. • <u>Industry Analysis</u> provides an analysis of the larger industry in which the business will belong; analyzes key trends and players in the industry; demonstrates an understanding and awareness of external business decisions. • <u>Target Market</u> provides a brief overview of the nature and accessibility of the targeted audience. • <u>Competitive Analysis</u> includes an honest and complete analysis of the business' competition and demonstrates an understanding of the business' relative strengths and weaknesses. • <u>Marketing Plan and Sales Strategy</u> demonstrates how the business' product or service will be marketed and sold; includes both strategic and tactical elements of the marketing and sales approach. • <u>Operations</u> provides an overview of business operations on a day-to-day basis, including production processes, physical facility reviews, use of technology, and processes followed to ensure delivery of products or services. • <u>Management and Organization</u> describes the key participants in the new business venture and identifies human resources the business can draw upon as part of the management team, employee pool, consultants, directors, or advisers. It also portrays the role each will play in the business' development, and discusses compensation and incentives. • <u>Long-Term Development</u> gives a clear vision of where the business will be in three (3), five (5), or more years. It offers an honest and complete evaluation of the business' potential for success and failure and identifies priorities for directing future business activities. • <u>Financials</u> indicate the accounting methodology to be used by the business. Discuss any assumptions made in projecting future financial results. Present projections honestly and conservatively. • <u>Appendix</u> includes copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, letters of intent or advance contract, endorsements, etc.).
Community Service Project <i>Rating Sheets:</i> <i>page 94</i>	PDF or URL must be uploaded	15	<p>Reports must describe one (1) chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:</p> <ul style="list-style-type: none"> • description of the project • chapter member involvement • degree of impact on the community • evidence of publicity received • project evaluation
Local Chapter Annual Business Report — Modified <i>Rating Sheet:</i> <i>page 117</i>	PDF or URL must be uploaded Only prejudged	15	<p>Modifications</p> <ul style="list-style-type: none"> • Reports must not exceed fifteen (15) pages. • Divider pages and appendices are optional and must be included in the page count. <p>Report should include the chapter's annual business plan.</p> <p>Reports describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and the current State Leadership Conference.</p>



Event Name	Submission by 2nd Friday in May	# of Pages	Specific Guidelines
Partnership with Business Project <i>Rating Sheets: page 125</i>	PDF or URL must be uploaded	15	Demonstrate the development and implementation of an innovative, creative, and effective partnership plan. Include: <ul style="list-style-type: none"> • description of the partnership goals and planning activities • roles of business leaders and chapter members in developing and implementing the partnership • results, concepts learned, and impact of the project provide • degree of involvement (hours spent, personal contact executives and department heads contacted) • examples of publicity and recognition received as a result of the partnership

Report Guidelines

- Competitors must prepare reports. Advisers and others are not permitted to help.
- The state chair/adviser must upload a PDF or URL of the report by the second Friday in May.
- Front cover not counted against page limit.
- American Enterprise Project, Community Service, Local Chapter Annual Business Report, and Partnership with Business should include the name of school, state, name of the event, and year (201_–1_). Business Financial Plan and Business Plan should also include the names of participants.
- A title page, divider pages, and appendices are optional and must be included in the page count.
- Reports must include a table of contents and page numbers.
- Pages must be numbered and formatted to fit on 8½" x 11" paper.
- Reports start from previous State Leadership Conference to current State Leadership Conference.
- Follow the rating sheet sequence when writing the report.
- Business Plan shall not have been in operation for a period exceeding the previous year or that evaluate ongoing business ventures.
- If information is not available for the particular criterion, include a statement to that effect in your report.
- Points will be deducted if the written project doesn't adhere to the guidelines.
- Project content is prejudged before the NLC. The presentation of the project is judged at the NLC.
- Prejudged materials, visual aids and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- The report scores will be used to break a tie.
- Reports must be original, current, and not submitted for a previous NLC.
- Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.

- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Performance Time

- See chart.

Technology Guidelines

- Internet access will not be provided.
- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See page 53 for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines.

Performance Competencies

- See page 53.

Performance Guidelines



PREJUDGED PROJECTS AND PRESENTATION

Overview

These events consist of two (2) parts: a prejudged project and a presentation. Competitors are required to complete both parts for award eligibility.

Eligibility

Each state may submit three (3) individuals or teams for these events. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Time Warning	Time Up	Penalty Over Time (5 points)	Q&A (3 min.)
Computer Game Simulation & Programming *See next page	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Desktop Application Programming *See next page	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Digital Design & Promotion	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Digital Video Production	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
E-business	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Mobile Application Development	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Website Design	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
3D Animation	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Submission by 2nd Friday in May (prejudged)	Specific Guidelines
3D Animation —	Individual or Team	<ul style="list-style-type: none"> See guidelines on page 70. (<i>New Rating Sheet: page 81</i>)
Computer Game Simulation & Programming <i>Topic: page 67</i> <i>Rating Sheets: page 96</i>	CD/DVD/USB (two (2) copies) Statement of Assurance	<ul style="list-style-type: none"> Choose a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic. The program must run on Windows XP or a higher computer. Data must be free of viruses/malware. Any entry with contaminated data will not be judged. The program should be shown to the judges.
Desktop Application Programming <i>Topic: page 67</i> <i>Rating Sheets: page 98</i>	CD/DVD/USB (two (2) copies) Statement of Assurance <i>Individual</i>	<ul style="list-style-type: none"> Individual event. The program must run on Windows XP or higher. Solution must run standalone with no programming errors. Data must be free of viruses/malware. Any entry with contaminated data will not be judged. The program should be shown to the judges.
Digital Design & Promotion <i>Topic: page 69</i> <i>Rating Sheets: page 101</i>	CD/DVD/USB (two (2) copies) Statement of Assurance	<ul style="list-style-type: none"> Emphasize graphic interpretation of the topic and design. Do not use any words, diagrams, clip art, and/or artwork that are not public domain. The logo must be saved in JPEG, GIF, or EPS format. Graphics should be computer generated.
Digital Video Production <i>Topic: page 69</i> <i>Rating Sheets: page 103</i>	Videos must be uploaded as an URL. Statement of Assurance	<ul style="list-style-type: none"> The production may use any method to capture or create moving images. The presentation should include sources used to research the topic, development and design process, use of different video techniques, a list of equipment and software used, and copyright information for pictures, music, or other items. The two (2) to four (4) minute video may be shown to the judges if desired.



Event Name	Submission by 2nd Friday in May (prejudged)	Specific Guidelines
E-business <i>Topic: page 69</i> <i>Rating Sheets: page 105</i>	URL Statement of Assurance	<ul style="list-style-type: none"> Websites must be available for viewing on the Internet at the time of judging. No changes may be made to the website after the official entry date. Sites should be designed to allow for viewing on as many different platforms as possible. If using a shopping cart, it does not need to be activated. Explanations should include development and design process, use and implementation of innovative technology, use and development of media elements. The website should be shown to the judges.
Mobile Application Development <i>Topic: page 69</i> <i>Rating Sheets: page 121</i>	CD/DVD/USB (two (2) copies) Statement of Assurance	<ul style="list-style-type: none"> The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone. Project submissions must include the source code and screen shots of the GUI in PDF format. The solution must run standalone with no programming errors. Applications may deploy from a smartphone, tablet, or both, but must be smartphone deployable. Applications do not need to be available for download from a digital-distribution multi-media-content service. The app should be shown to the judges.
Website Design <i>Topic: page 69</i> <i>Rating Sheets: page 133</i>	URL Statement of Assurance	<ul style="list-style-type: none"> The website must be available for viewing on the Internet at the time of judging. No changes can be made to the website after the official entry date. Websites should be designed to allow for viewing on as many different platforms as possible. Explanations should include the development and design process, the use and implementation of innovative technology, and the use and development of media elements. The website should be shown to the judges.

**Computer Game Simulation & Programming*—All data and programs should be contained in a master folder named STATE_ SCHOOL where your state and school are listed in that folder name format. Outside of the master folder, create a shortcut to the executable file. If the program requires a runtime player, create a shortcut outside the master folder to launch the runtime player installer. The program must contain the following, at a minimum:

- Must be graphical in nature, not text based.
- An initial title page with the game title, user interface control instructions, and active buttons for Play and Quit.
- A quit command programmed to the escape key.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- The state chair/adviser must submit all projects and upload URLs by the second Friday in May.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Projects must be clearly labeled with the name of the event, state, participants' name(s), and school.
- Project content is prejudged before the NLC. The presentation of a project is judged at the NLC.
- Competitors are responsible for bringing a copy of their project to show the judges.
- Any photographs, texts, trademarks, or names used on the site must be supported by proper documentation and approvals indicated on the site.
- When applicable, the use of templates must be identified.

- Projects submitted for competition become the property of FBLA-PBL, Inc. These projects may be used for publication and/or reproduced for sale by the national association.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Performance Time

- See chart.

Technology Guidelines

- Five (5) minutes will be allowed to set up and remove equipment or presentation items.
- See page 53 for additional guidelines.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines (selected events).

Performance Competencies

- See page 53.

2015 NLC PROJECT TOPICS

2015 Computer Game Simulation and Application Topic

You are a computer virus tracker. You live inside a computer and travel the network looking for viruses and malware. When some are detected, you have to travel to the infection site and launch anti-virus software discs at the malware minions. Escalate the adventure from basic network bugs to a Web Bot boss. Take note in design to include computer networking structure and devices.

2015 Desktop Application Programming Topic

Furry Friends Animal Shelter has asked you to develop an animal records system. Create an interface that allows supervisors and staff to enter animal patient information and print information-based reports. The initial screen should ask for the following basic information:

SCREEN - BASIC INFORMATION	
Case Number (unique identifier)	<ul style="list-style-type: none"> If a case number is entered, the screen with all information about the animal should appear. If no case number is entered, then a new arrival button should be available.
The following information should be available for entry for all new arrivals.	<ul style="list-style-type: none"> Animal Name Animal Type (only options should be Dog, Cat, or Other) Animal Age (numeric field only) Date of Birth (if known) Date of Arrival (by default, should be the current date)
Micro-chipped (Yes/No field)	<ul style="list-style-type: none"> If yes, need to have field for chip number, owner, and date contacted. If no, need to have field for date of micro-chipping and chip number. Relinquishing Party Cage Number (numeric field only)

Upon arrival, all animals will be placed in quarantine until all test results return. The report will show cage numbers for all animals in quarantine. The report should begin with the letter Q. After the initial screen information is entered, the screen should then advance to a special screen based on the animal type. Then the additional information should be able to be entered based on animal type.

SCREEN - ANIMAL TYPE	
Dog	General Information Fields
Breed	Field options should come from data from codes tables in a database or flat file. <ul style="list-style-type: none"> Weight (numeric field) Hair color Type of hair (long/short)
Gender	<ul style="list-style-type: none"> Male/Female (only options)
Spayed/Neutered	Yes/No field <ul style="list-style-type: none"> If no, the procedure must be scheduled. Include Date of Procedure field
Flea Test	Yes/No field <ul style="list-style-type: none"> If yes, include Date of First Treatment
Heartworm Test	Positive/Negative only field <ul style="list-style-type: none"> Test Date field If positive, need a Date Medication Begins field and Retest Date field
Vaccinations	Check box fields; Date fields <ul style="list-style-type: none"> Rabies Distemper Bordetella
Cat	General Information Fields
Breed	Field options should come from data from codes tables in a database or flat file. <ul style="list-style-type: none"> Weight (numeric field) Hair color Type of hair (long/short)



Gender	<ul style="list-style-type: none"> • Male/Female (only options) • Spayed/Neutered (field for Yes/No) • If no, procedure must be scheduled. Include Date of Procedure field.
Flea Test	Yes/No field <ul style="list-style-type: none"> • If yes, include Date of First Treatment
Declawed	Yes/No field <ul style="list-style-type: none"> • If no, include Declawing field. The only options should be two/four. • When a cat is adopted, the new owners are given the option of having the cat declawed.
Feline Leukemia Test	<ul style="list-style-type: none"> • Positive/Negative only field • Test Date field
Vaccinations	<ul style="list-style-type: none"> • Rabies
Other	General Information Fields
Animal Type	<ul style="list-style-type: none"> • Weight (numeric field) • Animal Appearance description • Vaccinations <p>Include general Description area.</p>

The program also should calculate the cost of each animal at the shelter. The owners or managers of the shelter need to calculate the cost for each animal in order to determine the cost for adoptions. Also calculations need to be made for the average cost of an animal's stay. Below is a list of the basic costs.

SCREEN – BASIC COSTS	
Costs	<ul style="list-style-type: none"> • Micro-chipped \$5.00 • Flea Treatment \$10.00 • Vaccinations \$15.00 ea.
Tests	<ul style="list-style-type: none"> • Heartworm \$10.00 • Feline Leukemia \$15.00 • Rabies \$30.00 • Daily \$10.00 • Once a month flea preventions \$3.00 • Spay/Neutered \$75.00

The application should generate the following reports.

SCREEN - REPORTS	
Client Report	Given to a client upon adoption. Information should have the company name centered at the top. The report should contain the following information: <ul style="list-style-type: none"> • Animal name • Animal age (numeric field only) • Date of birth (if known) • Micro-chipped information • Breed • Weight (numeric field) • Hair color • Type of hair (long/short)
Gender	<ul style="list-style-type: none"> • Spayed/Neutered information • Vaccination information
Inventory Report	<ul style="list-style-type: none"> • Lists each animal in the shelter and its location.
Cost Report	<ul style="list-style-type: none"> • Allows the owner/manager to pull up any animal in the shelter and find a detailed list of all the expenses for the animal.
Expense Report	<ul style="list-style-type: none"> • Allows the owner/manager the opportunity to list total expenses for all the animals in the shelter.

2015 Digital Design and Promotion Topic

You are on the staff of a large marketing firm in New York City and Miles Stanish has hired your firm. He is opening a bicycle store in New York and plans to name it Cycle Fitness. Your firm is to design a new logo for this new shop and as well as for future locations he plans to open. Cycle Fitness plans to hold free seminars on bike safety, cycling for fitness, what to look for when buying a bicycle, choosing the right bike, choosing a bike for a child, and creating a cycle group that will be doing monthly cycle trips. Your firm must design the new logo, a grand opening postcard for mailing, a business card, a rack card that will sit on the counter in a holder indicating all the seminars offered, and a quarter-page advertisement, and a t-shirt.

Information

- Opening Date is June 1
- Address: 123 Avenue of the Americas, New York, NY 20013, phone 212.555.3456
- Rack Card: Create at least five seminars and cost

Components

- The logo will be full color and should be incorporated on all of the printed pieces.
- The grand opening postcard will be printed full color both sides with a mail panel. Size is 8.5" wide x 5.5" tall.
- The business cards will be full color, with bleeds, 1 side. Size is 2" wide x 3.5" tall vertical card.
- The rack card will be full color both sides. Size is 4" wide x 9" tall.
- One-quarter page (5.14" x 10.5") grayscale broadsheet newspaper advertisement to appear in newspapers for grand opening.

2015 Digital Video Production Topic

Create a FBLA membership video to recruit members for FBLA in your school and to show at career fairs and the community.

2015 E-business Topic

Set up a website for young artistic entrepreneur(s) to sell their art, pottery, jewelry, etc. You should include pictures, but not limited to, bio of the entrepreneur(s), social media links, purchase and shipping information, and shopping cart. Information may be fictitious.

2015 Mobile Application Development Topic

Your school has asked you to write a mobile application announcing activities at your school including dates, times, and contact information. With this app include an events list that retrieves events starting at the current day and extending to the next several months. Include a banner image scroller to this application.

2015 NLC Topic

Air travel is an ever-evolving collection of changes. Recently, the TSA launched TSA PreCheck, where travelers can go through a detailed background check and earn the right to have expedited screening at select airports throughout the United States.

Your team is to create an animated video that highlights the normal frustrations of airport security, explains the benefits of TSA PreCheck, and motivates the audience to become known travelers who can use the TSA PreCheck program.

2015 Website Design Topic

Develop a website for Cycle Fitness, a new company opening up in New York City. The shop's address is 123 Avenue of the Americas, New York, NY 20013. The store sells a variety of bicycles, including road bikes, mountain bikes, cyclocross bikes, folding bikes, electric-assist bikes, women's bikes, children bikes, etc. The owner also plans to have seminars on bike safety, cycling for fitness, choosing the right bike, etc., as well as have monthly cycle trips in and out of the city. Highlight the different types of bicycles, seminars and trips. Include a Q&A section and contact section.



3D ANIMATION—NEW

Overview

In this event, animation will be used to create a standalone video product. This event consists of a 3D animated video presented at the NLC. The overview of design and development efforts will be presented to a panel of judges. The video should be no more than three (3) minutes and copyright issues should be addressed in the credits of the film.

Eligibility

Each state may enter three (3) individuals or teams of two or three participants who are members of active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

2015 NLC Topic

Air travel is an ever-evolving collection of changes. Recently, the TSA launched TSA PreCheck, where travelers can go through a detailed background check and earn the right to have expedited screening at select airports throughout the United States.

Your team is to create an animated video that highlights the normal frustrations of airport security, explains the benefits of TSA PreCheck, and motivates the audience to become known travelers who can use the TSA PreCheck program.

Please note: this is not just filming a video, it is creating an animation based overview of the differences between standard screening and TSA PreCheck.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- The state chair/adviser must submit all projects and upload URLs by the second Friday in May.
- Projects must be clearly labeled with the name of the event, state, participants' name(s), and school.
- Project content is prejudged before the NLC. The presentation of a project is judged at the NLC.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Any photographs, texts, trademarks, or names used on the site must be supported by proper documentation and approvals indicated on the site.
- When applicable, the use of templates must be identified.
- Projects submitted for competition become the property of FBLA-PBL, Inc. These projects may be used for publication and/or reproduced for sale by the national association.

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- Student members, not advisers, must prepare a video.
- Visual aids and samples may not be left in the room.
- The individual or team must perform all aspects of the presentation (e.g., set-up, speaking, and operating AV equipment). Other chapter representatives may not provide assistance.

- The presentation is designed to be an explanation of equipment used, software used, the development process, an overview of how copyright laws were addressed, and challenges experienced during the process. The video should be shown to the judges.
- Presentation of the entry must be conducted by participants who authored the event. In the case of a team event, at least one (1) author must give the presentation at the NLC; however, all team members who wish to be recognized as national winners must register for the NLC.
- Participants must bring a copy of the video to the judges.

Final Performance

- The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees who are not participants in the final round of this event.

Performance Time

- Teams will have seven (7) minutes to present and five (5) minutes to set up and remove the equipment.
- At the end of six (6) minutes, a timekeeper will stand and hold up a colored time card indicating one (1) minute is left. At seven (7) minutes the timekeeper will stand and hold up a colored time card indicating time is up. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.
- Following each presentation, judges will conduct up to a three (3) minute question/answer period.
- See chart.

Technology Guidelines

- The following will be provided: screen, power, table, and projector with VGA and HDMI ports.
- Participants that will be utilizing Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.
- See page 53 for additional guidelines.

Performance Competencies

- **Understanding of the Animation Field:** Describes purposes and uses of animation and why they are beneficial to portray messages, identifies technology options available and what is most common in industry, and identifies the key animation processes utilized in the development of the project.
- **Attention to Ethical Issues and Copyright:** Describe the ethical issues necessary to creating animated elements. Identify compliance to copyright laws and issues.
- **Demonstrates understanding of preproduction, production, and post-production:** Presenters should demonstrate the elements used during each of these steps. They should include, but not be limited to story board, identification of equipment to use, actual development and editing, and finalization.



INTERVIEW EVENTS

Overview

These events consist of multiple components, including material submission prior to the conference, a preliminary interview, and a final interview. The Future Business Leader event also includes an objective test.

Eligibility

Each state may submit three (3) individuals for these events. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event Name	Submission by 2nd Friday in May	Time	Specific Guidelines
Future Business Leader <i>Rating Sheets: page 110</i>	<ul style="list-style-type: none"> One-page cover letter and resume (six (6) individual manila folders properly labeled). A one-page cover letter addressed to Ms. Jean Buckley, President and CEO, FBLA-PBL, Inc., 1912 Association Drive, Reston, VA 20191. 	Preliminary 10 min. Final 15 min.	<ul style="list-style-type: none"> Objective Test: 60 minutes. Must take on first day of NLC. Test score is added into the preliminary interview rating sheet. <u>Competencies:</u> FBLA organization, bylaws, and handbook national competitive event guidelines national publications creed and national goals business knowledge, i.e., accounting, banking, law, etc. Cover Letter: The letter should state reasons for deserving the honor of this award. Resume: List your FBLA activities and involvement.
Job Interview <i>Rating Sheets: page 116</i>	<ul style="list-style-type: none"> One-page cover letter, resume, job application (six (6) individual manila folders properly labeled). Address to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, D.C. 20041. Job application can be downloaded at fbla-pbl.org, FBLA, Competitive Events. 	Preliminary 10 min. Final 15 min.	<ul style="list-style-type: none"> Cover Letter: Each competitor must apply for a business or business-related job at Merit Corporation (a fictitious company) in Washington, D.C. Company benefits include paid holidays and vacation, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer. The job must be one for which the competitor is now qualified or he/she will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job. Resume: Highlight your work/volunteer experience. Job Application: Download from www.fbla-pbl.org, FBLA, competitive events.

Interview Guidelines

- Copies of the required material must be submitted in six (6) labeled folders to the national center by the second Friday in May.
- Label folders with the event title, competitor's name, state, and school. Include the competitor's name on all pages submitted.
- Resumes should be brief, not exceeding two (2) pages. Photographs are not allowed.
- Competitors will be scheduled for a ten (10) minute preliminary interview.
- Finalists will be scheduled for a fifteen (15) minute interview.
- Judges will be provided with a copy of competitors' application materials. No additional items can be brought into the interview or left with the judges.

- Preliminary and final interviews are not open to conference attendees.

Performance Time

- See chart.

Penalty Points Deducted by Judges

- Five (5) points will be deducted from the score if competitors do not submit materials by the deadline.
- Five (5) points are deducted if competitors do not follow the dress code.

Performance Competencies

- See page 53.

SPEECH EVENTS

Overview

These events consist of a business speech based on FBLA-PBL goals.

Eligibility

Each state may submit three (3) individuals for these events. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time	Q&A
Impromptu Speaking	NA	10 min.	4 min.	3 min.	4 min.	Yes	No
Public Speaking I	NA	NA	4 min.	3 min.	4 min.	Yes	No
Public Speaking II	NA	NA	5 min.	4 min.	5 min.	Yes	No

Event Name	Specific Guidelines
Impromptu Speaking <i>Rating Sheet: page 115</i>	<ul style="list-style-type: none"> Two (2) 4" x 6" 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. The cards will be collected following the presentation. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation. Topics must relate to one (1) or more of the FBLA-PBL goals.
Public Speaking I <i>9th & 10th grade only</i> <i>Rating Sheet: page 128</i>	<ul style="list-style-type: none"> The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals. When delivering the speech, competitors may use notes prepared before the event. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.
Public Speaking II <i>Rating Sheet: page 129</i>	<ul style="list-style-type: none"> The speech must be of a business nature and must be developed from one or more of the FBLA-PBL goals. When delivering the speech, competitors may use notes prepared before the event. No other reference materials such as visual aids or electronic devices may be brought to or used during the event preparation or presentation.

FBLA-PBL Goals

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

Performance Guidelines

- Competitors must prepare speeches. Advisers and others are not permitted to help.
- Handouts are not allowed.

Performance Time

- See chart.

Penalty Points Deducted by Judges

- Penalty points will be given if the speech is 30 seconds under or over the allocated time.

Performance Competencies

- See page 53.



PRESENTATION EVENTS WITH EQUIPMENT

Overview

These events include a presentation. Review specific guidelines for each event as guidelines vary.

Eligibility

Each state may submit three (3) entries for these events. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time (5 points)	Q&A (3 min.)
Business Presentation	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Electronic Career Portfolio	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Public Service Announcement	5 min.	NA	5 min.	4 min.	5 min.	Yes	Yes
Sales Presentation	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes
Social Media Campaign	5 min.	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Type of Event	Specific Guidelines
Business Presentation <i>Rating Sheet: page 92</i>	Individual or Team	<ul style="list-style-type: none"> Use a presentation software program as an aid in delivering a business presentation. Visual aids and samples specifically related to the project may be used in the presentation; however, no items may be left with the judges or audience. Comply with state and federal copyright laws. <p>2015 NLC Topic</p> <ul style="list-style-type: none"> <i>You have been asked to make a presentation to the local Chamber of Commerce members on how they can protect themselves from Identity Theft.</i>
Electronic Career Portfolio—Modified <i>Rating Sheet: page 107</i>	Individual	<p>Modifications</p> <ul style="list-style-type: none"> The event is to be specific to the career goals and professional experiences that the student has completed; it is not a showcase of FBLA experiences. All information should reflect the student's accomplishments and experiences that have actually occurred. The portfolio must include: a resume and a career summary. The career summary should include career choice, description of career, skills and education required, and future job outlook (e.g., monetary, advancement). Sample materials also must be included in the portfolio. These samples must include, but are not limited to, the following: <ul style="list-style-type: none"> Career-Related Education: Describe career-related education that enhances employability. Include a summary of school activities, career research projects, application of business education, and/or related occupational skills and their relationship to job. Educational Enhancement: Describe educational opportunities that enhance employability. Include career opportunities development planning, summaries of job shadowing, internships, apprenticeships, informational interviews, community service projects, and products developed during these experiences. Examples of Special Skills: Includes up to five (5) examples of special skills, talents, and/or abilities related to job and career goals. These may be in any format but must fit within the dimensions of the portfolio. Audio and/or video recordings may be included in the portfolio.

<p>Public Service Announcement <i>Rating Sheet: page 127</i></p>	<p>Individual or Team</p>	<ul style="list-style-type: none"> • Research and form an objective on the topic provided. • Six copies of the script must be submitted to the national center by the second Friday in May. Label folders with the event title, also competitor(s) names, state, and school. Also include this information on each copy of the script. • Create a script and 30-second video on the topic. • The video production may use any method to capture or create moving images. • A Statement of Assurance entry form must be completed and submitted by the state chair or designee. • The PSA video must be shown to the judges • The presentation should include the team's objective toward the topic, major findings from the topic research, the script writing process, use of different video techniques, a list of equipment and software used, and copyright issues with pictures, music or other items. • Competitors' must bring their own script copy if they want to refer to it during the presentation. <p>2015 NLC Topic</p> <ul style="list-style-type: none"> • <i>Green Teens: Produce a PSA that points out simple life changes teens can make that will impact our environment in a positive way.</i>
<p>Sales Presentation—New <i>Rating Sheet: page 130</i></p>	<p>Individual</p>	<ul style="list-style-type: none"> • See guidelines on page 75.
<p>Social Media Campaign—New <i>Rating Sheet: page 131</i></p>	<p>Individual or Team</p>	<ul style="list-style-type: none"> • See guidelines on page 76.

Project Guidelines

- Competitors must prepare projects. Advisers and others are not permitted to help.
- Competitors are expected to follow all applicable copyright laws. Refer to the Format Guide for copyright guidelines.
- Competitors are responsible for bringing a copy of their project to show to the judges.
- Visual aids and samples related to the presentation may be used during the presentation; however, no items may be left with the judges or audience.

Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

Performance Time

- See chart.

Technology Guidelines

- See page 53.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.
- Five (5) points may be deducted for presentations over the allotted time.
- Five (5) points may be deducted for not following guidelines (selected events).

Performance Competencies

- See page 53.



SALES PRESENTATION—*NEW*

Overview

Participation in this event will allow the individuals to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer. Participants will sell a product or concept of their choice to the judges.

Eligibility

Each state may submit three (3) individuals who are members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Project Guidelines

- The individual shall provide the necessary materials and merchandise for the demonstration along with the product.
- Each participant's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source.
- Student members, not advisers, must prepare the demonstration.
- Visual aids and samples related to the presentation may be used in the presentation; however, no items may be left with the judges or audience.
- Dress code must be followed.
- When delivering the demonstration, the participant may use notes, note cards, and props. All materials must be removed at the end of the performance.

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- The presentation is a sales pitch and demonstration to the judges.
- The individual or team members must perform all aspects of the presentations. Other representatives of the chapter may not provide assistance.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Preliminary performances are not open to conference attendees.

Final Performance

- The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees who are not participants in the final round of this event.

Performance Time

- Teams will have seven (7) minutes to present and five (5) minutes to set up and remove the equipment.
- At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will record the time used, noting a deduction of five (5) points for any time over the seven minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

Technology Guidelines

- The following will be provided: Internet, screen, power, table, and projector. Participants using Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.
- See page 53 for additional guidelines.

SOCIAL MEDIA CAMPAIGN—NEW

Overview

Social media is changing the way businesses communicate with customers and prospects and how they promote products and services. Effectively using social media as a marketing channel is a crucial component of any strategic marketing plan. This event consists of a presentation given at the NLC.

Eligibility

Each state may submit three (3) entries created by an individual or team of two (2) or three (3) members from active local chapters, on record in the national center as having paid dues by March 1 of the current school year. No more than one (1) team member may have competed in this event at a prior NLC.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

2015 National Topic

Your adviser wants to increase FBLA membership by 10 percent over last year's number. As the Recruitment Committee Chair, your task is to develop a comprehensive communications plan. Due to your limited budget, a critical element of your plan will involve social media.

Develop a social media marketing campaign for your back-to-school recruitment event. Because students decide within the first two weeks of the school year which student organizations they will join, this event is a critical recruitment tool and is highly visible to both your chapter members and the school community. You are competing against a number of diverse student organizations, so your campaign needs to have a strong call-to-action.

Use at least three (3) social media platforms (e.g., Facebook, Twitter, Pinterest, Instagram, Tumblr, etc.) and utilize a creative mix of video, photos, and copywriting text to promote the unique benefits of FBLA to your target audience. The content can be originally produced or leverage existing materials, while still adhering to copyright law.

Incorporate a mix of owned, earned, and paid media (note: if social advertisements are part of your marketing strategy, it is not necessary to set them to be "live"). All information used may represent your local chapter or be based solely off of a fictitious student organization.

Preliminary Performance

- A maximum of fifteen (15) finalists—or an equal number from each group—will advance to the final round.
- The presentation is an explanation of the topic.
- The individual or team members must perform all aspects of the presentations. Other representatives of the chapter may not provide assistance.
- Visual aids and samples specifically related to the project may be used; however, no items may be left with the judges or audience.
- Preliminary performances are not open to conference attendees.

Final Performance

- The final guidelines are the same as the preliminary guidelines described above. The final performance is open to conference attendees who are not participants in the final round of this event.

Performance Time

- Teams will have seven (7) minutes to present and five (5) minutes to set up and remove the equipment.
- At the end of six (6) minutes, a timekeeper will stand until noticed and hold up a colored time card indicating one minute is left, and at seven (7) minutes the timekeeper will record the time used, noting a deduction of five (5) points for any time over the seven minutes.
- Following each presentation, judges will conduct a three (3) minute question-answer period.

Technology Guidelines

- The following will be provided: Internet, screen, power, table, and projector. Participants using Apple products or other devices that do not have a VGA or HDMI port will need to provide their own adapters.
- See page 53 for additional guidelines.

Project Competencies

- Effectively address a recruitment opportunity and a strategic approach to targeting prospective members, as well as engaging existing members.
- Topic is addressed effectively and is appropriate for the audience.
- Campaign has high level of engagement and interactivity: Likes, shares, Retweets, RSVPs, etc.
- Demonstrates knowledge of social media marketing beyond community management, including but not limited to: developing unique content, effectively utilizing existing content, optimizing content for search, distributing content across as many platforms as possible within a limited budget.
- Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement and outreach strategies.
- Overall campaign—images, videos, copywriting, graphic designs (if applicable)—is creative and appealing
- Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
- Effectively communicate required information and drive the campaign toward a clear call-to-action.
- Copyright laws followed.



PRESENTATION EVENTS WITHOUT EQUIPMENT

Overview

These events include a presentation or role play. Review specific guidelines for each event.

Eligibility

Each state may submit three (3) entries for these events. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

A maximum of fifteen (15) finalists, or an equal number from each group in the preliminary round, will advance to the final round.

Event	Equip. Setup Time	Prep Time	Performance Time	Warning Time	Time Up	Penalty Over Time (5 points)	Q&A (3 min.)
Business Ethics	NA	NA	7 min.	6 min.	7 min.	Yes	Yes
Client Service	NA	10 min.	5 min.	4 min.	5 min.	No	No
Emerging Business Issues	NA	NA	7 min.	6 min.	7 min.	Yes	Yes

Event Name	Type of Event	Specific Guidelines
Business Ethics <i>Rating Sheet: page 86</i>	Team of two (2) to three (3)	<ul style="list-style-type: none"> Submit six (6) copies of a written synopsis on the selected topic, which does not exceed 500 words, to the national office by the deadline. All copies must be submitted in six (6) standard file folders. Label the folder tab with the competitors' name(s), state, school, and event title. Include a reference section (not counted in the 500 word limit). Competitors must research the topic prior to conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources (peer review documents, legal documents, etc.). Teams are permitted to bring prepared notes, but books, other bound materials, props, and equipment are prohibited. Visual aids related to the project may be used; however, no items may be left with the judges or audience. <p>2015 NLC Topic</p> <ul style="list-style-type: none"> <i>Research an ethical topic dealing with global business and sweatshops and/or child labor.</i>
Client Service <i>Rating Sheet: page 93</i>	Individual	<ul style="list-style-type: none"> This role play event requires the competitor to provide customer service to a client (judges). Two (2) 4" x 6" note cards will be provided for each competitor and may be used during the preparation and performance of the case. Information may be written on both sides of the note cards. Note cards will be collected following the presentation. No other reference materials, visual aids, or electronic devices may be brought in or used during the preparation of the performance.



<p>Emerging Business Issues—<i>Modified Rating Sheet: page 108</i></p>	<p>Team of two (2) to three (3)</p>	<p>Modifications</p> <ul style="list-style-type: none"> • Participants will be expected to research the topic prior to the conference and be prepared to present both the affirmative and negative arguments. • Teams will be permitted to bring prepared notes of any type for the presentation. • Teams will have seven (7) minutes to present both sides. • No reference materials, visual aids, or electronic devices may be brought to or used during the preparation or performance. • Teams should introduce themselves, describe the situation, present both affirmative and negative and make their recommendations, and summarize their case <p>2015 NLC Topic</p> <p><i>Consumer products sold by brand name companies have been facing increasing challenges throughout the recession as well as the increase in online shopping. Brand loyalty in three categories (food, beverage, and household goods) has decreased for three years (2013 American Pantry Study). The amount of consumers willing to purchase their traditional brands, regardless of whether the brand is on sale or not, has decreased from 33 percent in 2010 to 29 percent in 2012. One of the reasons this is occurring is competition from consumer products private label choices. The 2013 American Pantry Study found that 88 percent of consumers who have become purchasers of private label products will not return to their previous national brand purchases even once the economy has recovered.</i></p> <ul style="list-style-type: none"> • <i>How will this trend positively affect the overall consumer products industry?</i> • <i>How will this trend negatively affect the overall consumer products industry?</i>
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Performance Guidelines

- Presentation of the entry must be conducted by competitors who authored the event.

Performance Time

- See chart.

Penalty Points Deducted by Judges

- Five (5) points are deducted if competitors do not follow the dress code.

Performance Competencies

- See page 53.



TEAM PERFORMANCE EVENTS

LIFESMARTS

Overview

This online event challenges students to integrate multiple areas of business knowledge and skills, using critical-thinking skills and teamwork during competition. Student teams will compete online during the fall and spring competitions.

Eligibility

School teams of two (2), from active, local chapters may participate in both the fall and spring online LifeSmarts Competitions. A team member cannot be on more than one (1) team. Teams may compete in both the fall and spring competitions, and more than one (1) team may compete per chapter. Team members cannot be changed once a team has registered. Members are unable to participate in any other event if they have qualified and plan on participating in the final round at the NLC. Competitors must

have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Finals

The top twelve (12) nationally ranked teams from each FBLA LifeSmarts Competition—but no more than one per state, per challenge—will advance to the final round.

Event Name	Type of Event	Dates	LifeSmarts Team Guidelines
LifeSmarts	Team	Fall Competition October 20, 2014– November 14, 2014 Spring Competition February 2, 2015– February 27, 2015	Register Online <ul style="list-style-type: none"> • Compete individually, with both team members completing a 60-question quiz across all LifeSmarts topic areas • Demonstrate leadership by completing a team personal finance assessment • Complete a team consumer assessment • Receive a cumulative score after completing all activities • Be ranked against other participating FBLA teams • Registration link on www.fbla-pbl.org when competition opens a week before starting date.

Performance

- The top twelve (12) nationally ranked teams from each FBLA LifeSmarts Competition—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at NLC. These twenty-four (24) teams are determined by the standings in the fall and spring FBLA LifeSmarts Competition, which is administered via the Internet during the school year. At NLC teams will compete four times:
 - Two (2) buzzer matches

- One (1) team activity
- One (1) individual assessment per team member
- The top six (6) teams advance to the semifinals, and the two (2) semifinal winners compete in the championship. Scores are cumulative.



VIRTUAL BUSINESS MANAGEMENT CHALLENGE

Overview

This online event is based on the all new, completely web-based Virtual Business – Management 3.0 simulation where FBLA students test their skills at managing a bike manufacturing business individually or as a team. The simulation is easier to use and no software downloads are required. The VBC has two (2) challenges during the year (fall and spring), and each challenge focuses on different business concepts.

Eligibility

Individual members or a team of two (2) or three (3) members from active, local chapters may participate in both the fall and spring online VBC. A team member cannot be on more than one (1) team at a time. Team members cannot be changed once a team has registered. Members are unable to participate in any other event if they have qualified and plan on participating in the final round at the NLC. Competitors must have paid FBLA national and state dues by March 1 of the current school year.

NLC Registration

Participants must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.

Perform

The top eight (8) nationally ranked teams from each VBC, but no more than one (1) per state, per challenge, are eligible to compete at the NLC.

Note: The FBLA VBC is an official event brought to FBLA chapters through a partnership with Knowledge Matters.

Event Name	Type of Event	Dates	VBC Guidelines
Virtual Business Management Challenge	Team or Individual	Fall Competition October 20, 2014– November 14, 2014 Spring Competition February 2, 2015– February 27, 2015	Participation in this event crosses the curriculum areas of Introduction to Business, Information Technology, and Management. The students will manage a simulated business. During the challenge, FBLA members are required to: <ul style="list-style-type: none"> • Register an individual or team up to three (3) individuals • Run the simulation • Submit Scores • Compete and be ranked against other participating FBLA teams • Registration link on www.fbla-pbl.org when game opens a week before starting date.

Preliminary Performance

- The top eight (8) nationally ranked teams from each VBC—both fall and spring but no more than one (1) per state, per challenge—are eligible to compete at the NLC. These sixteen (16) teams are determined by the standings in the fall and spring VBC is administered via the Internet during the school year.
- At the NLC, qualifying teams for the preliminary round will participate in a round-robin event with each team participating in a minimum of two (2) 15 to 20 minute sessions. Bracket winners will be determined based on the highest cumulative profit.

Final Performance

- For the final round, four (4) teams will compete in a 15 to 20 minute session. The national winner will be determined based on the highest cumulative profit.



FBLA 3-D ANIMATION *NEW*

Performance Rating Sheet

2014-15

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Development of Project					
Video successfully conveys the message outlined in the topic and does so in a way that captivates audience attention	0	1-3	4-7	8-10	
Information related to topic is accurate	0	1-3	4-7	8-10	
Animated Video Production and Elements					
Overall quality of animated video	0	1-5	6-10	11-15	
Graphics are appropriate and consistent throughout the video	0	1-6	7-13	14-20	
Editing is seamless and does not seem fragmented	0	1-3	4-7	8-10	
Multiple animation techniques are utilized	0	1-3	4-7	8-10	
Video concludes with appropriate credits	0	1-3	4-7	8-10	
Logical flow of thoughts and seamless transitions	0	1-5	6-10	11-15	
Content					
Describes the pre-production process	0	1-3	4-7	8-10	
Describes the scenario	0	1-3	4-7	8-10	
Describes the production process	0	1-3	4-7	8-10	
Describes the post-production process	0	1-3	4-7	8-10	
Describes software used	0	1-3	4-7	8-10	
Describes techniques used	0	1-3	4-7	8-10	
Describes hardware used	0	1-3	4-7	8-10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentation over five (5) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow directions					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA 3-D ANIMATION *NEW*

Production Rating Sheet

2014-15

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Development of Project					
Video successfully conveys the message outlined in the topic and does so in a way that captivates audience attention	0	1-3	4-7	8-10	
Information related to topic is accurate	0	1-3	4-7	8-10	
Animated Video Production and Elements					
Overall quality of animated video	0	1-5	6-10	11-15	
Graphics are appropriate and consistent throughout the video	0	1-6	7-13	14-20	
Editing is seamless and does not seem fragmented	0	1-3	4-7	8-10	
Multiple animation techniques are utilized	0	1-3	4-7	8-10	
Video concludes with appropriate credits	0	1-3	4-7	8-10	
Logical flow of thoughts and seamless transitions	0	1-5	6-10	11-15	
Subtotal	/100 max.				
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly <input type="checkbox"/> video longer than 3 minutes					
Total Points	/100 max				

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA AMERICAN ENTERPRISE PROJECT

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of Project •Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1-5	6-10	11-15	
Research into school and/or community needs	0	1-2	3-4	5	
Planning and development of project	0	1-7	8-14	15-20	
Implementation of project	0	1-5	6-10	11-15	
Evaluation and Results •Benefits to and impact on the school and/or community	0	1-7	8-14	15-20	
Comments:					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Professional report design appropriate to audience	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Penalty Points Check & deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> missing cover information <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/100 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA AMERICAN ENTERPRISE PROJECT

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Explanation					
Describes project development and strategies used to implement project	0	1-7	8-14	15-20	
Describes research into school or community needs	0	1-5	6-10	11-15	
Appropriate level of chapter member involvement in project	0	1-3	4-7	8-10	
Degree of impact on the community and its citizens	0	1-7	8-14	15-20	
Evidence of publicity received	0	1-2	3-4	5	
Student evaluation of project effectiveness	0	1-2	3-4	5	
Comments:					
Delivery					
Statements are well-organized and clearly stated	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.
Report Score					/100 max.
Final Score (add total points and report score)					/200 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA BANKING & FINANCIAL SYSTEMS

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-3	4-7	8-10	
Alternatives are recognized with pros and cons stated and evaluated	0	1-7	8-14	15-20	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-7	8-14	15-20	
Demonstrates knowledge and understanding of banking and financial systems concepts	0	1-7	8-14	15-20	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Team members participate actively during the presentation	0	1-2	3-4	5	
Team demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA BUSINESS ETHICS

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Recommendation					
Situation is understood and effectively defined	0	1-5	6-10	11-15	
Ethical dimensions of the problem are clearly defined	0	1-3	4-7	8-10	
Team's position is clearly stated	0	1-3	4-7	8-10	
Effective ethical solution is offered	0	1-5	6-10	11-15	
Quality of research	0	1-3	4-7	8-10	
Written case synopsis; clearly written with references	0	1-5	6-10	11-15	
Comments:					
Delivery					
Statements are well organized and clearly stated, appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members actively participate in the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines (no synopsis or synopsis over 500 words)					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Final Score					/100 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA BUSINESS FINANCIAL PLAN

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Description of business, assumptions, and strategies to obtain loan (one page)	0	1–10	11–20	21–30	
Company Description <ul style="list-style-type: none"> • Legal form of business • Company governance • Company location(s) • Long- and short-term goals 	0	1–7	8–14	15–20	
Operations and Management <ul style="list-style-type: none"> • Business facilities described • Management personnel identified • Workforce described (current and projected) 	0	1–8	9–18	19–25	
Target Market <ul style="list-style-type: none"> • Target market defined (size, growth potential, needs) • Risks and potential adverse results identified, analyzed, and planned for 	0	1–10	11–20	21–30	
Financial Institution <ul style="list-style-type: none"> • Name and type of financial institution to which loan application is being made 	0	1–7	8–14	15–20	
Loan Request <ul style="list-style-type: none"> • Purpose of loan and amount requested • Itemized planned expenditures • Projections for future stability of company 	0	1–10	11–20	21–30	
Supporting Documents <ul style="list-style-type: none"> • Works cited page 	0	1–5	6–10	11–15	
Comments:					
Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–5	6–10	11–15	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–5	6–10	11–15	
Comments:					
Subtotal					/200 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> missing cover information <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA BUSINESS FINANCIAL PLAN

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of the company, operations, and management (current & projected)	0	1-5	6-10	11-15	
Description of the financial plan and strategies to obtain loan	0	1-5	6-10	11-15	
Underlying assumptions explained and supported	0	1-5	6-10	11-15	
Risks and potential adverse results identified, analyzed, and planned	0	1-5	6-10	11-15	
Purpose of loan and amount requested and projections	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Report Score					/200 max.
Final Score (add total points and report score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA BUSINESS PLAN

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary •Convinces reader that business concept is sound and has a reasonable chance of success •Is concise and effectively written	0	1–7	8–14	15–20	
Company Profile •Legal form of business •Effective date of business •Company mission statement/vision •Company governance •Company location(s) •Immediate development goals •Overview of company’s financial status	0	1–5	6–10	11–15	
Industry Analysis •Description of industry (size, growth rates, nature of competition, history) •Trends and strategic opportunities within industry	0	1–5	6–10	11–15	
Target Market •Target market defined (size, growth potential, needs) •Effective analysis of market’s potential, current patterns, and sensitivities	0	1–5	6–10	11–15	
Competition •Key competitors identified •Effective analysis of competitors’ strengths and weaknesses •Potential future competitors •Barriers to entry for new competitors identified	0	1–5	6–10	11–15	
Marketing Plan and Sales Strategy •Key message to be communicated identified •Options for message delivery identified and analyzed including Web process •Sales procedures and methods defined	0	1–5	6–10	11–15	
Operations •Business facilities described •Production plan defined and analyzed •Workforce plan defined and analyzed •Impact of technology	0	1–5	6–10	11–15	
Management and Organization •Key employees/principals identified and described •Board of directors, advisory committee, consultants, and other human resources identified and described •Plan for identifying, recruiting, and securing key participants described •Compensation and incentives plan	0	1–5	6–10	11–15	

(continued on next page)



Long-term Development •Goals for three-, five- or more years are identified and documented •Risks and potential adverse results identified and analyzed •Strategy in place to take business toward long-term goals	0	1-5	6-10	11-15	
Financials •Type of accounting system to be used is identified •Financial projections are included and reasonable •1 st year monthly cash flow •1 st year monthly income statement •Yearly income statements for years 1, 3 & 5 •Financial assumptions clearly identified	0	1-7	8-14	15- 20	
Supporting Documents •May include works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc.	0	1-5	6-10	11-15	

Comments:

Report Format

Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Professional written presentation appropriate to audience	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	

Comments:

Subtotal **/200 max.**

Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points):
 missing cover information
 missing table of contents
 over thirty (30) pages
 no page numbers
 report format does not follow rating sheet

Total Points **/200 max.**

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA BUSINESS PLAN

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of business concept and company profile	0	1-2	3-4	5	
Marketing aspects of business are thoroughly covered	0	1-5	6-10	11-15	
Description of operations and management plans	0	1-3	4-7	8-10	
Financial documents and projections are reasonably easy to understand	0	1-7	8-14	15-20	
Risks are anticipated, analyzed and planned for	0	1-3	4-7	8-10	
Long-term goals are identified and reasonable	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members actively participate in the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions regarding business start-up logistics	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Report Score					/200 max.
Final Score (add total points and report score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA BUSINESS PRESENTATION

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to topic	0	1-3	4-7	8-10	
Purpose clearly stated	0	1-2	3-4	5	
Effectively uses a variety of formatting and effect features of program such as text, graphics, and transitions.	0	1-3	4-7	8-10	
Quality of design is professional. Design elements are appropriate for a business presentation; e.g., color choice, font style and size, and so forth	0	1-3	4-7	8-10	
Technology is effectively integrated into overall presentation	0	1-5	6-10	11-15	
Suitability and accuracy of statements in presentation	0	1-2	3-4	5	
Comments:					
Organization					
Topic adequately developed	0	1-2	3-4	5	
Logical sequence of ideas	0	1-2	3-4	5	
Accomplished purpose	0	1-2	3-4	5	
Comments:					
Delivery					
Presentation and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA CLIENT SERVICE

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Scenario is understood and well-defined	0	1-5	6-10	11-15	
Participant's position is clearly stated	0	1-5	6-10	11-15	
Effective solution is offered	0	1-5	6-10	11-15	
Comments:					
Delivery					
Statements are well organized and clearly stated	0	1-5	6-10	11-15	
Participant displays empathy/diplomacy when responding to situation	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to ask and answer questions effectively	0	1-5	6-10	11-15	
Participant actively interacts with judges	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA COMMUNITY SERVICE PROJECT

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of Project • Statement of project goals • Service to the community and its citizens	0	1–5	6–10	11–15	
Planning and development of project	0	1–5	6–10	11–15	
Implementation of project	0	1–5	6–10	11–15	
Impact and benefits to the community	0	1–8	9–18	19–25	
Evidence of publicity	0	1–2	3–4	5	
Comments:					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1–3	4–7	8–10	
Professional report & design appropriate to audience	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–3	4–7	8–10	
Comments:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> missing cover information <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/100 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA COMMUNITY SERVICE PROJECT

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project development and strategies used to implement project	0	1–8	9–18	19–25	
Appropriate level of chapter member involvement in the project	0	1–3	4–7	8–10	
Degree of impact on the community and its citizens	0	1–7	8–15	16–20	
Evidence of publicity received	0	1–2	3–4	5	
Effective student evaluation of project	0	1–2	3–4	5	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–5	6–10	11–15	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Report Score					/100 max.
Final Score (add total points and report score)					/200 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA COMPUTER GAME & SIMULATION PROGRAMMING

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Usability and Support					
Storage media, uploaded folder, and shortcuts formatted properly	0	1-3	4-7	8-10	
Instructions clear and executable launches from shortcut without modification	0	1-3	4-7	8-10	
Comments:					
Game Play Evaluation					
Quality of Rules—rules presented well and player knows what to do	0	1-3	4-7	8-10	
User Interface—game controls are easy to use without much explanation	0	1-3	4-7	8-10	
Navigation—the player can get to the end of game and knows how to get there	0	1-3	4-7	8-10	
Performance—no errors, bugs, or glitches	0	1-3	4-7	8-10	
Play—game is challenging, the game can be completed	0	1-3	4-7	8-10	
Artistry—color, backgrounds, characters, sounds are attractive and visible	0	1-3	4-7	8-10	
Player Interactions—player participates in the story and the actions are consistent with the concept	0	1-3	4-7	8-10	
Immersion—player feels connected to the gameplay and is not distracted or removed from interaction	0	1-3	4-7	8-10	
Rewards—player is rewarded properly for taking game risks	0	1-3	4-7	8-10	
Comments:					
Game Concept & Design Evaluation					
Fully addresses concept and topic	0	1-7	8-14	15-20	
Game play and graphics appropriate for concept and age group	0	1-3	4-7	8-10	
Incorporates entertainment and education elements	0	1-3	4-7	8-10	
Title slide is attractive with working direction, quit, and start buttons	0	1-3	4-7	8-10	
Contains all levels required	0	1-3	4-7	8-10	
Errors did not crash game or prevent continuing game play	0	1-3	4-7	8-10	
Code is well written and logically designed	0	1-3	4-7	8-10	
Code or game engine events are well commented to explain logic used and reason for a block of code	0	1-3	4-7	8-10	
Comments:					
Subtotal					/200 max.
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
Total Points					/200 max

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA COMPUTER GAME & SIMULATION PROGRAMMING

Performance Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the topic, problem, and challenges	0	1–2	3–4	5	
Describes the planning process used to design the game through planning documents such as storyboards, flowcharts, etc.	0	1–3	4–7	8–10	
Describes design software selection and why these were most appropriate to the task	0	1–3	4–7	8–10	
Describes the user interface (input/output parameters) and why this applies best for this audience	0	1–3	4–7	8–10	
Describes how the game flows from starting point to victory and what is needed to win	0	1–5	6–10	11–15	
Describes user interactions and how these actions are entertaining, educational, and engaging to the audience	0	1–5	6–10	11–15	
Describes the program modules, structure, and commenting	0	1–3	4–7	8–10	
Describes the usefulness of the program in meeting the educational goal of the topic	0	1–2	3–4	5	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–2	3–4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for leaving materials					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA DESKTOP APPLICATION PROGRAMMING

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Readability and Style					
Appropriate identifiers used for variables, constants, arrays, objects, etc.	0	1-3	4-7	8-10	
Commentary provided line-by-line and/or section is readable, useful, and complete	0	1-7	8-14	15-20	
General program documentation is readable, useful, and complete (i.e. execution instructions, system requirements, etc.)	0	1-7	8-14	15-20	
Comments:					
Program Structure and Content					
Program is concise, does not contain unnecessary complexity or repetitive blocks of code (uses functions and sub routines as necessary)	0	1-7	8-14	15-20	
Appropriate data types are used for data storage to avoid drain on system resources	0	1-7	8-14	15-20	
Program follows a logical sequence to accomplish required tasks (unusual approaches are well documented)	0	1-3	4-7	8-10	
Comments:					
Results					
Program produces desired results (free of logic errors)	0	1-7	8-14	15-20	
Program handles user and/or data input errors well (coded to avoid run-time errors)	0	1-7	8-14	15-20	
Resulting output/feedback (onscreen and/or printed reports, alert/error messages, etc.) were useful	0	1-10	11-20	21-30	
Comments:					
Usability					
Program provides instructions or a help menu for user assistance	0	1-3	4-7	8-10	
User is able to navigate the program intuitively using a logical sequence (appropriate tab order for user input, asks for input in a logical sequence, etc.)	0	1-3	4-7	8-10	
Program interface, feedback, reports, etc. are free of spelling, punctuation, and grammatical errors	0	1-2	3-4	5	
Program aesthetics maintain user interest	0	1-2	3-4	5	
Subtotal					/200 max.
Penalty Points: Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____



FBLA DESKTOP APPLICATION PROGRAMMING

Performance Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of the problem	0	1-2	3-4	5	
Description of the planning process used to design the program	0	1-3	4-7	8-10	
Description of program documentation	0	1-3	4-7	8-10	
Description of input/output and program parameters	0	1-5	6-10	11-15	
Description of how the program flows	0	1-7	8-14	15-20	
Description of program structures	0	1-5	6-10	11-15	
Description of the usefulness of the program	0	1-2	3-4	5	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal	/100 max.				
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for leaving materials					
Total Points	/100 max.				
Prejudged Score	/200 max.				
Final Score (add total score and prejudged score)	/300 max.				

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA DESKTOP PUBLISHING

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Output effectively meets goals of the project	0	1-5	6-10	11-15	
Content appropriately addresses the intended target audience	0	1-3	4-7	8-10	
All pieces show a cohesive tie to one another	0	1-2	3-4	5	
Clear connection to theme throughout materials	0	1-3	4-7	8-10	
Included all information required in project instructions	0	1-3	4-7	8-10	
Comments:					
Use of Software Features					
Appropriate font selection and application (including size, spacing, type, etc.)	0	1-2	3-4	5	
Effective use of special effects (including drop cap, shadow, reverse type, watermark, etc.)	0	1-2	3-4	5	
Appropriate use of technology to enhance design and accomplish project goals	0	1-3	4-7	8-10	
Comments:					
Layout					
Effective use of margins, columns, and white space	0	1-2	3-4	5	
Appropriate selection, placement, and manipulation of graphics	0	1-2	3-4	5	
Applied appropriate alignment, text wrapping, indenting, and bullets	0	1-2	3-4	5	
Overall design impact is appealing and relates to target audience	0	1-5	6-10	11-15	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct two (2) points for each spelling, grammatical, capitalization, or typographical error (maximum of twenty [10] points):					
Penalty Deduct five (5) points for failure to follow guidelines.					
Total Points					/100 max.
Final Score					/100 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA DIGITAL DESIGN & PROMOTION

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic	0	1-7	8-14	15-20	
Elements included in the graphics are suitable, appropriate, and directed toward a specific audience	0	1-7	8-14	15-20	
COMMENTS:					
Presentation					
Layout has direction and balance	0	1-3	4-7	8-10	
Fonts and type style support the look and feel of the overall image	0	1-2	3-4	5	
Colors and graphics enhance aesthetic appeal	0	1-2	3-4	5	
Graphic design shows creativity, originality, and supports topic	0	1-3	4-7	8-10	
Format is consistent and appropriate	0	1-3	4-7	8-10	
Graphic design is clear and concise	0	1-3	4-7	8-10	
Design gains attention and has eye appeal	0	1-3	4-7	8-10	
COMMENTS:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points for not adhering to guidelines (maximum of fifteen [15] points):					
<input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
Final Score					/100 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA DIGITAL DESIGN & PROMOTION

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of promotional piece	0	1-3	4-7	8-10	
Description of development and design ideas	0	1-7	8-14	15-20	
Create interest and desire for design	0	1-7	8-14	15-20	
Consistency in graphic design to theme	0	1-5	6-10	11-15	
Benefits matched to customer needs	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for leaving materials					
Total Points					/100 max.
Prejudged Score					/100 max.
Final Score (add total points and prejudged score)					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA DIGITAL VIDEO PRODUCTION

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic.	0	1-7	8-14	15-20	
Elements included in presentation are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Copyright information is noted in credits	0	1-3	4-7	8-10	
Presentation is clear and concise	0	1-7	8-14	15-20	
Effective use of technology	0	1-7	8-14	15-20	
Proper use of grammar, spelling, punctuation, etc.	0	1-2	3-4	5	
Comments:					
Presentation					
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-7	8-14	15-20	
Transitions are effective and appealing	0	1-5	6-10	11-15	
Audio and visual elements coordinated and complimentary	0	1-7	8-14	15-20	
Audio Editing • Good quality • Appropriate volume	0	1-5	6-10	11-15	
Proper Use of Video Technology • Video uses multiple camera angles • Video is smooth and steady • Video is in focus	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Presentation effective at motivating audience to action	0	1-3	4-7	8-10	
Comments:					
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentation over four (4) minutes. Time: _____					
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points) <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly _____					
Final Score					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA DIGITAL VIDEO PRODUCTION

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Development of the topic in the presentation	0	1-3	4-7	8-10	
Use and the implementation of innovative technology	0	1-7	8-14	15-20	
Development and design process	0	1-7	8-14	15-20	
Use of the video	0	1-7	8-14	15-20	
Proper documentation of pictures, audio, etc.	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA E-BUSINESS

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Format is consistent and appropriate projecting a good image of the company while maintaining a balance between design and functionality	0	1-5	6-10	11-15	
Graphic design shows creativity, originality, and supports topic	0	1-5	6-10	11-15	
Page elements are effective without being distracting	0	1-3	4-7	8-10	
Comments:					
Shopping Experience					
Catalog information is organized in a logical and meaningful manner. Navigation path allows customers to make purchasing decision easily	0	1-7	8-14	15-20	
Product information is useful, informative, and adequate. If product images are used, they download quickly	0	1-3	4-7	8-10	
Site clearly explains shipping and handling procedures, return policies, and product or service guarantees	0	1-3	4-7	8-10	
Customer experience is quick and easy enough to bring the customer back and keep the customer from going to competitors	0	1-3	4-7	8-10	
Site allows customer to provide feedback/comments	0	1-3	4-7	8-10	
Comments:					
Shopping Cart Implementation					
Shopping cart is easy to use and understandable and features are clearly explained	0	1-3	4-7	8-10	
Customer can easily add items to and delete items from the shopping cart	0	1-3	4-7	8-10	
Obvious navigation path to the cash register	0	1-3	4-7	8-10	
Customer can get back to shopping easily from shopping cart	0	1-3	4-7	8-10	
Order form is easy to understand and complete	0	1-3	4-7	8-10	
Adequate information is provided for confirmation of a successful transaction	0	1-3	4-7	8-10	
Comments:					
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1-3	4-7	8-10	
Site is free of broken links and error messages	0	1-3	4-7	8-10	
Site is compatible with multiple browsers & platforms	0	1-3	4-7	8-10	
Copyright laws have been followed, permissions are cited on the website, and the use of templates is identified at the bottom of the home page	0	1-3	4-7	8-10	
Comments:					
Subtotal					/200 max.
Penalty Points: Deduct five points for not following guidelines.					
Penalty Points: Deduct five points for not submitting Statement of Assurance.					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____



FBLA E-BUSINESS

Performance Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describe development of the topic	0	1-5	6-10	11-15	
Demonstrates the customer's shopping experience	0	1-5	6-10	11-15	
Explain the use and implementation of technology	0	1-5	6-10	11-15	
Explain the development and design process	0	1-5	6-10	11-15	
Copyright information is noted in credits	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA ELECTRONIC CAREER PORTFOLIO

Performance Rating Sheet

Revised 2014-15

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Resume (Data Sheet) <ul style="list-style-type: none"> Displays evidence of professional experience, career related experience, and leadership experience Outlines any special certifications or training Shares overview of academic success Outlines Community Service 	0	1 – 3	4 – 7	8 – 10	
Career research summary: <ul style="list-style-type: none"> The specific career targeted is clearly identified and described—the portfolio must specifically be targeted towards a career Skills and education needed for the career are identified and outlined Money/salary and outlook for the career are identified Evidence of research in career summary 	0	1 – 5	6 – 10	11 – 15	
Sources of information cited pertaining to copyright standards	0	1 – 3	4 – 7	8 – 10	
Comments:					
Samples					
Career-Related Education <ul style="list-style-type: none"> School activities Career research project Application of business education and/or related occupational skills and their relationships to the job 	0	1 – 5	6 – 10	11 – 15	
Educational Enhancement <ul style="list-style-type: none"> Career opportunities noted Evidence of career development planning Summarize any job shadowing, internships, informational interviews, or community service projects 	0	1 – 5	6 – 10	11 – 15	
Examples of Special Skills <ul style="list-style-type: none"> Includes up to five examples of special skills and/or abilities related to job and career goals 	0	1 – 3	4 – 7	8 – 10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1 – 3	4 – 7	8 – 10	
Demonstrates self-confidence, poise, and good voice projection	0	1 – 3	4 – 7	8 – 10	
Demonstrates the ability to effectively answer questions	0	1 – 2	3– 4	5	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for leaving materials.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA EMERGING BUSINESS ISSUES

Performance Rating Sheet

Revised 2014-15

Preliminary Round

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Understanding of issue/topic	0	1-3	4-7	8-10	
Comments:					
Affirmative Argument					
Flow and logic of content	0	1-2	3-4	5	
Quality of Evidence		1-3	4-7	8-10	
Persuasiveness		1-3	4-7	8-10	
Relevance of argument	0	1-3	4-7	8-10	
Comments:					
Negative Argument					
Flow and logic of content	0	1-2	3-4	5	
Quality of Evidence		1-3	4-7	8-10	
Persuasiveness		1-3	4-7	8-10	
Relevance of argument	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
All team members actively participate in the presentation	0	1-2	3-4	5	
Subtotal	/100 max.				
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score	/100 max.				

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA ENTREPRENEURSHIP

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues presented in case are addressed completely	0	1-3	4-7	8-10	
Anticipated results are based on correct reasoning	0	1-5	6-10	11-15	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language is used	0	1-3	4-7	8-10	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FUTURE BUSINESS LEADER

Interview Rating Sheet

Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Demonstrates poise, maturity, and a good attitude	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Professional appearance	0	1-2	3-4	5	
Demonstrates proper greeting, introduction, and closing	0	1-2	3-4	5	
Comments:					
Leadership Ability					
Illustrates participation and leadership in FBLA	0	1-5	6-10	11-15	
Explains participation in other school and/or community organizations	0	1-3	4-7	8-10	
Explains and shows areas of outstanding achievement	0	1-5	6-10	11-15	
Indicates understanding of career knowledge and career plans	0	1-5	6-10	11-15	
Comments:					
Application Materials					
Effectiveness of application materials (resume and letter of application)	0	1-5	6-10	11-15	
Comments:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points for failure to fully follow the guidelines.					
Total Points					/100 max.
Objective Test Score (add to total points in preliminary round)					/100 max.
Final Score					/200 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FUTURE BUSINESS LEADER

Interview Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Demonstrates poise, maturity, and a good attitude	0	1–2	3–4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-3	4-7	8-10	
Demonstrates ability to effectively answer questions	0	1–5	6–10	11–15	
Professional appearance	0	1–2	3–4	5	
Demonstrates proper greeting, introduction, and closing	0	1–2	3–4	5	
Comments:					
Leadership Ability					
Illustrates participation and leadership in FBLA	0	1–5	6–10	11–15	
Explains participation in other school and/or community organizations	0	1–5	6–10	11–15	
Explains and shows areas of outstanding achievement	0	1–5	6–10	11–15	
Indicates understanding of career knowledge and career plans	0	1–5	6–10	11–15	
Comments:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points for failure to fully follow the guidelines.					
Total Points					
Objective Test Score (to be used in the event of a tie)					
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA GLOBAL BUSINESS

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-5	6-10	11-15	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Team members show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Problem Identification					
Describes the situation(s)	0	1-3	4-7	8-10	
Problem/incident properly documented	0	1-3	4-7	8-10	
Suggests a solution or recommendation(s); resolved problem	0	1-5	6-10	11-15	
Comments:					
Technology					
Basic hardware/software knowledge, used correct terminology	0	1-2	3-4	5	
Demonstrates ability to effectively answer client's technical questions	0	1-3	4-7	8-10	
Meets the needs of the client/customer	0	1-3	4-7	8-10	
Demonstrates troubleshooting skills and effective investigative methods	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, initiative, and assertiveness	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Demonstrates conflict resolution skills	0	1-2	3-4	5	
Brings situation(s) to closure	0	1-2	3-4	5	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA HOSPITALITY MANAGEMENT

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Anticipated results are based on correct reasoning	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used	0	1-5	6-10	11-15	
Participants demonstrate self-confidence, poise, and good voice projection	0	1-5	6-10	11-15	
Demonstrates the ability to effectively answer questions	0	1-5	6-10	11-15	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.
Objective Test Score (to be used in the event of a tie)					

Name(s): _____

Educational Institu _____ State: _____

Judge's _____ Date: _____

Signature: _____

Judge's Comments:



FBLA IMPROMPTU SPEAKING

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to the topic	0	1–5	6–10	11–15	
Memorable central theme stated and repeated	0	1–2	3–4	5	
Supporting information is accurate and appropriate	0	1–2	3–4	5	
Comments:					
Organization					
Immediate introduction of topic	0	1–3	4–7	8–10	
Strong support (body) for topic	0	1–3	4–7	8–10	
Effective and memorable conclusion	0	1–3	4–7	8–10	
Comments:					
Delivery					
Extemporaneous delivery; i.e. not merely read from the notes	0	1–5	6–10	11–15	
Demonstrate self-confidence, poise, eye contact, and appropriate gestures	0	1–3	4–7	8–10	
Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	0	1–3	4–7	8–10	
Presentation is sincere, interesting, creative, and convincing	0	1–3	4–7	8–10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time: _____					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA JOB INTERVIEW

Interview Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Professional Presentation					
Demonstrates proper nonverbal communication (eye contact, posture, facial expressions, body language, smile)	0	1–2	3–4	5	
Demonstrates a strong introduction (smile and handshake) and closing (thanks interviewer)	0	1–2	3–4	5	
Demonstrates self-confidence, takes initiative, and is enthusiastic	0	1–3	4–7	8–10	
Professional appearance	0	1–2	3–4	5	
Comments:					
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1–5	6–10	11–15	
Relates previous experience/activities with position's duties and skills necessary to succeed (realistic appraisal of self)	0	1–5	6–10	11–15	
Possesses knowledge about the position and career field	0	1–3	4–7	8–10	
Possesses excellent communication skills, and uses appropriate grammar, and uses appropriate length of time to answer questions	0	1–5	6–10	11–15	
Participant asks questions that demonstrates interest in organization and understanding of position	0	1–2	3–4	5	
Comments:					
Application Materials					
Effectiveness of application materials (resume, letter of application, and job application)	0	1–5	6–10	11–15	
Comments:					
Subtotal					/100 max.
Penalty Deduct five (5) points in preliminary round if materials received late.					
Final Score					/100 max.

Name(s): _____

Educational Institu _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA LOCAL CHAPTER ANNUAL BUSINESS REPORT

Report Rating Sheet

Revised 2014-15

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Introduction					
“State of the Chapter” remarks to current members by chapter president <ul style="list-style-type: none"> • Number of members • Size of school and community 	0	1–3	4–7	8–10	
Comments:					
Activities to Benefit Chapter and Its Members					
Recruitment activities	0	1–2	3–4	5	
Leadership development	0	1–2	3–4	5	
Career exploration and preparation	0	1–2	3–4	5	
Business partnerships	0	1–2	3–4	5	
Chapter fundraising	0	1–2	3–4	5	
Public relations activities and chapter publicity	0	1–2	3–4	5	
Comments:					
Activities to Benefit Other Individuals and Organizations					
State and national projects	0	1–3	4–7	8–10	
Other community service projects	0	1–3	4–7	8–10	
Comments:					
Conferences and Recognition					
Participation in FBLA conferences	0	1–3	4–7	8–10	
Other chapter and individual recognitions earned	0	1–3	4–7	8–10	
Competitive event winners and participants	0	1–2	3–4	5	
Comments:					
Report Format					
Clear, concise presentation with logical arrangement of information following the rating sheet categories	0	1–2	3–4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1–2	3–4	5	
Design and graphics are appropriate for purpose	0	1–2	3–4	5	
Comments:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of fifteen [15] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/100 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA MANAGEMENT DECISION MAKING

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues presented in case are addressed completely	0	1-3	4-7	8-10	
Management's decision is clear	0	1-5	6-10	11-15	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Team members show self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA MANAGEMENT INFORMATION SYSTEMS

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the situation	0	1-3	4-7	8-10	
Issues a solution or recommendation	0	1-3	4-7	8-10	
Uses correct terminology	0	1-3	4-7	8-10	
Present effective strategy	0	1-7	8-14	15-20	
Explanation					
System appropriate for size of business	0	1-3	4-7	8-10	
System solution is feasible and realistic given specified time frame	0	1-3	4-7	8-10	
Technology is currently available	0	1-3	4-7	8-10	
Future needs are considered	0	1-3	4-7	8-10	
Information security issues are addressed	0	1-3	4-7	8-10	
Meets the needs of the company	0	1-3	4-7	8-10	
Delivery					
Team members show self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
All team members participate actively during the presentation	0	1-3	4-7	8-10	
Subtotal	/150 max.				
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score	/150 max.				
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA MARKETING

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1-5	6-10	11-15	
Alternatives are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues presented in case are addressed completely	0	1-3	4-7	8-10	
Marketing's decision is clear	0	1-5	6-10	11-15	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
All team members actively participate during the presentation	0	1-2	3-4	5	
Team members show self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Team members demonstrate the ability to effectively answer questions	0	1-3	4-7	8-10	
Subtotal	/100 max.				
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score	/100 max.				
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA MOBILE APPLICATION DEVELOPMENT

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Usability and Support					
Code packaged and readme file included with instructions for testing application	0	1-3	4-7	8-10	
Program launches and is functional on appropriate IDE (Xcode, Eclipse, Visual Studio).	0	1-3	4-7	8-10	
Comments:					
Design Evaluation					
Fully addresses concept and topic	0	1-5	6-10	11-15	
Graphics are appropriate and consistent for concept and age group	0	1-3	4-7	8-10	
Incorporates social media elements as appropriate to topic	0	1-3	4-7	8-10	
ICON appropriate for application	0	1-3	4-7	8-10	
Utilizes MVC and navigation is clear	0	1-3	4-7	8-10	
Application is bug free and does not crash	0	1-3	4-7	8-10	
Code is well written and logically designed	0	1-5	6-10	11-15	
Comments:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points for not adhering to Guidelines (maximum of fifteen [15] points). <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> media labeled incorrectly					
Total Points					/100 max

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA MOBILE APPLICATION DEVELOPMENT

Performance Rating Sheet

Preliminary Round Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the scenario	0	1-2	3-4	5	
Describes the planning process used to design the application	0	1-3	4-7	8-10	
Describes application documentation	0	1-2	3-4	5	
Describes input/output and application parameters	0	1-5	6-10	11-15	
Describes how the application flows	0	1-7	8-14	15-20	
Describes application template or structure	0	1-5	6-10	11-15	
Describes the usefulness of the application	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for materials left					
Total Points					/100 max.
Prejudged Score					/100 max.
Final Score (add total points and prejudged score)					/200 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA NETWORK DESIGN

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the situation	0	1-3	4-7	8-10	
Resolves problem	0	1-5	6-10	11-15	
Use correct terminology	0	1-5	6-10	11-15	
Presents an effective strategy	0	1-10	11-20	21-30	
Comments:					
Technology					
System appropriate for size of business	0	1-5	6-10	11-15	
Technology is currently available or being developed	0	1-3	4-7	8-10	
Future needs are considered	0	1-3	4-7	8-10	
Meets the needs of the company	0	1-5	6-10	11-15	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-2	3-4	5	
Team members demonstrate self-confidence, poise, and good voice projection	0	1-2	3-4	5	
All team members participate actively during the presentation	0	1-3	4-7	8-10	
Team members demonstrate the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/150 max.
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/150 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA PARLIAMENTARY PROCEDURE

Performance Rating Sheet

Motions: Deduct one (1) point for each mistake in each classification.

		Value	Score
Motions Classification			
	Comments		
Main		6	
Subsidiary		6	
Privileged		6	
Incidental		6	
Bring Again		6	
Motions Performance Subtotal			
Comments:			
Business of the Meeting			
Problem quality (concise, complete, clear, germane)		15	
Directions followed		5	
Other business quality		10	
Business of the Meeting Performance Subtotal			
Comments:			
General Parliamentary Procedure			
Proper order of business		10	
Proper use of parliamentary terms		10	
Clarity of expression and voice projection		5	
Impartiality of presiding official		5	
Initiative of members		5	
Poise, dignity, and appearance		5	
General Parliamentary Procedure Performance Subtotal			
Comments:			
Subtotal		/100 max.	
Time Penalty Deduct one (1) point per full half minute under 8:31 minutes or over 11:29 minutes. Time:			
Penalty Deduct five (5) points for failure to follow directions			
Dress Code Penalty Deduct five (5) points when dress code is not followed.			
Final Score		/100 max.	
Objective Test Score (To be used in the event of a tie.)			

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA PARTNERSHIP WITH BUSINESS PROJECT

Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Development	0	1-2	3-4	5	
Description of the partnership goals					
Description of the planning activities used to build a partnership	0	1-3	4-7	8-10	
Roles of business leaders and chapter members in developing the partnership	0	1-2	3-4	5	
Implementation	0	1-5	6-10	11-15	
Description of the activities implemented to learn concepts of business operations					
Roles of business leaders and chapter members in implementing the project	0	1-3	4-7	8-10	
Results, concepts learned, and impact of the project provided	0	1-5	6-10	11-15	
Degree of involvement (e.g., hours spent, personal contact, and executives and department heads contacted)	0	1-3	4-7	8-10	
Examples of publicity and recognition received as a result of the partnership	0	1-2	3-4	5	
Comments:					
Report Format					
Clear and concise presentation with logical arrangement of information following the rating sheet categories	0	1-3	4-7	8-10	
Professional report design appropriate to audience	0	1-2	3-4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Penalty Points Deduct five (5) points each for not adhering to Report Guidelines (maximum of twenty [20] points): <input type="checkbox"/> cover incorrect <input type="checkbox"/> missing table of contents <input type="checkbox"/> over fifteen (15) pages <input type="checkbox"/> no page numbers <input type="checkbox"/> report format does not follow rating sheet					
Total Points					/100 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA PARTNERSHIP WITH BUSINESS PROJECT

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Description of project development and strategies used to implement the partnership	0	1-7	8-14	15-20	
Degree of chapter member involvement in the project	0	1-5	6-10	11-15	
Explain roles of business leaders and chapter members in implementing the project	0	1-5	6-10	11-15	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1-5	6-10	11-15	
Evidence of publicity received	0	1-2	3-4	5	
Student evaluation of project effectiveness	0	1-2	3-4	5	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, assertiveness, and good projection	0	1-2	3-4	5	
Demonstrates ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time: _____					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Report Score					/100 max.
Final Score (add total points and report score)					/200 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA PUBLIC SERVICE ANNOUNCEMENT

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video Presentation					
Topic (social issue) fully and properly researched and demonstrated in video	0	1-3	4-7	8-10	
Video is clear and concise (does not exceed 30 seconds)	0	1-3	4-7	8-10	
Elements included in PSA video are suitable, appropriate, and directed towards a specific audience	0	1-3	4-7	8-10	
Audio and visual elements coordinated and complimentary	0	1-5	6-10	11-15	
Video is effective at informing and/or evoking a changed attitude towards the issue	0	1-3	4-7	8-10	
Presentation shows creativity and originality	0	1-3	4-7	8-10	
Presentation includes an effective opening, body, and conclusion	0	1-5	6-10	11-15	
Transitions are effective and appealing	0	1-3	4-7	8-10	
Audio Editing <ul style="list-style-type: none"> • Good quality • Appropriate volume 	0	1-5	6-10	11-15	
Proper Use of Video Technology <ul style="list-style-type: none"> • Video uses multiple camera angles • Video is smooth and steady • Video is in focus 	0	1-5	6-10	11-15	
Titles and graphics enhance overall quality of presentation	0	1-3	4-7	8-10	
Comments:					
Delivery					
Thoughts and statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-2	3-4	5	
Demonstrates the ability to effectively answer questions	0	1-2	3-4	5	
Comments:					
Subtotal					/150 max.
Time Penalty Deduct five (5) points for presentations over five (5) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/150 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA PUBLIC SPEAKING I

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Obvious incorporation of FBLA-PBL goals	0	1-3	4-7	8-10	
Memorable central theme stated and repeated	0	1-3	4-7	8-10	
Supporting information is accurate and appropriate	0	1-2	3-4	5	
Comments:					
Organization					
Immediate introduction of topic	0	1-5	6-10	11-15	
Strong support (body) for topic	0	1-5	6-10	11-15	
Effective and memorable conclusion	0	1-5	6-10	11-15	
Comments:					
Delivery					
Extemporaneous delivery; i.e., not merely read from a script or notes	0	1-3	4-7	8-10	
Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	0	1-3	4-7	8-10	
Demonstrate self-confidence, poise, eye contact, and appropriate gestures	0	1-2	3-4	5	
Presentation is sincere, engaging, interesting, original, creative, and convincing	0	1-2	3-4	5	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time: _____					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA PUBLIC SPEAKING II

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Obvious incorporation of FBLA-PBL goals	0	1-3	4-7	8-10	
Memorable central theme stated and repeated	0	1-3	4-7	8-10	
Supporting information is accurate and appropriate	0	1-2	3-4	5	
Comments:					
Organization					
Immediate introduction of topic	0	1-5	6-10	11-15	
Strong support (body) for topic	0	1-5	6-10	11-15	
Effective and memorable conclusion	0	1-5	6-10	11-15	
Comments:					
Delivery					
Extemporaneous delivery; i.e., not merely read from a script or notes	0	1-3	4-7	8-10	
Professional tone, appropriate language (inflection, pace, emphasis, and enthusiasm)	0	1-3	4-7	8-10	
Demonstrate self-confidence, poise, eye contact, and appropriate gestures	0	1-2	3-4	5	
Presentation is sincere, engaging, interesting, original, creative, and convincing	0	1-2	3-4	5	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time: _____					
Penalty Deduct five (5) points for failure to follow guidelines. _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed. _____					
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA SALES PRESENTATION *NEW*

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Approach					
Suitable opening statement or remark	0	1-2	3-4	5	
Direct customer's attention to merchandise	0	1-2	3-4	5	
Comments					
Product Presentation					
Questions involved customer	0	1-3	4-7	8-10	
Analyze and determine customer needs	0	1-3	4-7	8-10	
Interest in customer as an individual	0	1-3	4-7	8-10	
Adequate knowledge of product features	0	1-3	4-7	8-10	
Creates interest and desire for product	0	1-3	4-7	8-10	
Benefits matched to customer needs	0	1-3	4-7	8-10	
Comments					
Suggestion Selling					
Suggestion selling used	0	1-3	4-7	8-10	
Comments					
Handling Objections					
Welcomes and listens to all objections	0	1-2	3-4	5	
Comments					
Closing					
Takes advantage of customer reactions	0	1-2	3-4	5	
Handles and overcomes objections with respect	0	1-2	3-4	5	
Closes the sale	0	1-2	3-4	5	
Comments					
Total Points					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Name(s): _____

Educational Institute _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA SOCIAL MEDIA CAMPAIGN *NEW*

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Distribution					
Overall campaign is aesthetically appealing	0	1–7	8–14	15–20	
Campaign is consistent across all platforms	0	1–3	4–7	8–10	
Campaign shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
High level of interactivity and engagement	0	1–3	4–7	8–10	
Comments:					
Content					
Product/service message is clear	0	1–5	6–10	11–15	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–5	6–10	11–15	
Explain the development, creative design, implementation, and distribution process		1–5	6–10	11–15	
Benefits matched to customer and prospect needs		1–5	6–10	11–15	
Copyright information note, if applicable	0	1–5	6–10	11–15	
Comments:					
Presentation/Delivery					
Graphic design, when used, shows creativity, originality, and supports	0	1–3	4–7	8–10	
Additional technologies: e.g. videos, linked social media pages used appropriately	0	1–3	4–7	8–10	
Campaign elements gain attention and have eye appeal	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Statements are well organized and appropriate	0	1–3	4–7	8–10	
Participants demonstrate self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrate the ability to effectively answer questions	0	1–3	4–7	8–10	
Comments:					
Subtotal					/200 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Final Score					/200 max.

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA SPORTS & ENTERTAINMENT MANAGEMENT

Performance Rating Sheet

Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Marketing challenge for sports and entertainment industry is understood and well-defined	0	1-5	6-10	11-15	
Alternative promotions and sponsorships for sports and entertainment are recognized with pros and cons stated and evaluated	0	1-5	6-10	11-15	
Logical solution is selected for the sports and entertainment challenge with positive and negative aspects of its implementation given	0	1-5	6-10	11-15	
Issues regarding branding strategies of products for sports and entertainment presented in case are addressed completely	0	1-3	4-7	8-10	
Marketing's decision is clear for a specific sports and entertainment market segmentation	0	1-5	6-10	11-15	
Comments:					
Delivery					
Statements are well organized and clearly stated; appropriate business language used for sports and entertainment marketing	0	1-3	4-7	8-10	
All team members actively participate during the presentation	0	1-2	3-4	5	
Team members show self-confidence, poise, and good voice projection while accurately describing marketing strategies for sports and entertainment challenge	0	1-2	3-4	5	
Team members demonstrate the ability to effectively answer marketing questions for sports and entertainment challenge	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Points Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.
Objective Test Score (To be used in the event of a tie.)					

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA WEBSITE DESIGN

Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Overall design is aesthetically appealing	0	1–7	8–14	15–20	
Design is consistent across all pages	0	1–3	4–7	8–10	
Design shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
Design maintains a high level of usability	0	1–3	4–7	8–10	
Comments:					
Content					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the website, and the use of templates is identified at the bottom of the page	0	1–5	6–10	11–15	
Product/service message is clear	0	1–10	11–20	21–30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–10	11–20	21–30	
Comments:					
Technical					
Site is compatible with multiple platforms	0	1–3	4–7	8–10	
Overall code—readability, white space, semantic, efficient, separation of structure	0	1–5	6–10	11–15	
Site interactivity functions and is error-free	0	1–3	4–7	8–10	
Additional technologies; e.g. Flash JavaScript, etc. Are used appropriately	0	1–3	4–7	8–10	
Site is compatible with multiple browser variants	0	1–3	4–7	8–10	
Comments:					
Subtotal					/200 max.
Penalty Points: Deduct five (5) points each for not following Guidelines.					
Penalty Points: Deduct five (5) points for not submitting a Statement of Assurance.					
Total Points					/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



FBLA WEBSITE DESIGN

Performance Rating Sheet

 Preliminary Round

 Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the development of the topic	0	1-5	6-10	11-15	
Explains the development and design process	0	1-5	6-10	11-15	
Explains the use of your social media elements and why they were selected	0	1-5	6-10	11-15	
Explains the development of media elements (graphics, video, audio, etc.)	0	1-5	6-10	11-15	
Copyright information is noted in credits	0	1-3	4-7	8-10	
Comments:					
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1-3	4-7	8-10	
Demonstrates self-confidence, poise, and good voice projection	0	1-3	4-7	8-10	
Demonstrates the ability to effectively answer questions	0	1-3	4-7	8-10	
Comments:					
Subtotal					/100 max.
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points					/100 max.
Prejudged Score					/200 max.
Final Score (add total points and prejudged score)					/300 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



EMPLOYMENT APPLICATION

Complete the application online from the FBLA-PBL Web site. Use the tab key to move through the document.

GENERAL INFORMATION

Name (Last)	(First)	(Middle Initial)	Home Telephone () -
Address (Mailing Address)	(City)	(State)	(Zip) Cell Phone () -
E-mail Address			

POSITION

Position or Type of Employment Desired	Will Accept: <input type="checkbox"/> Part-Time <input type="checkbox"/> Full-Time Date Available
Have you ever been employed at the Merit Corporation before? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you able to perform the essential functions of the job you are applying for, with or without reasonable accommodation? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Salary Desired	

EDUCATION AND TRAINING

School or Institution	Name and Address of School	Major	Year Graduated	Degree
High School				
College				
College				
Other				
Special Abilities and Skills		Professional Certificates or Licenses Held		
Extracurricular Activities		Present Community and Professional Affiliations		
Languages Read, Written or Spoken Fluently Other Than English				

REFERENCES

List below names and addresses of persons who are qualified to answer questions concerning your fitness for the position(s) you seek other than those listed in your credential file.

Name	Position	Address	Telephone

AN EQUAL OPPORTUNITY EMPLOYER



WORK EXPERIENCE—Most recent first, include voluntary work and military experience

Employer	Telephone Number () -	From (Month/Year)
Address		
Job Title	Number Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
		Reason For Leaving
Employer	Telephone Number () -	From (Month/Year)
Address		
Job Title	Number Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
		Reason For Leaving
Employer	Telephone Number () -	From (Month/Year)
Address		
Job Title	Number Employees Supervised	To (Month/Year)
Specific Duties (Maximum 350 characters)		Hours Per Week
		Last Salary
		Supervisor
		Reason For Leaving

I certify the information contained in this application is true, correct, and complete. I understand that, if employed, false statements reported on this application may be considered sufficient cause for dismissal.

Signature of Applicant _____ Date _____

AN EQUAL OPPORTUNITY EMPLOYER