



Career Development Committee

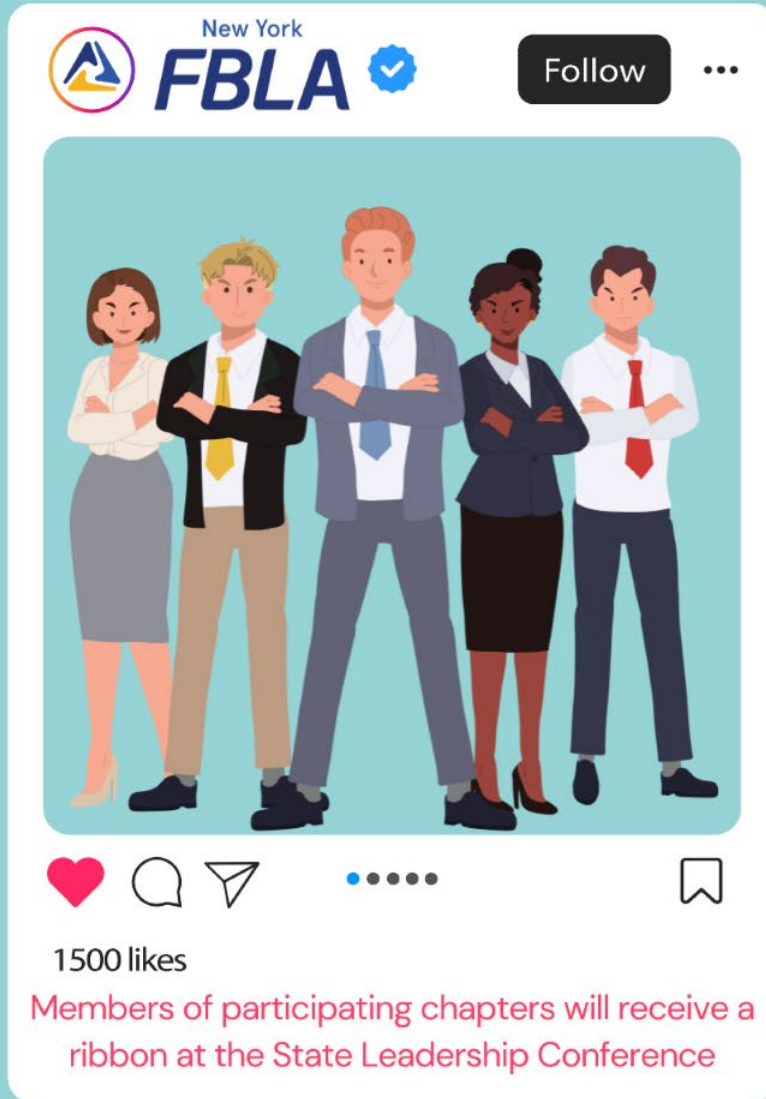
Yasmin Issa, Chair; Chloe Blaubeux, Council Director;
Monal Gupta, Member; Akarsh Chilakala, Member



| Committee Goals | Competition | Description |
|---|---------------------|--|
| Chapter Challenge | | |
| To increase membership awareness of different business career options. | Post-a-Profession | Chapters must create an Instagram post that raises awareness about a specific business career. This challenge aims to educate and inspire members by presenting clear, concise, and visually appealing content that showcases the diverse opportunities and professions within the large categories of business. |
| Individual Challenges | | |
| To have members gain confidence in their presentational, critical thinking, and professional communication skills. | 30-Second Spotlight | Members must record an elevator pitch video for the following prompt: You are fresh out of business school and while going up to your interview for a financial analyst position at Johanson Banking, you bump into the CEO in the elevator. This is your chance to make the best first impression and try to get a leg up on the other interviewers. In this 30 second video, you'll present yourself as a potential asset and key employee for the company. |
| To encourage members to use their creativity and communication skills to pursue entrepreneurship opportunities. | Pitch It to Win It | Members must create a compelling business pitch for an original invention or any entrepreneurial idea. Participants will create a 5-10 slide presentation detailing their invention that includes statistics, practicality, selling points, and in-depth analysis. The top 3 winners in this category will receive a plaque at the State Leadership Conference. |
| <p>Participants will receive a ribbon at the State Leadership Conference for completing each challenge.</p> <p>By completing all three (3) challenges, the member will receive the Super Ribbon for the Career Development Committee.</p> | | |

POST-A - PROFESSION

Career Development Committee



Create an Instagram post spotlighting a business career or job of your choice!

Use infographics and statistics to showcase the details of the career and maybe help someone decide their future in business!

DUE BY: February 15, 2025 by 11:59 PM



Career Development Committee Post-a-Profession

Goal: To increase membership awareness of different business career options.

Post-a-Profession is a social media-based competition, where FBLA members will create an informative and engaging Instagram post with multiple slides about a business profession of their choice. Participants will use infographics and statistics to present key aspects of a career, such as the recommended majors, top colleges, typical post-graduation salaries, average weekly work hours and other relevant details. Remember this project aims to spread awareness and interest among different business careers, so make it fun and unique. The Instagram post must be 3-8 slides.

The post should include:

- Different visual appearances
- Easy to understand infographics
- Engaging and unique content
- Steps/prompts for audience interaction

Members of participating chapters will receive a ribbon at the State Leadership Conference.

The deadline for submission is February 15, 2025, at 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

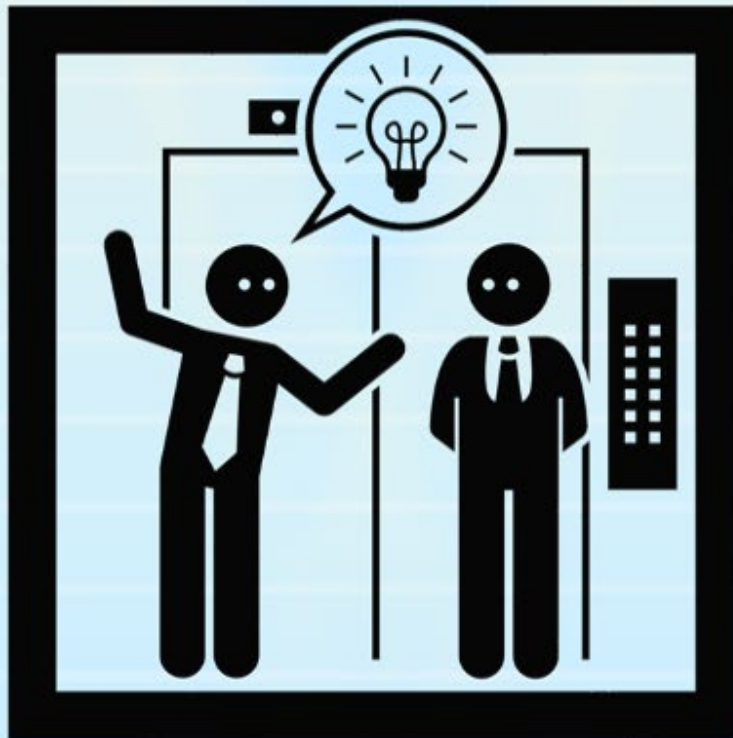
The following information will be required: Chapter, Chapter Adviser Name, Chapter Adviser Email, File in PDF Format.

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Career Development Committee

30-SECOND SPOTLIGHT

RECORD A 30-SECOND ELEVATOR
PITCH VIDEO PRESENTING YOURSELF
TO A CEO AS A BUSINESS GRADUATE
AND CONVINCING THEM THAT YOU
WOULD BE A KEY ADDITION TO THE
COMPANY



Participants will receive a ribbon at the
State Leadership Conference

**Due by February
15, 2025 by
11:59PM**

New York
 **FBLA**



Career Development Committee 30-Second Spotlight

Goal: To have members gain confidence in their presentational, critical thinking, and professional communication skills.

Individual members are tasked with recording a video of themselves giving an elevator pitch for the following prompt:

You are fresh out of business school and while going up to your interview for a financial analyst position at Johanson Banking, you bump into the CEO in the elevator. This is your chance to make the best first impression and try to get a leg up on the other interviewers. You will be creating a 30 second video where you'll present yourself as a potential asset and key employee for the company. **The content can be fictional**, as the challenge focuses on your communication, public speaking, and professionalism.

Potential Talking Points:

- Educational Background
- Qualitative Characteristics
- Plans for the Company
- Professional Experience

Participating members will receive a ribbon at the State Leadership Conference.

The deadline for submission is February 15, 2025, at 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, Chapter Adviser Email, Uploaded Video in MP4 format.



PITCH IT TO WIN IT!

MEMBERS WILL CREATE A
COMPELLING BUSINESS
PITCH FOR AN ORIGINAL
INVENTION OR ANY
ENTREPRENEURIAL IDEA.

PARTICIPANTS WILL
CREATE A 5-10 SLIDE
PRESENTATION WITH THE
DETAILS OF THEIR
INVENTION/IDEA

**DUE: FEBRUARY 15,
2025 BY 11:59PM**



PARTICIPANTS WILL
RECEIVE A RIBBON AND
THE TOP THREE (3)
SUBMISSIONS WILL
RECEIVE A PLAQUE AT
THE STATE LEADERSHIP
CONFERENCE





Career Development Committee Pitch It to Win It

Goal: Encourage members to use their creativity and communication skills to pursue entrepreneurship opportunities.

In this challenge, FBLA members are tasked with creating an original invention or entrepreneurial idea on any topic you desire, in a **5-10 slide presentation**. This challenge aims to highlight each member’s creativity and give them the opportunity to develop their innovative thinking and communication skills. The presentation should communicate the unique benefits, by featuring its:

- Selling Points
- Target Market
- Physical Properties

Participants will receive a ribbon and the top three submissions will receive a plaque at the State Leadership Conference.

The deadline for submission is February 15, 2025, 11:59 PM. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, Chapter Adviser Email, Uploaded PDF File.

Rubric:

| Criteria | Not Present (0-1 Points) | Below Requirements (2 Points) | Meets Requirements (3 Points) | Exceeds Requirements (4 Points) | Points |
|--|-------------------------------|------------------------------------|----------------------------------|--|--------|
| Idea | Idea is not original at all | Idea is original | Idea is original and creative | Idea is both very original, creative and practical | |
| Presentation (organization & design appeal) | Presentation is not organized | Presentation is somewhat organized | Presentation is mostly organized | Presentation is very well organized and thought out, and thorough with information | |
| | No effort in design appeal | Minimal effort in design appeal | Average design appeal | Exceptional design appeal | |
| Grammar and Spelling | 4 or more errors. | Three (3) errors. | Two (2) errors. | Zero to One (0-1) errors. | |
| Final | | | | | /16 |