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Changes for the 2024-2025 Membership Year

Overall Changes

- Updates to the number of devices that can be used during a preliminary and finals round. Competitors can present with up to two devices.
- External speakers are not allowed for preliminary presentation rounds.
- Links and QR codes are restricted items in pre-judge reports; links and QR codes during presentations are for display purposes only.

Business Ethics

• Objective test has increased to 100 questions

Digital Animation

• Video length has been reduced to 2 minutes

Financial Math

- Formally Business Calculations
- Event not eligible for those that placed in the top ten at previous NLCs in Business Calculations

Future Business Educator

- Clarification on event topic
- Lesson plan is not brought to the presentation round

Future Business Leader

• Cover letter/resume is not brought to the presentation/interview round

Job Interview

• Cover letter/resume is not brought to the presentation/interview round

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FBLA Events At-a-Glance

Competitive Event	I DEA EVEITS At-a-						Evei	nt El	lem	ents	S		Test I	nfo		Timin	z Info		
Accounting II	Competitive Event		_	Category	Objective Test							Role Play	of Questions					ૐ	Per
Advertising	Accounting I	1	9-12	Objective Test	Χ								100	50					2
Agribusiness	Accounting II	1	9-12	Objective Test	Χ								100	50					2
American Enterprise Project 1-3 9-12 Chapter Event	Advertising	1	9-12	Objective Test	Χ								100	50					2
Banking & Financial Systems 1-3 9-12 Role Play X	Agribusiness	1	9-12	Objective Test	Χ								100	50					2
Broadcast Journalism	American Enterprise Project	1-3	9-12	Chapter Event			Χ	Χ							3		7	3	1
Dusiness Communication	Banking & Financial Systems	1-3	9-12	Role Play	Χ			Χ				Χ	100	50		20	7		1
Description 1-3 9-12 Presentation X X X X X X X X X	Broadcast Journalism	1-3	9-12	Presentation				Χ	Χ						3		7	3	1
Business Law	Business Communication	1	9-12	Objective Test	Χ								100	50					2
Business Management 1-3 9-12 Role Play X X X X 100 50 20 7 1	Business Ethics	1-3	9-12	Presentation	Χ		Χ	Χ	Χ				100	50	3		7	3	1
Dusiness Plan 1-3 9-12 Presentation	Business Law	1	9-12	Objective Test	Χ								100	50					2
Chapter Business Display NA 9-12 Chapter Event X X X 1 Chapter of the Year NA 9-12 Chapter Event X X X X 1 1 Cleint Service 1 9-12 Role Play X X X X X 1	Business Management	1-3	9-12	Role Play	Χ			Χ				Χ	100	50		20	7		1
Chapter of the Year	Business Plan	1-3	9-12	Presentation			Χ	Χ							3		7	3	1
Client Service	Chapter Business Display	NA	9-12	Chapter Event															1
Coding & Programming 1-3 9-12 Presentation	Chapter of the Year	NA	9-12	Chapter Event			Χ				Х								1
Community Service Project 1-3 9-12 Chapter Event	Client Service	1	9-12	Role Play				Χ				Χ				10	5		1
Computer Applications 1 9-12 Production X	Coding & Programming	1-3	9-12	Presentation			Χ	Χ	Χ						3		7	3	1
Computer Game & Simulation 1-3 9-12 Presentation	Community Service Project	1-3	9-12	Chapter Event			Χ	Χ							3		7	3	1
Programming	Computer Applications	1	9-12	Production	Х	Χ							100	50	Pro	ductio	n: 2 h	ours	1
Computer Problem Solving 1 9-12 Objective Test X 100 50 2 Cybersecurity 1 9-12 Objective Test X 100 50 2 Data Analysis 1-3 9-12 Presentation X X 3 7 3 1 Digital Nideo Production 1-3 9-12 Presentation X X X X X X X 3 7 3 1 Economics 1 9-12 Objective Test X X X X X X 3 7 3 1 Electronic Career Portfolio 1 9-12 Presentation X X X X X X 2 2 Electronic Career Portfolio 1 9-12 Presentation X X X X X X X X X X X X X X X X X X		1-3	9-12	Presentation			Х	Х	Χ						3		7	3	1
Cybersecurity 1 9-12 Objective Test X Image: Communication of the production of the		1	9-12	Objective Test	Х								100	50					2
Data Analysis		1	9-12		Х								100	50					2
Digital Animation				-				Х	Х						3		7	3	
Digital Video Production			9-12				Х	_									7		
Economics		1-3	9-12	Presentation			Х	_							3		7	3	1
Electronic Career Portfolio 1 9-12 Presentation X					Х								100	50					
Entrepreneurship 1-3 9-12 Role Play X X 100 50 20 7 1 Financial Math 1 9-12 Objective Test X X 100 50 2 2 Future Business Educator 1 9-12 Presentation X </td <td>Electronic Career Portfolio</td> <td>1</td> <td>9-12</td> <td>-</td> <td></td> <td></td> <td></td> <td>Χ</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>3</td> <td></td> <td>7</td> <td>3</td> <td>1</td>	Electronic Career Portfolio	1	9-12	-				Χ							3		7	3	1
Financial Math 1 9-12 Objective Test X 100 50 2 Future Business Educator 1 9-12 Presentation X X 3 7 3 1 Future Business Leader 1 9-12 Presentation X X X X X 100 50 10 1 Graphic Design 1-3 9-12 Presentation X		1-3	9-12	Role Play	Х			Χ				Χ	100	50		20	7		1
Future Business Leader 1 9-12 Presentation X X X 100 50 10 1 Graphic Design 1-3 9-12 Presentation X <t< td=""><td></td><td>1</td><td>9-12</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>100</td><td>50</td><td></td><td></td><td></td><td></td><td></td></t<>		1	9-12										100	50					
Graphic Design 1-3 9-12 Presentation X <th< td=""><td>Future Business Educator</td><td>1</td><td>9-12</td><td>Presentation</td><td></td><td></td><td>Х</td><td>Χ</td><td></td><td></td><td></td><td></td><td></td><td></td><td>3</td><td></td><td>7</td><td>3</td><td>1</td></th<>	Future Business Educator	1	9-12	Presentation			Х	Χ							3		7	3	1
Healthcare Administration 1 9-12 Objective Test X 100 50 2 Help Desk 1 9-12 Role Play X X 100 50 10 5 1 Hospitality & Event Management 1-3 9-12 Role Play X X X 100 50 20 7 1 Human Resource Management 1 9-12 Objective Test X X X X 100 50 2 2 Impromptu Speaking 1 9-12 Presentation X X X X X 100 50 2 2 1 10 5 1 1 10 5 1	Future Business Leader	1	9-12	Presentation	Х		Х	Χ			Χ		100	50			10		1
Healthcare Administration 1 9-12 Objective Test X 100 50 2 Help Desk 1 9-12 Role Play X X 100 50 10 5 1 Hospitality & Event Management 1-3 9-12 Role Play X X X 100 50 20 7 1 Human Resource Management 1 9-12 Objective Test X X X X 100 50 2 2 Impromptu Speaking 1 9-12 Presentation X X X X X 100 50 2 2 1 100 50 2 2 1 100 50 2 2 1 1 100 50 2 1	Graphic Design	1-3	9-12	Presentation				Χ	Χ						3		7	3	1
Help Desk 1 9-12 Role Play X X X 100 50 10 5 1 Hospitality & Event Management 1-3 9-12 Role Play X X X 100 50 20 7 1 Human Resource Management 1 9-12 Objective Test X		1	9-12		Х								100	50					2
Hospitality & Event Management 1-3 9-12 Role Play X X X 100 50 20 7 1 Human Resource Management 1 9-12 Objective Test X 100 50 20 7 1 Impromptu Speaking 1 9-12 Presentation X X X 100 50 20 Insurance & Risk Management 1 9-12 Objective Test X 100 50 20 7 1 Insurance & Risk Management 1 9-12 Objective Test X 100 50 20 7 1 International Business 1-3 9-12 Role Play X X X 100 50 20 7 1 Introduction to Business Communication 1 9-10 Objective Test X 100 50 20 7 2 Introduction to Business Concepts 1 9-10 Objective Test X 100 50 20 7 3 1 Introduction to Business Presentation 1-3 9-10 Presentation X X X 100 50 2 2 Introduction to Business Presentation 1-3 9-10 Objective Test X 100 50 2 2		1	9-12	-	Х			Χ				Χ	100	50		10	5		1
Human Resource Management19-12Objective TestX100502Impromptu Speaking19-12PresentationXX1051Insurance & Risk Management19-12Objective TestX100502International Business1-39-12Role PlayXXX100502071Introduction to Business Communication19-10Objective TestX1005022Introduction to Business Concepts19-10Objective TestX1005022Introduction to Business Presentation1-39-10PresentationXX1005022Introduction to Business Procedures19-10Objective TestX1005022	•	1-3	9-12	•	Х							Χ	100	50		20	7		
Impromptu Speaking 1 9-12 Presentation X X X 1 100 5 1 Insurance & Risk Management 1 9-12 Objective Test X 100 50 2 International Business 1-3 9-12 Role Play X X X 100 50 20 7 1 Introduction to Business 1 9-10 Objective Test X 100 50 20 7 1 Introduction to Business Concepts 1 9-10 Objective Test X 100 50 2 2 Introduction to Business Presentation 1-3 9-10 Presentation X X X 100 50 2 2 Introduction to Business Procedures 1 9-10 Objective Test X 100 50 2 2		1	1	•	Х								100	50					2
Insurance & Risk Management 1 9-12 Objective Test X 100 50 2 International Business 1-3 9-12 Role Play X X X 100 50 20 7 1 Introduction to Business 1 9-10 Objective Test X 100 50 20 7 1 Introduction to Business Concepts 1 9-10 Objective Test X 100 50 2 Introduction to Business Presentation 1-3 9-10 Presentation X X 100 50 2 Introduction to Business Procedures 1 9-10 Objective Test X 100 50 2 Introduction to Business Procedures 1 9-10 Objective Test X 100 50 2	Impromptu Speaking	1	9-12	-				Χ		Χ						10	5		1
International Business 1-3 9-12 Role Play X X X 100 50 20 7 1 Introduction to Business 1 9-10 Objective Test X 100 50 20 7 1 Introduction to Business Concepts 1 9-10 Objective Test X 100 50 2 Introduction to Business Presentation 1-3 9-10 Presentation X X 100 50 2 Introduction to Business Procedures 1 9-10 Objective Test X 100 50 2 Introduction to Business Procedures 1 9-10 Objective Test X 100 50 2		1	-		Х								100	50					2
Introduction to Business Communication 1 9-10 Objective Test X Introduction to Business Concepts 1 9-10 Objective Test X Introduction to Business Concepts 1 9-10 Objective Test X Introduction to Business Presentation 1-3 9-10 Presentation Introduction to Business Procedures 1 9-10 Objective Test X Introduction to Business Procedures 1 9-10 Objective Test X Introduction to Business Procedures 1 9-10 Objective Test X Introduction to Business Procedures 1 9-10 Objective Test X Introduction to Business Procedures 1 9-10 Objective Test X Introduction to Business Procedures 1 9-10 Objective Test X Introduction to Business Procedures 1 9-10 Objective Test X Introduction to Business Procedures 1 9-10 Objective Test X					 			Х				Χ				20	7		
Introduction to Business Concepts 1 9-10 Objective Test X 100 50 2 Introduction to Business Presentation 1-3 9-10 Presentation X X 3 7 3 1 Introduction to Business Procedures 1 9-10 Objective Test X 100 50 2		1	9-10	Objective Test	Х								100	50					2
Introduction to Business Presentation 1-3 9-10 Presentation X X S S S S S S S S S S S S S S S S S		1	9-10	Objective Test	Х								100	50					2
Introduction to Business Procedures 1 9-10 Objective Test X 100 50 2			-	-	<u> </u>			Х	Х						3		7	3	
			-		Х				,,				100	50			-		
	Introduction to Decision Making	1	9-10	Role Play								Х	-			10	5	3	1

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						Evei	nt El	lem	ents	s		Test I	nfo		Timin	g Info		
Competitive Event		Eligible Grades		Objective Test	Production	Prejudge	Presentation	Topic	Speech	Interview	Role Play	# of Questions	Test Time	Set Up Time	Prep Time	Present Time	Q&A	Entries Per Chapter
Introduction to Emerging Business Issues	1-3	9-13	Presentation					Χ							5	7	3	1
Introduction to Event Planning	1-3	9-10	Role Play	Х			Χ				Χ	100	50		20	7		1
Introduction to FBLA	1	9-10	Objective Test	Х								100	50					2
Introduction to FBLA Creed Speaking	1	9-10	Presentation						Χ							30 sec	5	1
Introduction to Financial Math	1	9-10	Objective Test	Х								100	50					2
Introduction to Information Technology	1	9-10	Objective Test	Х								100	50					2
Introduction to Marketing Concepts	1	9-10	Objective Test	Х								100	50					2
Introduction to Parliamentary Procedure	1	9-10	Objective Test	Х								100	50					2
Introduction to Programming	1-3	9-10	Presentation			Х	Х	Χ						3		7	3	1
Introduction to Public Speaking	1	9-10	Presentation				Х	X	Х							5		1
Introduction to Social Media Strategy	1-3	9-10	Presentation				Х	Х						3		7	3	1
Introduction to Word Processing	1	9-10	Production	Х	Х							100	50	Pro	ductio	on: 1 h	nour	1
Job Interview	1	9-12	Presentation			Χ	Χ			Х						10		1
Journalism	1	9-12	Objective Test	Х								100	50					2
Local Chapter Annual Business Report	1-3	9-12	Chapter Event			Χ	Χ							3		7	3	1
Marketing	1-3	9-12	Role Play	Х			Χ				Х	100	50		20	7		1
Mobile Application Development	1-3	9-12	Presentation			Χ	Χ	Χ						3		7	3	1
Network Design	1-3	9-12	Role Play	Х			Χ				Χ	100	50		20	7		1
Networking Infrastructures	1	9-12	Objective Test	Х								100	50					2
Organizational Leadership	1	9-12	Objective Test	Х								100	50					2
Outstanding New Chapter	NA	9-12	Chapter Event			Χ				Х								1
Outstanding New FBLA Member (9 th & 10 th Grade)	1	9-12	Presentation			Х				х								1
Parliamentary Procedure Individual	1	9-12	Objective Test	Х								100	50					2
Parliamentary Procedure Team	4-5	9-12	Role Play	Χ			Χ				Χ	100	50		20	11		1
Partnership with Business Project	1-3	9-12	Chapter Event			Χ	Χ							3		7	3	1
Personal Finance	1	9-12	Objective Test	Χ								100	50					2
Public Policy & Advocacy	1	9-12	Objective Test	Χ								100	50					2
Public Service Announcement	1-3	9-12	Presentation				Χ	Χ						3		7	3	1
Public Speaking	1	9-12	Presentation				Χ	Χ	Χ							5		1
Sales Presentation	1-3	9-12	Presentation				Χ							3		7	3	1
Securities & Investments	1	9-12	Objective Test	Χ								100	50					2
Social Media Strategies	1-3	9-12	Presentation				Χ	Χ						3		7	3	1
Sports & Entertainment Management	1-3	9-12	Role Play	Х			Χ				Х	100	50		20	7		1
Spreadsheet Applications	1	9-12	Production	Х	Χ							100	50	Pro	duction	on: 1 h	nour	1
Supply Chain Management	1	9-12	Objective Test	Х								100	50					2
UX Design	1	9-12	Objective Test	Χ								100	50					2
Visual Design	1-3	9-12	Presentation				X	X						3		7	3	1
Website Coding & Development	1-3	9-12	Presentation			X	X	X						3		7	3	1
Website Design	1-3	9-12	Presentation			Х	Χ	Χ				400	F.0	3		7	3	1
Word Processing	1	9-12	Production	Χ	Χ							100	50	Pro	aucti	on: 1 h	nour	1

High School

Accounting I

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

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

Objective Test Competencies

Journalizing

• Account Classification

 Terminology, Concepts, and Practices

Income Statement

- Posting
- Balance Sheet
- Worksheet
- Bank Reconciliation
- Payroll

- Types of Ownership
- Depreciation
- Manual and Computerized Systems
- Ethics

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing course work must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Accounting II

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Financial statements
- Corporate accounting
- Partnerships
- Ratios and analysis
- Accounts receivable and payable
- Budgeting and cash flow
- Cost accounting/manufacturing
- Departmentalized accounting
- Ethics
- Income tax

- Inventory
- Journalizing and posting
- Payroll
- Plant assets and depreciation
- Purchases and sales

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Advertising

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Basic Marketing Functions
- Personal Selling & Sales
 Promotion
- Traditional Advertising Media
- Alternative Forms of Advertising Media
- Branding & Positioning
- Advertising & the Economy
- Promotion
- Advertising & Public Relations
- The Advertising Plan
- Creation of the Advertisement
- Consumer-Oriented Advertising
- Financial Planning for Advertising
- Consumer Behavior
- Consumer Purchase Classifications

- Influences on Consumer Behavior
- The Target Market
- Market Segmentation
- Product Development
- Product Life Cycle
- Price Planning
- Channels of Distribution & Supply Chain Management
- Types of Promotion
- Marketing Research for Advertising
- Developing an Effective Sales Promotion Strategy
- Consumer-Oriented Advertising & Sales Promotion
- Types of Communication

- Effective Advertising & Promotional Messages
- Legal & Ethical Issues Affecting Advertising
- Ethics in Advertising
- Advertising in a Multicultural Market
- Diversity & Advertising
- History of Advertising
- Influences on Advertising
- The Advertising Industry & Careers
- The Internet & Advertising
- Self-Regulation
- Cross-Cultural Communication

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

High School

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Agribusiness

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

Economics

Finance and accounting

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

American Enterprise Project

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

Event Overview

Event Type: Team of 1, 2 or 3 members present the chapter project

Event Category: Chapter Event

Event Elements: Prejudged Report & Presentation

Prejudged Component: 17-page report due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer **NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event has two parts: prejudged report and presentation
- Prejudged Report
 - Submission Deadline: A PDF of the report must be uploaded by March 1, 2025.
 - O Number of Pages: The report will be no more than seventeen (17) pages.
 - Report Specifics
 - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
 - The second page must include a table of contents and each page must be numbered.
 - Divider pages and appendices are optional and must be included in the page count.
 - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
 - The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation.
 - Restricted Items: QR codes and links cannot be included in the report.
 - Members must prepare reports. Reports must be original, current, and not submitted for a previous SLC.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - Reports should follow the rating sheet sequence.
 - The report is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

High School

Presentation

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

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

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

High School

nerican Enterprise 110	ect Presentation Ra	tilig Slieet			
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Po Ear
Describes project development and strategies used to implement project	No evidence of project development or strategies presented	Project development is explained briefly; very limited strategies are utilized	Project development is clearly outlined. More than one strategy is outlined.	Project development is clearly outlined. Strategies are chronological and clearly explained.	
	0 points	1-9 points	10-16 points	17-20 points	
Describes research into school or community needs	No evidence of school and/or community research	Research was completed but not clearly outlined	Research clearly completed and clearly outlined	Research was planned, executed, and evaluated	
•	0 points	1-8 points	9-12 points	13-15 points	
Appropriate level of chapter member involvement in project	Chapter involvement is not explained	Participation was limited to a small number of members	The project was clearly a chapter project and participated in by multiple members	Entire chapter participated in the event and clear evidence is provided of the impact	
. ,	0 points	1-6 points	7-8 points	9-10 points	
Degree of impact on the community and its citizens	School and/or community impact is not addressed	Project was completed and served a purpose	Project created tangible results that benefitted the school and/or community	Project impacted the school and/or community to a level that something has dynamically changed, and the project should continue	
	0 points	1-9 points	10-16 points	17-20 points	
Evidence of publicity received	No evidence of publicity received	Information about publicity was written in the report but no evidence of publicity is available	Project was recognized within the school and/or community	Project was recognized in more than one way by the school and/or community	
	0 points	1-2 points	3-4 points	5 points	
Student evaluation of project effectiveness	No evidence of project evaluation is provided	Project was evaluated	Project was evaluated and the evaluation was assessed	Project was evaluated and the team has created recommendations for change should the project be repeated	
	0 points	1-2 points	3-4 points	5 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Dra	ess Code and/or Late Arrival	Penalty (Deduct 5 points fo		alty (5 points over allowed time) 5 points for late arrival penalty)	
DIE				g competitive events guidelines)	
		,,,	22.2 22.2.2	Presentation Total (100 points)	
Name(s):				-	
School:					

High School

Banking & Financial Systems

Banking & Financial Systems provides members with the opportunity to understand how financial institutions operate and how those operations are important to successful business ownership and management, as well as to personal financial success. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards & pencils for each competitor and secret problem/scenario for role play

Objective Test & Role Play 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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - Business Management
 - Entrepreneurship
 - o Hospitality & Event Management
 - International Business
 - Introduction to Event Planning
 - Marketing
 - Network Design
 - Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

High School

Objective Test

- o This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- The top 5 scoring teams will advance to the interactive role play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered in the banking or financial business community. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
 - o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

	Systems Role Play P			Evenede Evenentation	Doints Farm
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earne
Demonstrates understanding of the role play and defines problem(s) to be	No description or role play synopsis provided; no problems defined	Describes and provides role play synopsis OR defines the problem(s)	Describes and provides role play synopsis AND defines the problem(s)	Demonstrates expertise of role play synopsis AND definition of the problem(s)	
solved	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	Alternative(s) given but pro(s) and/or con(s) are not analyzed	At least two alternatives given, and pro(s) and con(s) are analyzed	Multiple alternatives given and multiple pros and cons analyzed for each	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	No solution identified	Solution provided, but implementation plan not developed	Logical solution and implementation plan provided and developed	Feasible solution and implementation plan developed, and necessary resources identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Concepts and practices/basic terminology/ government regulations/ financial services/ technology / types of institutions/ ethics/ financial	No competencies demonstrated	One or two competencies are demonstrated	Three competencies are demonstrated	Four or more competencies are demonstrated	
careers/ taxation	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills	·	·	·	·	
Statements are well- organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self- confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self-confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
				(5 points over allowed time)	
				:	l
	Dress Code and/or Late Arriv				
			each instance of not following co		
			each instance of not following co		
Name(s):			each instance of not following co	ompetitive events guidelines)	
			each instance of not following co	ompetitive events guidelines)	Date:

High School

Broadcast Journalism

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

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer **NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Your community is known for its diverse and vibrant culture and has been struck by a major emergency. The specific nature of the emergency is left for teams to decide and can range from a natural disaster (like a hurricane or earthquake) to a large-scale industrial accident, a widespread health crisis, or even a cyber-attack affecting critical infrastructure. You are part of your school's broadcast program. Deliver a LIVE broadcast event that includes the following:

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Presentations are not open to conference attendees.
- Competitors will comply with state and federal copyright laws. Facts and data must be cited and secured from quality sources. Any photographs, text, trademarks, or names used must be supported by proper documentation and approvals indicated.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - o Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.

High School

- o Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Presentation represents a LIVE BROADCAST Presentation is 100% perecorded broadcast in the presentation is presented with a small omount of LIVE broadcast with supporting features 1 - 8 points Demonstrates understanding of topic as it related to the event guidelines or wrong topic on the event topic. Quality writing related to the topic Quality writing related to the topic Quality writing related to the topic Quality of news broadcast Quality	Presentation represents a	Points Earn
Presentation represents a LIVE BROADCAST Presentation is 100% perrecorded with a small amount of LIVE broadcast with supporting features O points 1-8 points 9-12 points 1-3-15 points Uses industry terminology to demonstrate understanding of topic understanding of the event topic O points 1-8 points 9-12 points Uses industry terminology to demonstrate understanding of the event topic to demonstrate understanding of the event topic O points 1-8 points 1-9-12 points Uses industry terminology to demonstrate understanding of the event topic to demonstrate topic understanding of the event topic O points 1-8 points 9-12 points Writing is adequate but not extremely carchy or original or externey carchy or original or externey carchy or original effective with a clear voice and/or sense of originality. Lead is not extremely carchy or original effective or attention or extremely carchy or original effective or attention or extensive product resembles a news broadcast. Little to not creativity in production/product. Quality of news broadcast Quality	Presentation represents a	
Presentation represents a LIVE BROADCAST O points 1-8 points 9-12 points 13-15 points Uses industry terminology to demonstrate understanding of topic as it related to the event guidelines or wrong topic O points 1-8 points 9-12 points Uses industry terminology to demonstrate understanding of event topic. But does not demonstrate understanding of event topic O points 1-8 points 9-12 points Uses industry terminology to demonstrate understanding of event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate understanding of event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate understanding of event topic Uses industry terminology to demonstrate the understanding of the event topic Uses industry terminology to demonstrate the understanding of the event topic Writing is adequate but not extremely compelling, is wordy or voice is unclear. Lead is adequate but not extremely compelling, is wordy or voice is unclear. Lead is adequate but not extremely compelling. Writing is adequate but whot extremely compelling, is wordy or voice is unclear. Lead is adequate but not extremely compelling. Writing is adequate but whot extremely compelling, is wordy or voice is unclear. Lead is adequate but not extremely compelling. Writing is adequate but not extremely compelling. Writing is adequate but whot extremely compelling. Writing is adequate but not extremely compelling. Writing is adequate b	sa i · · · I	
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Presentation Total (100 points)	Presentation Total (100 points)	
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High School

Business Communication

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Business Ethics

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

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Objective Test, Prejudged Report and a Presentation with a Topic

Prejudged Component: A report of no more than three (3) pages must be uploaded as a PDF by March 1, 2025

Objective Test Time: 50 minutes; 100 questions

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

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

Teamwork, Technology

Equipment Provided by Competitors: Laptop/Chromebook for objective test, Technology/presentation items for presentation

Equipment Provided by FBLA: Table

Objective Test Competencies

Business Law

• Emotional Intelligence

• Professional Development

Communication Skills

2024-2025 Topic: Honesty & Integrity in the Workplace – Why it Matters

Background Info

In 2022, FTX, one of the biggest cryptocurrency exchanges in the world, declared bankruptcy after extensive financial mismanagement and dishonesty were discovered throughout the company. FTX had been hiding billions of dollars in liabilities from the public and allowed sister companies to borrow nearly unlimited funds in customer deposits. FTX's customers lost billions, and the worldwide crypto market collapsed.

At the center of what became one of the biggest financial scandals in American history was the young, talented inner circle of FTX executives who went from rising stars to fraudsters. FTX founder Sam Bankman-Fried—who was 30 years old at the time of the scandal and once dubbed the "crypto king"— was sentenced to 25 years in prison. FTX's former chief executive officer (age 28), chief technology officer (29), and director of engineering (27) all pleaded guilty to fraud as well.

As extreme as they were, the actions of these prodigious professionals present a learning opportunity for younger generations entering the workforce. Young professionals need more than just technical skills in the workplace. They need a strong ethical framework to help them distinguish right from wrong and make difficult decisions. Without it, they run the risk of making the same mistakes as the once-promising leadership at FTX. Not every employee can defraud millions like them, but any employee can demonstrate dishonesty, greed, or a lack of integrity if they don't uphold their own ethical principles.

But what are ethics? Ethics are the basic principles that govern your behavior. Although people often have different views on what ethics exactly means, following ethical principles means one's ethical beliefs remain unchanged no matter the circumstances, including—and especially—in professional settings like the workplace. Ethical principles can guide any employee through dilemmas with coworkers, superiors, and customers. Examples of ethical principles include honesty and integrity (adhering to a set of personal ethics).

And the need for greater integrity in the workplace has never been more relevant. According to a 2024 study from ethics education firm LRN, Gen Z employees are 2.5 times more likely than any other generation to agree that it's OK to break the rules to get the job done. In addition, 22% of Gen Zers admit to violating their company's code of conduct in the past year, a far higher number than Millennials, Gen Xers, or Baby Boomers.

What explains these statistics? Do Gen Zers inherently struggle to be as ethical as previous generations? Or does Gen Z's ethical culture simply differ from those of their predecessors? Whether the answer is one or the other—or both—does not change the underlying need for young professionals to develop a strong understanding of ethics in the workplace.

This development does not begin the first day on the job; it starts years before, in the classroom and at home. Every day, young adults encounter many situations in which they can demonstrate ethical principles such as integrity and honesty. They may not realize it in the moment, but these everyday actions can have a profound impact on their life and future.

High School

High School Scenario

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

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

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

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

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

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

Suggested Questions to Cover in the Event

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).

High School

- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - o Business Ethics
 - Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - o International Business
 - Introduction to Event Planning
 - Marketing
 - Network Design
 - o Sports & Entertainment Management
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event has three parts: prejudged report, objective test, and presentation based on a topic
- Prejudged Report
 - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous NLC.
 - Competitors must research the topic and prepare a one-page summary (called a report) prior to the conference.
 - Competitors must interview three local businesspeople as part of their research and explain how the interview findings factored
 into their recommendations. This information must be addressed in the report and the presentation.
 - The first page of the report must include only the title (Business Ethics Summary) on the first line, names of all competitors on the second line, the name of the school on the third line, the state on the fourth line and the year (2024-25) on the fifth line.
 - The second page of the report is a one-page summary of the topic and findings, with the following headings: Why the Ethical Issue Happened, How the Ethical Issue Should be Resolved, What Could Have Prevented the Ethical Issue. The one-page summary can be single spaced.
 - The third page is a works cited page.
 - Restricted Items: QR codes and links cannot be included in the report.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - The report is judged before the SLC.

Objective Test

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.

Presentation

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are
 more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final
 round.
- Competitors must research the topic and be prepared to present their findings and solutions. The presentation must address
 why the ethical issues happened, how it should be resolved, and what could have prevented it.
- o Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

High School

Technology

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

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team averaged objective test score determines the top 5 teams advancing to the final round.
- Judges must break ties in the presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

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

High School

Content Cont			· · ·			Points
Identifies and defines ethical sizes or related to the certifical sizes or selected to the certifical sizes	Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Identifies and defines ethical issues presented in the topic Oppints 1-6 points 7-8 points One reason for the ethical issues happened Oppints 1-6 points One reason for the ethical issues happened Oppints One reason for the ethical issues should be resolved in an important part of the ethical issues happened Oppints One reason for the ethical issues should be resolved Oppints One reason for the ethical issues in dentified but were not on target Oppints One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry interminology One reason for the ethical issues and industry Openits One reason for industry Openits One reason for industry Openits One support provided One support	Content					
Explains why the ethical issues happened Do points 1-6 points Two or more reasons identified for the ethical issues but were not not rapet the ethical issues should be resolved O points 1-6 points Two or more reasons identified for the ethical issues but dentified and not rapet the ethical issues should be resolved O points 1-6 points Two or more reasons identified for the ethical issues of the ethical issues should be resolved O points 1-6 points Two or more reasons identified for the ethical fissues of the ethical issues of the ethical issues of the expectation of the ethical issues of the expectation of the ethical issues of the expectation of the ethical should have been in place to prevent the ethical issues O points No safeguards identified One reason for the ethical flashed. One commendation provided with supporting evidence with a supporting evidence with a supporting evidence with no representation of the ethical susues and incorporates input of businespeople interviewed No research done with 3 or more incurrant or more incurrant or more incurrant or more incurrant or the ethical susues and incorporates input of businespeople interviewed O points 1-8 points 9-12 points Substantiates and cites sources used while conducting research O points Sources are not cited Sources are not cited Sources are not cited O points 1-6 points Two or more reasons identified on transporting evidence with a supporting evidence with a supporting evidence with supporting evidence with no reference made to supporting evidence from professionally legitimate sources & resources that supporting evidence from professionally legitimate sources & resources that supporting evidence from professionally legitimate sources & resources that supporting evidence from professionally legitimate sources & resources that supporting evidence from profe		issues as it relates to the	, ,	-	ethical issues using industry	
Explains why the ethical issues happened Provides logical		0 points	1-6 points	7-8 points	9-10 points	
Provides logical recommendations at to how the ethical susses should be resolved O points 1-6 points One recommendation provided with supporting release provided	•	•	ethical issue(s) identified	the ethical issue(s)	identified, on target, and	
recommendations as to how the ethical issues should be resolved O points 1-6 points 7-8 points 9-10 points		0 points	1-6 points	7-8 points	9-10 points	
Recommends safeguards that should have been in place to prevent the ethical issues Opoints Research shows quality and related information to the ethical floring and incorporates input of businesspeople interviewed Opoints 1-8 points One safeguard provided but no supporting evidence evidence and incorporates input of businesspeople interviewed Opoints 1-8 points 9-12 points Research is currote with a or more safeguards recommended with supporting evidence the ethical floring and incorporates input of businesspeople interviewed Opoints 1-8 points 9-12 points Research is currote with no reference made to supporting evidence supp	recommendations as to how the ethical issues should be		provided but no supporting evidence	provided with supporting	recommendations provided	
Recommends safeguards that should have been in place to prevent the ethical issues O points 1-8 points 9-12 points 13-15 points	resolved	0 points	1-6 points	7-8 points	9-10 points	
Research shows quality and related information to the ethical isources and incorporates input of businesspeople interviewed O points 1-8 points Research is unrelated to the ethical topic and 1-2 with no reference made to supporting evidence statements Substantiates and cites sources used while conducting research O points 1-8 points Sources/References are seldom cited to support statements Sources/References are seldom cited to support statements or generally present O points 1-6 points T-8 points Presentation flowed in logical sequence were were were were used in not for point statements Presentation flowed in logical sequence were were were were were were were we	should have been in place to	No safeguards identified	but no supporting	, ,	recommended with	
Research shows quality and related information to the ethical issues and incorporates input of businesspeople interviewed O points 1-8 points 9-12 points 13-15 points	prevent the ethical issues	0 points	1-8 points	9-12 points	13-15 points	
Substantiates and cites sources used while conducting research Sources are not cited sources are sold statements sources & resources that support statements are generally present to support statements and to support statements are generally present to support senderally present to support and in support senders are generally present to support senderally present to support senderally present to support senderally	related information to the ethical issues and incorporates input of businesspeople	more inaccurate	the ethical topic and 1-2	with no reference made to	supporting evidence provided; incorporates input of businesspeople interviewed as part of	
Substantiates and cites sources used while conducting research Sources are not cited Support statements 9-10 points Presentation flowed in a logical sequence Presentation flowed in a logical		0 points	1-8 points	9-12 points	13-15 points	
Statements are well-organized and clearly stated Competitor(s) did not appear prepared Demonstrates self-confidence, poise, assertiveness, and good voice projection O points 1-6 points T-8		Sources are not cited	seldom cited to support	sources & resources that support statements are	professionally legitimate sources & resources is given	
Statements are well-organized and clearly stated Competitor(s) did not appear prepared Depart of the prepared and clearly stated Depart of the properties of the proper		0 points	1-6 points	7-8 points	9-10 points	
Statements are well-organized and clearly stated Competitor(s) did not appear prepared Dopoints 1-6 points 1-6 points 7-8 points 9-10 points	Delivery Skills					
Demonstrates self-confidence, poise, assertiveness, and good voice projection O points 1-6 points Demonstrates the ability to effectively answer questions O points 1-6 points O points 1-6 points Does not completely answer questions O points 1-6 points T-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection, and assertiveness O points Does not completely answer questions O points 1-6 points Tompletely answers questions O points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 points) Name(s):	_	, , ,	prepared, but flow was	_	logical sequence; statements	
Demonstrates self-confidence, poise, assertiveness, and good voice projection O points 1-6 points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for deas code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 points) Completitor(s) and and demonstrated self-confidence, poise, good voice projection, and assertiveness self-confidence, poise, good voice projection, and assertiveness P-10 points Interacted with the judges in the process of completely answering questions Time Penalty (5 points over allowed time) Guidelines Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Presentation Total (100 points)		0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions 0 points 1-6 points 7-8 points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 points) Name(s):	poise, assertiveness, and good	demonstrate self-	demonstrated self-	demonstrated self- confidence, poise, and good	self-confidence, poise, good voice projection, and	
Demonstrates the ability to effectively answer questions Unable to answer questions Unable to answer questions Unable to answer questions Does not completely answers questions 1-6 points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 points) Name(s):		0 points	1-6 points	7-8 points	9-10 points	
Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 points) Name(s):		Unable to answer questions	' '	· ·	the process of completely	
Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 points) Name(s):		0 points	1-6 points	7-8 points	9-10 points	
Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 points) Name(s):				Time Penalty	(5 points over allowed time)	
Presentation Total (100 points) Name(s):	Dres	s Code and/or Late Arrival Pe	nalty (Deduct 5 points for	dress code penalty and/or 5 p	points for late arrival penalty)	
Name(s):		Guidelines Pena	ty (Deduct 5 points for eac	ch instance of not following co	ompetitive events guidelines)	
Name(s):				Pro	esentation Total (100 points)	
	Name(s):				, ,-	
udge Signature: Date:	~~D~ 010110101C.					Date.

High School

Business Law

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Legal systems
- Contracts and sales
- Business organization
- Property laws

- Agency and employment laws
- Negotiable instruments, insurance secured transactions, bankruptcy
- Consumer protection and product/personal liability
- Computer law
- Domestic and private law

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Business Management

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

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play

Objective Test Competencies

- Information and Communication Systems
- Human Resource Management
- Financial Management
- Business Operations

- Management Functions and Environment
- Business Ownership and Law
- Strategic Management
- Ethics and Social Responsibility
- Marketing
- Economic Concepts
- Careers

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - International Business
 - Introduction to Event Planning
 - Marketing
 - Network Design
 - o Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

High School

Objective Test

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- The top 5 scoring teams will advance to the role play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered in the business community. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - o Teamwork: if performing as a team, all team members are expected to actively participate in the role play.
 - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

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

High School

Business Plan

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

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Prejudged Report & Presentation

Prejudged Component: 17-page report due March 1,2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer **NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event has two parts: prejudged report and presentation
- Prejudged Report
 - o **Submission Deadline:** A PDF of the report must be uploaded by March 1, 2025.
 - Number of Pages: The report will be no more than seventeen (17) pages.
 - The report is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
 - The first page (front cover) should include the name of school, competitors' names, state, name of the event, and school year (2024-25) on the cover.
 - The second page must include a table of contents and each page must be numbered.
 - Divider pages and appendices are optional and must be included in the page count.
 - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous SLC.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - o Research: Facts and data must be cited and secured from quality sources.
 - Restricted Items: QR codes and links cannot be included in the report.
 - o Reports will follow this sequence, mirroring the rating sheet:
 - Executive Summary: Provides a brief synopsis of the key points and strengths included in the plan.
 - Company Profile: Includes basic details of the business, including an overview, mission statement, location, legal structure and governance, organization and goals.

High School

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

Presentation

- Presentations are not open to conference attendees.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- o Non-technology Items: Pre-judged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Research: Facts and data must be cited and secured from quality sources.
- Presentation should cover:
 - Business Concept and Company Profile
 - Marketing Aspects
 - Operations and Management Plans
 - Financial Documents & Projections
 - Risks & Adverse Results
 - Long-Term Goals

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

High School

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

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

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Management & 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	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0 points	1-8 points	9-12 points	13-15 points	
Provide Long-term Development 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	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
	0 points	1-9 points	10-16 points	17-20 points	
Financials					
Type of accounting system to be used is identified Financial projections are included and reasonable • Year 1 monthly cash flow • Year 1 monthly income statement Yearly income statements for Years 1,	More than one of the components listed is not addressed	Description of one or more components is limited OR one or more components is not described	All components are described adequately	All components are described adequately with supporting documentation	
3 and 5	0 points	1-9 points	10-16 points	17-20 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-8 points	9-12 points	13-15 points	
Report Format					
Guidelines followed and report arranged according to rating sheet (See above Expectation Items)	Missing one or more sections and/or does not follow rating sheet	All information presented, but order inconsistent with rating sheet	Information arranged according to rating sheet	Presented in the correct order and includes written transitions between sections	
	0 points	1-6 points	7-8 points	9-10 points	
Format and design a business report	Does not format document	Inconsistent formatting, excessive white space, and/or unrelated graphics and/or photos	Consistent formatting throughout the report	Utilizes full bleed, effective use of space, related defined graphics, and consistent formatting	
	0 points	1-6 points	7-8 points	9-10 points	
Include correct grammar, punctuation, and spelling	More than 5 grammar, punctuation, or spelling errors	3-4 grammar, punctuation, or spelling errors	No spelling errors, and not more than 2 grammar or punctuation errors	No spelling error, and not more than 1 grammar or punctuation error	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (200 points)	
Name(s):					
School:					
Judge Signature:					Date:

High School

Describes business concept and company profile Describes pusiness Describes operations and management plans Describes operations and management plans Describes operations and plan, or management plan Describes operations and plan, or management plan operations Describes operations and projections Provides information on financial documents and projections Describes results and provides plan to avoid adverse results O points 1-6 points The provides information on financial documents and projections Describes operations and management plan operations plan, or management plan operations plan, or management plan operations The points Th	Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Describes business concept and company profile subsiness concept AND company profile subsiness concept AND company profile subsiness operations and management plans Describes operations and projections Provides information on financial documents and projections Depoints Describes operations and projections Describes operations on the plan of the projections Describes operations on the plan of the projection of operations on the plan of the plan of the plan of the projection of the plan of the plan of the plan of the projection of the projection of the plan of the plan of the projection of the plan of the plan of the projection of the plan of the plan of the projection of the plan of the plan of the projection of the plan of the plan of the projection of the plan of the	Expectation tem	Not Demonstrated	Delow Expectations	Wicets Expectations	Exceeds Expectations	Earned
Explains marketing aspects of business No marketing evident	cribes business concept and	concept or company		,	company profile explained including how the concept	
Explains marketing aspects of business No marketing evident Sexplained Provides information on financial documents and projections Doints 1-8 points Description of operations plan Description of perations Description of perations Description of operations Descr		0 points	1-8 points	9-12 points	13-15 points	
Describes operations and management plans Description of operations plan, or management plan Description of operations plan, or management plan Description of operations plan, or management plan Description of operations and management plan Opinits 1-8 points 9-12 points 13-15 points	= -	No marketing evident	, ,		marketing to increase company presentation	
Describes operations and management plans Description of operations on plan, or management plan		0 points	1-8 points	9-12 points	13-15 points	
Provides information on financial documents and projections Provides information on at least one financial documents and projections Provides information on at least one financial documents and at least one financial documents and at least one financial documents and at least one projection Provides information on at least three financial documents and at least one projections Provides information on at least three financial documents and at least one at least three projections	•	company, operations plan, or management			operations and management	
Provides information on financial documents and projections No evidence of jinancial document projections Open projections		0 points	1-8 points	9-12 points	13-15 points	
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results and provides plan to avoid adverse results No evidence of risks or adverse results less tone adverse result identified; includes a plan with at least one adverse result identified; includes a plan with at least one adverse results two steps to avoid adverse results	financial documents and	documents or company	at least one financial document OR one	two financial documents and at least one	least three financial documents and at least three	
Identifies and analyzes risks and adverse results and provides plan to avoid adverse results and provides plan to avoid adverse results Operation Presentation flowed in logical sequence of planning		0 points	1-6 points	7-8 points	9-10 points	
No goals identified Only one goal identified Two goals identified Two goals identified Three or more goals identified with specific plan to achieve the goals	verse results and provides	•	is given: no evidence of	adverse result identified; includes a plan with at least one step to avoid	adverse result identified; includes a plan with at least two steps to avoid adverse	
No goals identified Only one goal identified Two goals identified With specific plan to achieve the goals		0 points	1-6 points	7-8 points	9-10 points	
Statements are well-organized and clearly stated Competitor(s) did not oppear prepared, but flow was not logical O points 1-6 points T-8 points Competitor(s) demonstrated self-confidence, poise, assertiveness, and good voice projection O points 1-2 points Competitor(s) O points 1-2 points Competitor(s) O points O points Competitor(s) Demonstrates the ability to effectively answer questions O points O points O points O points Competitor(s) Does not completely answer questions O points 1-6 points Does not completely answer questions O points Completely answers questions O points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points ome total (100 max) Presentation Total (100 max) Presentation Total (100 max)	dentifies long-term goals	No goals identified	Only one goal identified	Two goals identified	with specific plan to achieve	
Statements are well-organized and clearly stated Competitor(s) did not appear prepared O points 1-6 points 7-8 points Competitor(s) demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions O points 1-6 points 1-2 points Does not completely answer questions O points 1-6 points Presentation flowed in a logical sequence: Competitor(s) demonstrated self-confidence, poise, and good voice projection Competitor(s) demonstrated self-confidence, poise, and good voice projection O points 1-2 points 3-4 points Completely answers questions O points 1-6 points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Presentation Total (100 max) Presentation flowed in a logical sequence: Sometitor(s) demonstrated self-confidence, poise, and good voice projection, and assertiveness Competitor(s) demonstrated self-confidence, poise, and good voice projection assertiveness Sometitor(s) demonstrated self-confidence, poise, and good voice projection Sometitor(s) demonstrated self-confidence Sometitor(s) demonstrated self-confidence Sometitor(s) demonstrated self-c		0 points	1-6 points	7-8 points	9-10 points	
Statements are well-organized and clearly stated Competitor(s) did not appear prepared Department	very Skills					
Demonstrates self-confidence, poise, assertiveness, and good voice projection O points 1-2 points O points 1-2 points O points Demonstrates the ability to effectively answer questions O points 1-6 points Dress Code and/or Late Arrival Penalty (Deduct 5 points for deas code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 max) Competitor(s) demonstrated self-confidence, poise, good voice projection aself-confidence, poise, good voice projection, and assertiveness S points Competitor(s) demonstrated self-confidence, poise, good voice projection assertiveness S points Interacted with the judges in the process of completely answers questions Time Penalty (5 points over allowed time) Guidelines Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Fresentation Total (100 max)	_	. , ,	prepared, but flow was		logical sequence; statements	
Demonstrates self-confidence, poise, assertiveness, and good voice projection O points 1-2 points O points 1-2 points O points Demonstrates the ability to effectively answer questions O points 1-6 points O p		0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions 0 points 1-6 points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 max) Name(s):	se, assertiveness, and good	demonstrate self-	demonstrated self-	demonstrated self- confidence, poise, and	self-confidence, poise, good voice projection, and	
Demonstrates the ability to effectively answer questions O points 1-6 points Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 max) Name(s):		0 points	1-2 points	3-4 points	5 points	
Time Penalty (5 points over allowed time) Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 max) Name(s):					the process of completely	
Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code penalty and/or 5 points for late arrival penalty) Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 max) Name(s):		0 points	1-6 points	7-8 points	9-10 points	
Guidelines Penalty (Deduct 5 points for each instance of not following competitive events guidelines) Presentation Total (100 max) Name(s):						
Presentation Total (100 max) Name(s):	Dress Co	· · · · · · · · · · · · · · · · · · ·				
Name(s):		Guidelines Pen	alty (Deduct 5 points for eac	cn instance of not following	competitive events guidelines)	
					Presentation Total (100 max)	
School:	ie(s):					
	ool:					

High School

Chapter Business Display - New York State-Only Event - Not a National Event

This event is designed to create more interest in chapter activities and encourage members to work together as a team in formulating ideas and presenting visual evidence of the state theme and one or more of the goals of FBLA. In addition to providing experience in creating and executing an effective display, the exhibit itself can become an excellent public relations medium for the chapter.

Event Overview

Event Type: Display the chapter project

Event Category: Chapter Event

Presentation Time: Refer to the State Leadership Conference schedule for set up hours and takedown hours

NACE Connections: Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Presentation items

Equipment Provided by FBLA: Table

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Each chapter may submit one entry.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- Chapter displays must be planned, constructed, installed, & attended by student chapter members only. Professionals cannot design an exhibit, but their expert advice may be sought before its construction.
- Exhibits must not exceed 3' x 5' horizontal & 6' vertical area. Larger exhibits will be penalized. No portion of an exhibit may include any battery or electrically operated moving parts.
- No portion of an exhibit may generate sound.
- The display must include the name of the school & the year (20XX 20XX).
- The exhibit must be in place & ready for judging by the designated time at the State Leadership Conference.
- All exhibits must be removed from the exhibit hall no later than the designated time at the State Leadership Conference
- The following list of suggestions, to aid members in planning their exhibit, incorporates the main factors, considered by the judges:
 - Relation to the state theme
 - Simplicity of design
 - Universal appeal
 - Logical sequential format
 - Use of good exhibit techniques
- No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines.
- Five points are deducted for each instance of not following competitive event guidelines.

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Chapter Business Display	Rating Sheet				
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Relation to state theme	0 points	1-6 points	7-13 points	14-20 points	
Creativity and originality of display	- I () noints I 1-6 noints I 7-13 noints I 14-7() noints I				
Impact of message	0 points	1-6 points	7-13 points	14-20 points	
Interest retainer and response	0 points	1-5 points	6-10 points	11-15 points	
Exhibit Technique		-			
Effective use of materials	0 points	1-2 points	3-4 points	5 points	
Effective use of space (2D and 3D)	0 points	1-3 points	4-7 points	8-10 points	
Effective use of lettering an/or graphics	0 points	1-3 points	4-7 points	8-10 points	
		Penalty Point	ts (5 points for not following	Competitive Events Guidelines)	
				Presentation Total (100 points)	
Name(s):					
School:					
Judge Signature:					Date:

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Chapter of the Year - New York State-Only Event - Not a National Event

The Chapter of the Year event is designed to encourage the development of local chapter activities that will benefit the student members, the school, and the community. The chapter chosen each year serves as an example of the enthusiasm and careful planning that are necessary to keep chapters active and to involve as many members in activities as possible.

Event Overview

Event Type: Adviser and 1 to 4 chapter members attend the interview

Event Category: Chapter Event

Event Elements: Prejudged Scrapbook & Interview

Prejudged Component: PDF of the Digital Scrapbook uploaded by April 6, 2025

NACE Connections: Critical Thinking, Communication, Leadership, Professionalism, Teamwork

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- The chapter adviser must register for the SLC online by the March 1 deadline and pay the state conference registration fee to
 participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event has two parts: prejudged digital scrapbook and interview
- Prejudged Digital Scrapbook
 - Submission Deadline: A PDF of the digital scrapbook must be uploaded by April 6, 2025. Maximum upload size is 512MB.
 - Scrapbook Specifics
 - Chapters must use either Google Slides or Microsoft PowerPoint to create the digital scrapbook.
 - Slide One is the title slide & must include the school name & school year.
 - Slide Two is the Judges' Rating Sheet with your points claimed.
 - Slide Three is the Table of Contents. Include slide numbers on the slides.
 - o Points can be claimed for chapter activities starting immediately after the previous State Leadership Conference to the close of the current State Leadership Conference during which the chapter is competing for recognition.
 - o Proof of all points claimed must be evident in the scrapbook. The judges' rating sheet, indicating points, must be on the second slide
 - o A maximum of two (2) photos per event one of which must show membership participation.
 - Evidence must be submitted in sequence of items followed on the judges' rating sheet. A table of contents must be included as the third slide.
 - o Points used for one function may not be used for another function, with the exception of items used in New York State Program of Work & articles used in publicity. Example: A social event such as a dance cannot be used as a chapter meeting.
 - o When the guidelines require a verified report, a chapter adviser's signature is required at the end of the descriptive report.
 - All attendance records must be verified by the chapter adviser through their signature for any section of the scrapbook that has an attendance/participation requirement. Activities conducted from the SLC to the beginning of the new school year should use the previous year's January roster to meet attendance requirements.
 - Activities conducted after the beginning of the new school year with attendance requirements should use the most recent official roster.
 - A chapter must be awarded a minimum of 615 points to place & be recognized in this event.
 - Highlighted activities may be used to fulfill a requirement for the national FBLA Champion Chapter.

Interview

Your chapter will be scheduled for an interview session during the State Leadership Conference. This session should be attended by the adviser & one (1) to four (4) chapter members. Questions posed during the interview must be answered by the chapter members.

Scoring

Judges must break ties. All judges' decisions are final.

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Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

CHAPTER OF THE YEAR POINT EXPLANATION

1. MEMBERSHIP – 0, 5, OR 10 POINTS

- Five (5) points are awarded for submitting a membership roster listing the names of students who are dues paying members of National and NYS FBLA.
- Five (5) points are awarded for maintaining or increasing the total number of dues paid chapter members from the previous year. Rosters for both the previous and current years are required.

2. OFFICIAL FBLA EQUIPMENT - 0 OR 5 POINTS

- Five (5) points are awarded if a chapter has all of the following: banner, gavel, American flag, Roberts' Rules of Order, Newly Revised, 12th Edition, and creed.
- A photo(s) must be submitted.

3. INDUCTION CEREMONY FOR NEW MEMBERS – 0, 10, OR 15 POINTS

- Ten (10) points are awarded for holding an Induction Ceremony for new members.
- Five (5) points are awarded for including the Emblem Ceremony as part of the ceremony.
- · This activity may be done in conjunction with Installation of Chapter Officers Ceremony.
- A photo(s) must be submitted.

4. INSTALLATION OF CHAPTER OFFICERS – 0 OR 15 POINTS

- Fifteen (15) points are awarded for holding an Installation of Chapter Officers Ceremony.
- · This activity may be done in conjunction with Induction Ceremony for New Members.
- A photo(s) must be submitted.

5. CHAPTER PLANNING – 0, 5, 10 OR 15 POINTS

- Five (5) points will be awarded for holding a planning meeting for newly-elected local chapter officers. A verified attendance report
 must be submitted.
- Five (5) points will be awarded for preparing a Program of Work for the chapter. (Program of Work guidance is provided in the Chapter Management Handbook.) The Program of Work must be submitted.
- Five (5) points will be awarded for preparing a chapter budget. The budget must be submitted.
- A photo(s) must be submitted.

6. CHAPTER MEETINGS - 0 TO 80 POINTS

- Credit is awarded for only four (4) meetings with a maximum of twenty (20) points awarded for each meeting at which two-thirds (2/3) of the total chapter membership is in attendance. At least two (2) of the meetings must include: a guest speaker, a field trip, or a film or other special feature for the purpose of promoting a goal of FBLA, the state charity, or the national charity. The same program may be offered twice to meet the required two-thirds (2/3) attendance and will count as one meeting.
- An agenda and minutes of each of these meetings must be submitted along with a chapter roster indicating which students were in attendance at each meeting.

7. SOCIAL ACTIVITIES – 0 TO 10 POINTS

- The activity should be chapter-wide and include at least one-third (1/3) of the chapter's members or thirty (30) students, whichever
 is less.
- Credit is awarded for only one (1) activity, for a maximum of ten (10) points.
- Pictures and/or a verified report must be submitted along with a chapter roster indicating which students were in attendance at each meeting.

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8. CIVIC/COMMUNITY ACTIVITIES – 0 TO 120 POINTS

- The activities should benefit the out-of-school community and/or the business community. Activities may be held within school facilities for an out-of-school organization. At least one (1) of the activities must benefit the state charity of the given year.
- Credit is given for only three (3) activities. A maximum of forty (40) points may be claimed for each activity.
- Pictures, publicity and/or a verified report must be submitted.

9. SCHOOL SERVICE ACTIVITY – 0 TO 60 POINTS

- This activity should benefit the school and/or the students.
- · Credit is given for only two (2) activities. A maximum of thirty (30) points may be claimed for each activity.
- Pictures and publicity or a verified report must be submitted.

10. FUNDRAISING PROJECT – 0 TO 30 POINTS

- Only one project may be claimed. This project may be a continuation of a previous year's activity.
- Student involvement in planning and organizing the project must be documented (ex: timelines, committee meeting agendas/minutes, photos).
- A verified report including evidence of the financial planning and educational value of the project must be presented. A verified Profit/Loss Statement must be included (minus 5 points if not included).

11. PRINT/ELECTRONIC PUBLICITY - 0 TO 80 POINTS

Any combination can be used to a maximum of 80 points. Print or Electronic Publicity must be submitted with newspaper banner (name) and date on that page. Articles submitted detached from newspaper banner and date will not be counted. Printouts or screen shots of article(s) must be included in scrapbook.

10 points each for a maximum of 30 points	NYS Newsletter (The FBLA Express)
5 points each for a maximum of 25 points	School or District: Newspaper, newsletter, website, social media
5 points each for a maximum of 10 points	FBLA District Newsletter
5 points each for a maximum of 60 points	Local newspaper articles (in print or online)
2 points each for a maximum of 10 points	For any Chapter Activities posted on the following outlets: NYS FBLA Social Media
	site: Facebook, Instagram, Twitter, YouTube (must show evidence of a link to NYS
	FBLA homepage)

12. RADIO/TELEVISION PROGRAM – 0 TO 20 POINTS

- The points are based on one (1) broadcasted radio or television cable or commercial program per year in which the members participated. This may include an internal, closed-circuit broadcast.
- Points will be awarded based upon duration and quality of the program as well as degree of student involvement.
- Pictures, publicity and/or a verified report must be submitted. A signed statement from a radio/TV station employee must be included as well.

13. ASSEMBLY PROGRAM - 0 TO 30 POINTS

- The thirty (30) points are based on one (1) assembly program per year.
- The assembly program must relate to one of the nine FBLA goals. The program may be school-wide, department-wide or by grade level.
- FBLA may be part of the program, with points based on merits of the program.
- Pictures, publicity and/or a verified report must be submitted.

14. TALKS, DEMONSTRATIONS, OR WORKSHOPS BEFORE CIVIC, BUSINESS, TRADE, OR EDUCATIONAL GROUPS – 0 TO 60 POINTS

- The presentation must be done by two (2) or more chapter members.
- The sixty (60) points are based on twenty (20) points per appearance. Credit is given for only three (3) appearances.
- Pictures, publicity and a verified report must be submitted. A verified report includes letters, certificates, or a signed statement from the group.

15. ATTENDANCE AT DISTRICT MEETINGS - 0, 15, OR 30 POINTS

- Fifteen (15) points are given if the chapter is represented at the Fall District Meeting.
- Fifteen (15) points are given if the chapter is represented at the Spring District Meeting.
- Proof of attendance, verified by the District Vice President or Board of Trustee member, must be submitted including names of students attending.

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16. ATTENDANCE AT STATE LEADERSHIP CONFERENCE (SLC) - 0 TO 25 POINTS

• Twenty-five (25) points are given if the chapter is represented at the SLC. The names of students attending must be submitted.

17. PARTICIPATION IN COMPETITIVE ACTIVITIES AT STATE LEADERSHIP CONFERENCE (SLC) - 0 TO 135 POINTS

- Points are awarded for each event the chapter participates in at the SLC, including the Who's Who in FBLA event. Participation in the following events will receive ten (10) points each, to a maximum of fifty (50) points:
 - o American Enterprise Project
 - o Local Chapter Annual Report
 - Chapter Business Display
 - o Partnership with Business Project
 - o Community Service Project
- Participation in all other events including the State Officer Exam and district elimination events held at the Spring District Meeting will receive five (5) points per event, to a maximum of eighty (80) points.
- A chapter may receive a maximum of five (5) points for having one or more members serve as an Intern at the SLC. (Proof of internship will be verified by the Internship Coordinator.)
- A copy of the contest registration form for the State Leadership Conference must be submitted. Documentation verified by the
 District Vice President and a Board of Trustee member must be submitted for events taken at the Spring District Meeting

18. WINNERS OF STATE LEADERSHIP CONFERENCE COMPETITIVE EVENTS – 0 TO 90 POINTS

• A first place winner will receive thirty (30) points; a second place winner will receive twenty (20) points; a third place winner will receive ten (10) points; fourth and fifth place winners will receive five (5) points each. A maximum of ninety (90) points may be earned. Point total will be determined at the SLC by conference staff.

19. STATE OFFICERS – 0 TO 50 POINTS

- Fifteen (15) points are given for each State Officer serving during the current year, regardless of whether they are appointed or elected. If an elected or appointed officer resigns or is removed from office before the completion of their term, no points may be claimed. These points will be verified by the State Officer Adviser.
- Five (5) points will be awarded if the chapter had one or more State Officer candidates at the previous SLC who were not elected or subsequently appointed. This would include the Parliamentarian candidates interviewed at the previous SLC.

20. ATTENDANCE AT NATIONAL LEADERSHIP CONFERENCES – 0 TO 30 POINTS

- Ten (10) points are awarded if the chapter is represented by an official delegate at the National Leadership Conference.
- Ten (10) points are awarded if the chapter or a chapter member competes in a competitive event at the National Leadership Conference, excluding open events.
- Ten (10) points are awarded if the chapter is represented at the National Fall Leadership Conference.
- · Proof of attendance must be submitted including the names of students attending (conference receipt).

21. WINNERS OF NATIONAL LEADERSHIP CONFERENCE COMPETITIVE ACTIVITIES - 0 TO 45 POINTS

- First to tenth place winners at the National Leadership Conference (NLC) may claim points on a scale of three (3) to thirty (30) points. Example: A tenth place winner will receive three (3) points; a first place winner will receive thirty (30) points. A member who receives recognition for Who's Who in FBLA will receive five (5) points. Each chapter may claim a maximum of thirty (30) points in this category.
- Chapters who receive recognition and certificate awards such as Gold Seal Awards of Merit may claim a maximum of one (1) award for a total of five (5) points.
- Chapters who receive recognition awards for individual programs, such as Champion Chapter or Business Achievement Award, may claim a maximum of two awards for a total of ten (10) points.

22. NATIONAL OFFICER/NATIONAL OFFICER CANDIDATE – 0, 10, OR 25 POINTS

- Twenty-five (25) points are awarded for one elected or appointed National Officer serving during the current year.
- Ten (10) points will be awarded if the chapter had a National Officer Candidate at the National Leadership Conference who was not elected or subsequently appointed.

High School

23. PROMOTING FBLA - 0 TO 15 POINTS

- Five (5) points are given for each online meeting with another school, visit to another school, or having another school visit the chapter for the purpose of starting or reactivating a chapter. A maximum of three (3) visits may be counted.
- At least two chapter members must be actively involved in the presentation.
- The official school visitation form must be submitted for each chapter visited. This form can be found with the Chapter of the Year rating sheets in these event guidelines.

24. CHAPTER CHARTERING/REACTIVATION - 0 TO 100 POINTS

- Ten (10) points will be given for chartering or reactivating a chapter. A maximum of five (5) charters/reactivations may be claimed.
- Ten (10) points will be given for participating in a joint activity with a chapter you have chartered this school year. A minimum of one-third (1/3) of the membership of both chapters must participate. A maximum of five (5) activities may be claimed.
- A chapter may only claim points for a joint activity with each school once.
- Executive Secretary will verify charter/reactivation.
- A copy of the state charter/reactivation form must be submitted for each chartered/reactivated chapter. This form can be found with the Chapter of the Year rating sheets in these event guidelines.

25. NEW YORK STATE PROGRAM OF WORK – 0 TO 60 POINTS

- Five (5) points are given for each committee competition a chapter participates in, regardless of whether they win.
- A chapter may only claim points once for each competition.
- Copies of items submitted must be included in the Chapter of the Year scrapbook, including a copy of the successful upload notification.

26. SUPPORT OF NYS FBLA FOUNDATION - 0 TO 20 POINTS

- Ten (10) points will be given if the chapter contributes \$50 or more to the NYS FBLA Foundation. Verification by the NYS FBLA Foundation must be submitted.
- Ten (10) points will be given if the chapter contributed a basket, valued at a minimum of \$50, for the NYS FBLA Foundation Basket Auction at the current State Leadership Conference. Receipts for the items included in the basket must be provided to the Auction Coordinator. Verification from the Basket Auction Coordinator is obtained upon submitting the basket and must be handed in at the SLC Registration Table upon registering your chapter to claim the points.

27. ALUMNI & PROFESSIONAL NETWORK ACTIVITIES - 0 TO 20 POINTS

- Ten (10) points will be awarded if a letter was sent out during the past year inviting past FBLA graduates, parents, educators, community and/or business representatives to be members of the National Alumni & Professional Network. A list of people the letter was sent to must be included.
- Ten (10) points will be awarded for having an official National Alumni & Professional Network member in a chapter activity, such as presenting at a chapter meeting, chaperoning a field trip, providing a tour of their business, etc. Pictures, publicity and/or a verified report must be submitted.

28. OUTSTANDING ACTIVITY OF THE YEAR - 0 TO 40 POINTS

- Up to forty (40) points will be awarded for one outstanding activity completed during the year.
- This activity must contribute to the personal and/or professional growth of the members and may not be claimed in any other section of the scrapbook.
- One half (1/2) of the chapter membership must participate in the activity.
- Pictures and publicity or a verified report must be submitted along with a chapter roster indicating which students were in attendance.

High School



NEW YORK STATE ASSOCIATION FUTURE BUSINESS LEADERS OF AMERICA SCHOOL VISITATION VERIFICATION FORM

(Your chapter name)
Chapter of Future Business Leaders of America gave a presentation regarding FBLA's goals and the chapter's activities to
NAME OF SCHOOL:
DATE OF PRESENTATION:
PLACE OF PRESENTATION:
Members Who Gave Presentation*:
*At least two members of your chapter must make presentation.
SIGNATURE OF VISITED SCHOOL BUSINESS EDUCATION INSTRUCTOR OR ADMINISTRATOR:
DATE SIGNED:

High School



NEW YORK STATE ASSOCIATION FUTURE BUSINESS LEADERS OF AMERICA CHAPTER CHARTER VERIFICATION FORM

This is to verify that the members of the:	
(Your chapter name)	
Chapter of Future Business Leaders of America has assisted the following school in the chartering of their FBLA chapter	
Chartered Chapter Name:	
Name of Chapter President: Of Newly Chartered Chapter:	
Name of Adviser of Newly Chartered Chapter:	
Date Newly Chartered Chapter Submitted Application:	
STATEMENT BY YOUR CHAPTER OF ACTIVITIES CONDUCTED TO ASSIST NEWLY CHARTERED CHAPTER IN THE CHARTERII PROCESS:	NG
Signature of adviser of your chapter & date	
Signature of president of newly chartered chapter & date	
Signature of adviser of newly chartered chapter & date	

Signature of NYS FBLA Executive Secretary that signifies that the new chapter has been accepted by NYS FBLA & date

High School

Chapter of the Year Rating Sheet				
Expectation Item	Point Value	Not Demonstrated	Points Claimed*	Points Awarded
1. Membership	0, 5, or 10	0 points		
2. Official FBLA Equipment	0 or 5	0 points		
3. Induction Ceremony for New Members	0, 10, or 15	0 points		
4. Installation of Chapter Officers	0 or 15	0 points		
5. Chapter Planning	0, 5, 10, or 15	0 points		
6. Chapter Meetings	0 to 80	0 points		
7. Social Activities	0 to 10	0 points		
8. Civic/Community Activities	0 to 120	0 points		
9. School Service Activities	0 to 60	0 points		
10. Fundraising Projects	0 to 30	0 points		
11. Print/Electronic Publicity	0 to 80	0 points		
12. Radio/Television Programs	0 to 20	0 points		
13. Assembly Programs	0 to 30	0 points		
14. Talks or Demonstrations Before Groups	0 to 60	0 points		
15. Attendance at District Meetings	0, 15, or 30	0 points		
16. Attendance at State Leadership Conference	0 or 25	0 points		
17. Participation in Competitive Events at SLC	0 to 135	0 points		
18. Winners of SLC Competitive Events	0 to 90	0 points		
19. State Officers	0 to 50	0 points		
20. Attendance at National Leadership Conference	0 to 30	0 points		
21. Winners of NLC Competitive Events	0 to 45	0 points		
22. National Officer/National Officer Candidates	0, 10, or 25	0 points		
23. Promoting FBLA	0 to 15	0 points		
24. Chapter Chartering/Reactivation	0 to 100	0 points		
25. NYS Program of Work	0 to 60	0 points		
26. Support of NYS FBLA Foundation	0 to 20	0 points		
27. Alumni & Professional Network Activities	0 to 20	0 points		
28. Outstanding Activity of the Year	0 to 40	0 points		
		Total (Maximum possible is 1235 points)	
		*This column	is to be filled in by the chapter	
Name(s):				ı
School: Judge Signature:				Date:

High School

Client Service

Client Service provides members with an opportunity to develop and demonstrate skills in interacting with internal and external clients to provide an outstanding client service experience. The competitor engages clients in conversations regarding products, handles inquiries, and solves problems. This competitive event consists of a role play scenario.

Event Overview

Event Type: Individual Event Category: Role Play Event Elements: Role Play

Role Play Time: 10-minute preparation, 5-minute presentation (warning with one minute left) **NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism

Equipment FBLA Provides: Two notecards and pencil for each competitor and secret problem/scenario for each round

District Elimination Event

A member may enter only one of these events and must place at their Spring District Meeting (SDM) in order to compete in these events at the SLC:

- Client Service
- Impromptu Speaking
- Introduction to Decision Making (9th & 10th Grades Only)
- Introduction to Public Speaking (9th & 10th Grades Only)
- Job Interview
- Public Speaking

Semi-finalists for the SLC will be based on this formula:

# of Chapters	# of Participants
in the District	to the SLC
1-10	2
11-20	3
21-30	4
31-40	5
>41	6

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- The role play will be a problem or scenario in customer service. The role play will be given to the competitor at the beginning of their assigned preparation time.

High School

- Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
- No additional reference materials or props or visuals are allowed.
- Role plays are interactive presentations; the judges will ask questions throughout the presentation.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more
 than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Presentations are not open to conference attendees.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

	entation Rating She			- 1	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
	No description or role	Describes and provides	Describes and provides role	Demonstrates expertise	
Demonstrates understanding of the	play synopsis provided;	role play synopsis OR	play synopsis AND defines	of role play synopsis	
role play and defines problem(s) to	no problems defined	defines the problem(s)	the problem(s)	AND definition of the	
be solved		1.6:	7.0	problem(s)	
	0 points	1-6 points	7-8 points	9-10 points	
	No position	Communicates position	Communicates position on	Communicates in a professional manner	
Communicates position on role play	communicated	not related to problem	problem	position on problem in	
scenario	communicated	not related to problem	problem	scenario	
	0 points	1-6 points	7-8 points	9-10 points	
				Feasible solution and	
		Solution provided, but	Logical solution and	implementation plan	
Identifies logical solution and aspects of implementation	No solution identified	implementation plan	implementation plan	developed, and	
	no solution luciningicu	not developed	provided and developed	necessary resources	
, , , , , , , , , , , , , , , , , , ,		•		identified	
	0 points	1-6 points	7-8 points	9-10 points	
				Display of empathy and	
	No empathy or	Empathy or diplomacy	Empathy and diplomacy	diplomacy skills add to	
Displays empathy/diplomacy when	diplomacy displayed	displayed in response	displayed in response to	resolution of role play	
responding to role play scenario	, , ,	to role play scenario	role play scenario	scenario	
	0 points	1-6 points	7-8 points	9-10 points	
		- F		·	
	No understanding of	Terminology is	Clear understanding of	Terminology is	
Shows knowledge of terminology	the role play	presented but not	terminology and	communicated clear	
and components related to the role play	demonstrated	expanded on	implementation into presentation	enough for client (judge) to proceed on their own	
piay			presentation	to proceed on their own	
	0 points	1-6 points	7-8 points	9-10 points	
	,	Situation was closed	- 60	Conflict was resolved,	
Demonstrates conflict resolution	No closure was	OR conflict was	Conflict was resolved, the	the situation has	
and closure to the role play	provided	resolved	situation has closure	closure, and client	
	0 points	1-9 points	10-16 points	(judge) is satisfied	
Delivery Skills	0 points	1-9 points	10-10 points	17-20 points	
Jenve, James		0 111		Presentation flowed in a	
	Competitor did not	Competitor was	Presentation flowed in	logical sequence;	
Statements are well-organized and	appear prepared	prepared, but flow was not logical	logical sequence	statements were well	
clearly stated		not rogicur		organized	
	0 points	1-6 points	7-8 points	9-10 points	
				Competitor	
Demonstrates self-confidence,	Competitor did not	Competitor	Competitor demonstrated	demonstrated self-	
poise, assertiveness, and good voice	demonstrate self-	demonstrated self-	self-confidence, poise, and	confidence, poise, good	
projection	confidence	confidence and poise	good voice projection	voice projection, and	
E. electro				assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
	Unabla to comme	Door not complete!	Completelis	Interacted with the	
Demonstrates the ability to	Unable to answer	Does not completely	Completely answers	judges in the process of	
effectively answer questions	questions	answer questions	questions	completely answering	
	0 points	1-6 points	7-8 points	questions 9-10 points	
	υ μοπτις	T-0 hours	•	points over allowed time)	
Drace Co	ide and/or Late Arrival Pen	alty (Deduct 5 points for d	ress code penalty and/or 5 poi		
DI 633 CO			instance of not following com		
		, ,		entation Total (100 points)	
Nama(a).			Prese	entation rotal (100 points)	
Name(s): School:					
udge Signature:				T	Date:
radge dignature.	L				Dute.

High School

Coding & Programming

Coding & Programming provides members with the opportunity to design and implement a standalone application to accomplish a task. This competitive event consists of a presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Prejudged Component: Program URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Create a program that helps students manage their personal finances by tracking account balances, income and expenses. The program should allow users to input details about their income sources and expenses, including the amount, category, and date of each transaction. It should provide features to view the current balance, generate summaries of income and expenses over specified periods (e.g., weekly, monthly), and categorize expenses to show spending patterns. Additionally, the program should include functionality to update or delete existing entries and offer search and filter options to easily find specific transactions.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is two parts: prejudged component and presentation
- Prejudged Component
 - Submission Deadline: A URL of the program must be uploaded by March 1, 2025.
 - Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous SLC.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.
 - The program is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

High School

Technology

- Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the program:
 - The development, usability and functionality of the program must be demonstrated and explained to the judges.
 - Solution must run standalone with no programming errors.
 - Data must be free of viruses/malware.
 - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
 - The presentation should follow the rating sheet and include the following:
 - o Code Quality: What are the specifics of and the big picture of the code?
 - o User Experience: What focus is on the ease-of-use and accessibility of the interface?
 - o Functionality: Speak to all aspects of the topic

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Evacetation Item	Not Demonstrated	Rolow Expostations	Moote Expectations	Evenode Evenostations	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Program Readability					
		Identifiers are used for	Identifiers are used and	Identifiers exhibit an	
Appropriate identifiers used	Identifiers not used	programming elements	are accurate in all	advanced knowledge of	
for variables, constants,		but are incorrectly places	instances	programming	
arrays, objects, etc.	0 points	1-7 points	8-14 points	15-20 points	
	o points	1 / points	o 14 points	Commentary assists the	
Commentary provided is	No commentary	Commentary provided	Logical and useful	user throughout the testing	
readable, useful, and complete	provided	but is not logical	commentary provided	process	
	0 points	1-7 points	8-14 points	15-20 points	
	·	Program	·	Program documentation	
General program	Program documentation	documentation	Program documentation	invites use of advanced	
documentation is readable,	not provided	contains errors	is error free	features	
useful, and complete	0 points	1-7 points	8-14 points	15-20 points	
Project Structure and Content					
Dunguous in non-sine and done	Program contains	Program contains	Program does not contain	Program incorporates at	
Program is concise and does not contain unnecessary	unnecessary steps and is	unnecessary steps or is	unnecessary steps or	least one if-then sequence	
complexity	complex	complex	complexity	that saves the user steps	
complexity	0 points	1-7 points	8-14 points	15-20 points	
	Where data is stored is	Where data is stored	Data storage is clear and	Data storage includes	
Data storage is appropriate	unclear	may not be secure	storage is secure	dynamic backup feature	
	0 points	1-7 points	8-14 points	15-20 points	
		0		Program sequence is	
Dragram usa fallawa a lagical	Program sequence is	Program sequence	Program sequence is	logical, error free, and	
Program use follows a logical	unclear	contains one or more errors	logical and error free	incorporates if-then	
sequence		errors		sequences	
	0 points	1-7 points	8-14 points	15-20 points	
Jsability and Results					
			Interface contains no		
	No help menu or	Includes basic help	spelling errors, has	Program use also includes	
Program use and navigation	navigation system	menu and usable	interactive help menu,	an intelligent feature such	
	incorporated	navigation	and has no navigation errors	as an interactive Q&A	
	0 points	1-7 points	8-14 points	15-20 points	
	·	·	·	Program results update	
_	Program produces	Program results	Program results are error	dynamically and are error	
Program results	inaccurate results	contain logic errors	free	free	
	0 points	1-14 points	15-21 points	22-30 points	
	Output reports are not	Output reports are not	Output reports are error	Reports allow user to	
	accurate or not	sufficient to analyze	free and provide all	customize and analyze	
Output reports	available	data	necessary information to	information	
			analyze data	•	
	0 points	1-14 points	15-21 points	22-30 points	
		Penalty Points (5	points for each instance of g	uidelines not being followed)	
				Project Total (200 points)	
Name(s):				l.	
School:					
					Date:

High School

oums arrogramm	ming Presentation Ra				Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
Code Quality					
Appropriate use of comments, naming conventions, and	No commentary provided	Comments provided but are not logical	Commentary provided assists judges throughout the demonstration	Commentary provided is logical, useful, and complete	
proper formatting	0 points	1-6 points	7-8 points	9-10 points	
The program is modular in a way that makes logical,	Program does not make logical, readable sense	Program is either logical or readable, but not both	Program is logical and readable	Program exhibits an advanced knowledge of programming	
readable sense	0 points	1-6 points	7-8 points	9-10 points	
User Experience					
User interface is intuitive or clear instructions are	No instructions provided and is not intuitive	Instructions provided or program is not intuitive	Appropriate & clear instructions are provided	Program is intuitive and clear instructions are provided	
provided	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	No help menu or navigation system incorporated	Includes basic help menu and usable navigation	Interface contains no spelling errors, has interactive help menu, and has no navigation errors	Program use also includes an intelligent feature such as an interactive Q&A	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	User input isn't validated	User input validation attempted, but does not catch important edge cases or is not done correctly	User input is validated	Input validation applied on both syntactical and semantic levels	
	0 points	1-2 points	3-4 points	5 points	
Functionality					
Program addresses all parts of the prompt	Program does not address the topic/problem	Program addresses the topic/problem at a minimal level	Program fully addresses the topic/problem	Program fully addresses the topic/problem, and the correlation is explained in the instructions	
	0 points	1-6 points	7-8 points	9-10 points	
Program generates a presentable report	Output reports are not accurate or not available	Output reports are not sufficient to analyze data	Output reports are error free and provide all necessary information to analyze data	Output reports allow user to customize and analyze information	
	0 points	1-6 points	7-8 points	9-10 points	
Data storage	There is no storage of data	Variables are used inconsistently, or in a way that is unclear	Variable name and usage is clear. Variables store data that updates when necessary. Each variable performs only one job, and the correct data type is used	More complex data storage such as arrays and lists are used where appropriate and variable scope makes sense	
	0 points	1-2 points	3-4 points	5 points	
Delivery Skills					
Statements are well- organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self- confidence, poise, assertiveness, and	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
good voice projection	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
answer questions	0 points	1-6 points	7-8 points	9-10 points	
			Time Pe	nalty (5 points over allowed time)	
	Dress Cod	e and/or Late Arrival Penalty (Deduct 5		or 5 points for late arrival penalty)	
		Salucinies i charty (Deduct 3 pt	101 Cach instance of not followi	Presentation Total (100 points)	
Name(s):					
School:				,	
Judge Signature: Comments:					Date:

High School

Community Service Project

Community Service Project provides chapter members with the opportunity to showcase their community service projects within their school and/or community. The project must be in the interest of the community and designed for chapter participation. This competitive event consists of a prejudged report and presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members present the chapter project

Event Category: Chapter Event

Event Elements: Prejudged Report & Presentation

Prejudged Component: 17-page report due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer **NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event has two parts: prejudged report and presentation
- Prejudged Report
 - Submission Deadline: A PDF of the report must be uploaded by March 1, 2025.
 - O Number of Pages: The report will be no more than seventeen (17) pages.
 - Report Specifics
 - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
 - The second page must include a table of contents and each page must be numbered.
 - Divider pages and appendices are optional and must be included in the page count.
 - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
 - Reports must describe one chapter project that serves the community. The project must be in the interest of the community and designed for chapter participation. Include:
 - Description of the project
 - Chapter member involvement
 - Degree of impact on the community
 - Evidence of publicity received
 - Project evaluation
 - Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous SLC.

High School

- Pages must be formatted to fit on 8 ½" x 11" paper.
- o Reports should follow the rating sheet sequence.
- The report is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

Presentation

- Presentations are not open to conference attendees.
- Competitors must set up their presentation by themselves.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.

Technology

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

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expectation item	Not Demonstrated	Delow Expectations	Micets Expectations	Exceeds Expectations	Earned
		Project has specific goals		Project has quantitatively	
Project has specific goals	Project is not a	OR provides service to	Project has specific goals	defined goals and indicates	
and provides service to the	Community Service	the community and its	AND provides service to the	future activities or steps that	
community and its citizens	Project	citizens but not both	community and its citizens	could be taken to further the work started	
	0 points	1-6 points	7-8 points	9-10 points	
	No evidence of school	·	·	·	
Describe research into	and/or community	Research was completed	Research clearly completed	Research was planned,	
school and/or community	research	but not clearly outlined	and clearly outlined	executed, and evaluated	
needs	0 points	1-8 points	9-12 points	13-15 points	
	No evidence of		Oleverine development	Planning, development, and	
Barrello alcuetto	planning,	Planning, development,	Planning, development,	implementation	
Describe planning,	development, or	OR implementation	and implementation activities / steps are clearly	activities/steps are described	
development, and implementation of project	implementation of	explanation is missing	described	and rationale for types of	
implementation of project	project			activities is given	
	0 points	1-9 points	10-16 points	17-20 points	
		Information about			
Channanidana Contille	No evidence of	publicity was written in	Project was recognized	Project was recognized in	
Show evidence of publicity	publicity received	the report but no	within the school and/or	more than one way by the	
received		evidence of publicity is available	community	school and/or community	
	0 points	1-6 points	7-8 points	9-10 points	
	o points	1 o points	, o points	Project impacted the school	
Report benefits to and	School and/or		Project created tangible	and/or community to a level	
	community impact is	Project was completed	results that benefitted the	that something has	
degree of impact on the	not addressed	and served a purpose	school and/or community	dynamically changed, and	
school and/or community				the project should continue	
	0 points	1-6 points	7-8 points	9-10 points	
	No evidence of project		Project was evaluated and	Project was evaluated and	
Evaluate the project	evaluation is provided	Project was evaluated	the evaluation was	recommendations for	
Evaluate the project	•		assessed	change were given	
	0 points	1-6 points	7-8 points	9-10 points	
Report Format	T				
Guidelines followed and	Missing one or more	All information	Information	Presented in the correct	
report arranged according	sections and/or does	presented, but order	Information arranged according to rating sheet	order and includes written	
to rating sheet (See above	not follow rating sheet	inconsistent with rating sheet	according to rating sneet	transitions between sections	
Expectation Items)	0 points	1-6 points	7-8 points	9-10 points	
	o points	Inconsistent formatting,	. 0 2011103	Utilizes full bleed, effective	
	Does not format	excessive white space,	Consistent formattina	use of space, related defined	
Format and design a	document	and/or unrelated	throughout the report	graphics, and consistent	
business report		graphics and/or photos		formatting	
	0 points	1-6 points	7-8 points	9-10 points	
	More than 5 grammar,	3-4 grammar,	No spelling errors, and not	No spelling error, and not	
Include correct grammar,	punctuation, or	punctuation, or spelling	more than 2 grammar or	more than 1 grammar or	
punctuation, and spelling	spelling errors	errors	punctuation errors	punctuation error	
	0 points	1-2 points	3-4 points	5 points	
				Report Total (100 points)	
Name(s):				,	
School:					
ludge Signature:					Date:
aabe albilatare.	l .				Juic.

High School

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

High School

Computer Applications

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

Event Overview

Event Type: Individual Event Category: Production

Event Elements: Objective Test, 100-multiple choice questions and Production Test

Objective Test Time: 50 minutes

Word Processing

Production Test Time: 2 hours, due March 28, 2025 **NACE Connections:** Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook for Objective Test at SLC, Computer for Production Test at school

Objective Test Competencies Basic Computer Terminology and Basic Application Knowledge and Formatting, Grammar, **Word Processing** Concepts Punctuation, Spelling, and Proofreading Presentation, Publishing, and E-mail, Integrated, and Multimedia Applications **Collaboration Applications** Spreadsheet and Database **Netiquette and Legal Issues Applications** Security **Production Test Competencies** Create, Search, and Query **Developing Slides & Presentations Integrating Presentations and** Spreadsheets Databases Integrating Databases and Word Spreadsheet Functions and Integrating Word Processing, **Processing** Spreadsheets, Presentations, and **Formulas** Integrating Spreadsheets and **Databases** Creating and Formatting with **Word Processing**

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event has two parts: objective test and production test
- Objective Test
 - The objective test is administered online at the SLC.
 - No reference or study materials may be brought to the testing site.
 - o No calculators may be brought into the testing site; online calculators will be provided.
 - All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of
 these devices will be considered a violation of the Competitive Events Guidelines.

High School

Production Test

- Submission Deadline: A PDF document containing all the tasks must be uploaded by March 28, 2025
- The production test is administered and proctored by an adult who is NOT the local adviser at a designed school-site prior to the SLC.
- The production test is a set of tasks based on the competencies for the competitor to complete.
- o Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
- o Calculators cannot be used on the production test.
- o The Format Guide, found on the Competitive Events website (www.fbla.org) can be used for the production test.

Scoring

- The rating sheet will be released with the production test.
- Production Test is 85% of the total score; Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Computer Game & Simulation Programming

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

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Prejudged Component: Game URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

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

Include:

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

The game must:

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

Games should consider accessibility features to accommodate players with disabilities.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
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- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- The event has two parts: prejudged and presentation
- Prejudged Component
 - o **Submission Deadline:** A URL of the game must be uploaded by March 1, 2025.
 - Competitors must prepare projects. Advisers and others are not permitted to create projects.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.
 - The game is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

High School

Presentation

- Presentations are not open to conference attendees.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation) o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the program:
 - Choosing a programming language or game/animation engine to create a standalone executable program that will display creativity, programming skill, and convey the message of the topic.
 - The development, usability and functionality of the program must be demonstrated and explained to the judges.
 - Data must be free of viruses/malware.
 - Must be graphical in nature, not text based.
 - Must have an initial title page with the game title, user interface control instructions, and active button for Play and Quit.
 - Must have a quit command programmed to the escape key.
 - Competitors must provide comprehensive documentation including a readme file, source code, templates/libraries used, and documentation of any copyrighted or open-source material used.
 - The presentation should follow the rating sheet and include the following:
 - Concept and Design of the Game: What are the game rules? Are they easy to understand? Do the rules address all aspects of the game?
 - Implementation of the Concept & Design: What process was used to turn the concept and design into software? How was the art/sound built?
 - User Experience: Does the user have a good experience with the interface?

Scorina

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

omputer Game & Simul	auon Programming	Prejuugeu Project	nating sneet		Daint
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Program Usability					
		Media usable but not	Media usable with all	Media usable with Read	
Storage media, uploaded	Media not usable	submitted according to	necessary files needed to	Me and Executable file in	
folder, and shortcuts		event guidelines	execute the program	_root structure	
formatted properly	0 points	1-7 points	8-14 points	15-20 points	
Instructions clear and		Instructions provided	0 11 1	Instructions provided, but	
executable launches from	No instructions provided	but incomplete or	Complete and accurate	programming allows user	
shortcuts without	·	incorrect	instructions given	to execute without	
modifications	0 points	1-7 points	8-14 points	15-20 points	
	'	•	User interface and	More than one fully	
	User interface and/or	Instructions are not	instructions clearly	functional user interface is	
User Interface and navigation	instructions not obvious	clear OR user interface	identified on title slide	available and instructions	
oser meeriace and navigation	mstructions not obvious	is not defined	and are fully functional	are clear	
	0 points	1-7 points	8-14 points	15-20 points	
	Errors prevented use of		d not prevent execution of	13-20 points	
Errors did not crash the	,	•		No errors existed	
project or prevent use	program	•	ogram	11 20	
	0 points	1-1() points	11-20 points	
Project Concept & Design					
				User with no knowledge of	
Fully address the concept	Concept and/or topic is	Concepts and/or topic	Fully addresses the	the concept and/or topic	
and/or topic	not followed	not fully developed	concept and/or topic	can identify based on use	
and/or topic				of project	
	0 points	1-3 points	4-7 points	8-10 points	
Color, backgrounds, font, and			Contrast, font, sound, and		
	No graphic design	Contrast, font, sound,	design choice are	Contrast, font, sound, and	
sounds are appropriate for the	principles applies	or design choice is	appropriate for the	design choice enhance the	
concept/topic	h	distracting	concept/topic	experience for the user	
	0 points	1-3 points	4-7 points	8-10 points	
	·	•	•	·	
Graphics appropriate for concept and/or topic	No graphic design	Graphics are	Graphics are appropriate	Graphics enhance the	
	principles applies	distracting	for the concept/topic	experience for the user	
	0 points	1-3 points	4-7 points	8-10 points	
		Title slide has limited	Title slide functions and	Title slide provided, but	
Title slide functions and	No title slide provided	instructions and/or	•	allows user to execute	
provides working instructions		functionality	provides clear instructions	without instructions	
	0 points	1-3 points	4-7 points	8-10 points	
	Code contains errors	Code contains errors		Code is well-commented to	
	that prevent the	that did not prevent	Code is error free	explain logic used and	
Code is written correctly	execution	execution	code is error free	reason for block of code	
			0.14	, ,	
No. 1 and Production	0 points	1-7 points	8-14 points	15-20 points	
Project Evaluation					
	Pulas santaia	Pulos contain	Pulac are array from		
Ovelland miles and accord	Rules contain	Rules contain errors	Rules are error free as	At least one advanced rule	
Quality of rules and accuracy	substantial errors	that have minimal	discovered through basic	feature available	
of code identifying rules	affecting game play	impact on game play	game play		
	0 points	1-7 points	8-14 points	15-20 points	
	ο ροπτο	I / politis	o 14 politics	·	
	Game is overly simplistic	Game can be	Compa in aballana tanan 1	User can navigate the	
The game is challenging but	and/or cannot be	completed but is	Game is challenging and	game with rules as defined	
can be completed	completed	simplistic	can be completed	and several outcomes are	
-	01-1	•	0.441-1	available for completion	
	0 points	1-7 points	8-14 points	15-20 points	
	Evnoriones intended for	User can navigate the	User can navigate and	Game includes an	
Player immersion and	Experience intended for	game but experience	complete the game	operating multi- player	
experience	the game is not defined	and purpose is defined	following the rules	function	
•	0 points	1-7 points	8-14 points	15-20 points	
	- Po	·	•	uidelines not being followed)	
		r charty i onits (5	points for each instance of g		
				Project Total (200 points)	
lame(s):					
chool:					
udge Signature:					Date:
Comments:	·			·	<u> </u>

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations
oncept & Design				
	Concept/topic are not	Concept/topic not fully	Fully addresses the concept/	User with no knowledge of the
Game addresses all parts of the concept/topic and guidelines	addressed, and 3 or more	developed, and one or two	topic and followed all	concept/topic can identify it based on use
	guidelines not followed	guidelines not followed	guidelines	of project and followed all guidelines
	0 points	1-8 points	9-12 points	13-15 points
Company and the second	Rules contain substantial	Rules contain errors that have	Rules are error free as	At least one advanced rule feature
Game rules are well-defined and	errors affecting game play	minimal impact on game play	discovered through basic	available
clearly explained	0 points	1-2 points	game play 3-4 points	5 points
	Game is overly simplistic	1-2 points	3-4 politis	User can navigate the game with rules as
Come is shallonging but son be	and/or cannot be	Game can be completed but is	Game is challenging and can	defined and several outcomes are
Game is challenging, but can be completed	completed	simplistic	be completed	available for completion
completed	0 points	1-2 points	3-4 points	5 points
	No innovation or	Very little innovation or	o i pointo	5 peinte
Innovation and creativity of the	creativity is demonstrated	creativity is demonstrated	Game is innovative or creative	Game is innovative and creative
game	0 points	1-2 points	3-4 points	5 points
nplementation	o points	1 2 points	3 4 points	5 points
ipiementation				
Describes programming				
languages, graphic design tools,	Program documentation	Program documentation	Program documentation is	Program documentation invites use of
game engines or other software	not provided	contains errors	error free	advanced features
used and evaluates the technical	not provided	contains ciruis	citor free	aavaneca jeatares
complexity and sophistication of				
the implementation	0 points	1-2 points	3-4 points	E noints
	·	1-2 points	•	5 points
Graphics and game assets are	No graphic design	Graphics are distracting/busy	Graphics are appropriate for	Graphics enhance the user experience
appropriate for concept and/or	principles applied	, ,	the concept/topic	
topic	0 points	1-2 points	3-4 points	5 points
Graphics and game assets are consistently applied	Graphics & assets not	Graphics & assets not	Graphics & assets consistently	Graphics & assets consistently applied and
	available	consistent	applied	enhance the user experience
,	0 points	1-2 points	3-4 points	5 points
Graphics & game assets are		Color, contrast, background,	Color, contrast, background,	Color, contrast, background, typography,
appropriate for the concept	No design principles	typography, sound and design	typography, sound, and design	sound, and design enhance the user
and/or topic, and their quality	applied	are distracting or busy	are appropriate for the	experience
and consistency enhance the		are distructing or basy	concept or topic	схрепене
overall user experience	0 points	1-2 points	3-4 points	5 points
ser Experience				
		Title screen has limited	Title screen functions and	Title screen provided, but allows user to
Title screen functions and	No title screen provided	instructions and/or	provides clear instructions	execute without instructions
provides clear instructions		functionality	·	execute without histractions
	0 points	1-2 points	3-4 points	5 points
Jsers can easily navigate between	Experience intended for	User can navigate the game,	User can navigate and	Game includes an operating multi-player
pages, and the overall user	the game is not defined	but experience and purpose	complete the game following	function
engagement and enjoyment are		are not defined	the rules	,
considered	0 points	1-6 points	7-8 points	9-10 points
Game controls and mechanics are	Controls & mechanics	Controls & mechanics not fully	Controls & mechanics are	Controls & mechanics are intuitive and
intuitive	aren't present	present	intuitive	enhance the user experience
	0 points	1-2 points	3-4 points	5 points
Pelivery Skills				
Statements are well-organized	Competitor(s) did not	Competitor(s) were prepared,	Presentation flowed in logical	Presentation flowed in a logical sequence;
and clearly stated	appear prepared	but flow was not logical	sequence	statements were well organized
<u> </u>	0 points	1-6 points	7-8 points	9-10 points
Demonstrates self-confidence,	Competitor(s) did not	Competitor(s) demonstrated	Competitor(s) demonstrated	Competitor(s) demonstrated self-
poise, assertiveness, and good	demonstrate self-	self-confidence and poise	self-confidence, poise, and	confidence, poise, good voice projection,
voice projection	confidence	1 6 noints	good voice projection	and assertiveness
	0 points	1-6 points	7-8 points	9-10 points
Demonstrates the ability to	Unable to answer	Does not completely answer	Completely answers questions	Interacted with the judges in the process
effectively answer questions	questions	questions		of completely answering questions
	0 points	1-6 points	7-8 points	9-10 points
	5.	Code and/or late Arrivel Beauty	Doduct E nointe for during	Time Penalty (5 points over allowed time)
	Dress			nalty and/or 5 points for late arrival penalty)
		Guidelines Penaity (De	duct 5 points for each instance of	not following competitive events guidelines)
Name(s):				Presentation Total (100 points)
ichool:				

High School

Computer Problem Solving

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

Operating systems

Networks

Personal computer components

Security

Safety and environmental issues

Printers and scanners

Laptop and portable devices

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events)
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Cyber Security

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

Defend and attack (virus, spam, spyware)

Network security

Disaster recovery

- Email security
- Intrusion detection
- Authentication
- Public key

- Physical security
- Cryptography
- Forensics security
- Cyber security policy

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Data Analysis

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

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

In 2023, major wildfires in Canada caused unprecedented air quality issues in the United States, especially in New York City.

HealthyCleanAir4All, a fictitious nonprofit based in New York City, was founded to improve the air quality in the city. They have asked you, a data analyst, to analyze data regarding air quality, find trends, and make recommendations about improving the air quality in New York City. Using the provided data and your own research, identify trends and make recommendations based on the data and external factors.

Datasets provided by Data.gov:

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

Dataset contains information on New York City air quality surveillance data. Air pollution is one of the most important environmental threats to urban populations and while all people are exposed, pollutant emissions, levels of exposure, and population vulnerability vary across neighborhoods. Exposures to common air pollutants have been linked to respiratory and cardiovascular diseases, cancers, and premature deaths. These indicators provide a perspective across time and NYC geographies to better characterize air quality and health in NYC. Data can also be explored online at the Environment and Health Data Portal: http://nyc.gov/health/environmentdata. Note: Some information provided may not necessarily be useful in your analysis; you do not need to use all the information provided.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

High School

Technology

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

Scoring

Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

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

High School

Digital Animation

Digital Animation provides members with the opportunity to design an animated video. This event is designed to measure understanding and application of basic animation design. This competitive event consists of a prejudged project and presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Prejudged Project and Presentation with a Topic

Prejudged Component: Video URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

"Welcome to Our School": Create an animation that teaches a new student or teacher about your school.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is two parts: prejudged component and presentation
- Prejudged Component
 - Submission Deadline: A URL of the animated video must be uploaded by March 1, 2025.
 - Project Specifics
 - The animated video should be no longer than two minutes.
 - All content must be original.
 - Restricted Items: QR codes cannot be included in the project.
 - o Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous SLC.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.
 - The video is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Presentation
 - o Presentations are not open to conference attendees.
 - In the event there are less than 10 competitors in an event, only the final round will be held.
 - An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
 - The video should be shown to the judges during the presentation.

High School

- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Competitors must research the topic prior to the conference and be prepared to present their findings and solutions.
 Facts and data must be cited and secured from quality sources.

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Evpostation Itam	Not Domonstrated	Polow Eventations	Moote Expectations	Exceeds Expectations	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Project Usability: Video plays successfully	Media not usable	Media usable but not submitted according to event guidelines	Media usable but not click and play	Media usable on multipole players/browsers	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Fully address the concept/topic	Concept and/or topic is not followed	Concept and/or topic not fully developed	Fully addresses the concept and/or topic	A user with no knowledge of the concept and/or topic can identify topic based on video	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Color, contrast, background, typography, sound, and design are appropriate for the concept	No design principles applied	Color, contrast, background, typography, sound and design are distracting or busy	Color, contrast, background, typography, sound, and design are appropriate for the concept or topic	Color, contrast, background, typography, sound, and design enhance the user experience	
or topic	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Graphics are appropriate for concept and/or topic	No graphic design principles applied	Graphics are distracting/busy	Graphics are appropriate for the concept/topic	Graphics enhance the user experience and are consistent throughout the video	
	0 points	1-9 points	10-16 points	17-20 points	
Project Concept & Design Evaluation: Information related to the topic is accurate	Animation video does not incorporate information	Animation video incorporates information but there are no sources or evidence of validity	Animation video incorporates information and backs it up with sources	Animation video incorporates information in an entertaining way that is backed up with sources	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Overall quality of elements of animation	Video does not incorporate any elements of animation	Video incorporates basic elements of animation	Video incorporates animation elements that are functional	Video incorporates animation elements that clearly have been designed in multiple ways	
	0 points	1-14 points	15-23 points	24-30 points	
Project Evaluation: Quality of editing and transition	There are no transitions or evidence of video editing incorporated	Transitions exist but are rough and do not flow easily	Transitions flow seamlessly and serve as a logical component of the video	Multiple types of transitions are used and all flow seamlessly	
	0 points	1-12 points	13-21 points	22-25 points	
Project Evaluation: Logical flow of thoughts	Flow of video does not seem logical	Flow does not connect each element of the video	Flow is logical and appears sequenced	Flow is logical including a clear beginning, middle, and end	
	0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video concludes with proper credits and acknowledgement of	Video does not include credits	Video includes credits but they are limited	Video includes credits that recognize the creator, contributors, and acknowledgement of materials used	Video includes credits that recognize the creator, contributors, and includes written acknowledgement of copyright and sources	
copyright and sources	0 points	1-9 points	10-16 points	17-20 points	
Video Time	Video is over 2 minutes 0 points		Video is 2 minutes or under 5 points		
	0 р	OIIICS	5 p		
Na				Project Total (200 points)	
Name(s): School:					
Judge Signature:					Date:
Judge Jigilature.					Date.

High School

Digital Animation Presen					
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earne
Demonstrates understanding of the event topic and follows guidelines	event topic OR incorrect topic used	Understanding of topic inconsistent from video to presentation and one or more guideline not followed	Demonstrates the topic through presentation and followed all guidelines	Demonstrates expertise of the topic through presentation and followed all guidelines	
	0 points	1-6 points	7-8 points	9-10 points	
Describes the development process	No explanation of the development process	Explains the development process but does not share tangible planning documents	Explains the development process and shares tangible planning documents	Explains development process using industry terminology and displays tangible planning documents	
	0 points	1-8 points	9-12 points	13-15 points	
Describes the production process	No explanation of the production process	Explains the production process but does not share tangible planning documents	Explains the production process and shares tangible planning documents	Explains the production process using industry terminology and displays tangible planning documents	
	0 points	1-8 points	9-12 points	13-15 points	
Describes software and hardware used	No explanation of software and hardware used	Explains software OR hardware used	Explains software AND hardware used	Explains software and hardware used as well as alternative options and reasoning for final choice	
	0 points	1-9 points	10-16 points	17-20 points	
Describes animation techniques used	No explanation of animation techniques used	Identifies animation techniques used	Identifies animation techniques used with industry terminology	Identifies and explains animation techniques used with industry terminology	
	0 points	1-6 points	7-8 points	9-10 points	
Provides proper copyright documentation and citing of sources	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
				(5 points over allowed time)	
Dress C		alty (Deduct 5 points for dre			
	Guidelines Penalt	y (Deduct 5 points for each i	nstance of not following cor	mpetitive events guidelines)	
			Pres	sentation Total (100 points)	
Name(s):					
School:					
Judge Signature:					Date:
Commonts:					

High School

Digital Video Production

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

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Prejudged Project and Presentation with a Topic

Prejudged Component: Video URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Importance of Tourism: Create a video that highlights the importance of tourism in your community or state.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: prejudged component and presentation
- Prejudged Component
 - Submission Deadline: A URL of the video must be uploaded by March 1, 2025.
 - Project Specifics
 - The video should be no longer than two minutes.
 - All content must be original.
 - Restricted Items: QR codes cannot be included in the project.
 - Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous SLC.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.
 - The video is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

High School

Presentation

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are
 more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final
 round.
- The video should be shown to the judges during the presentation.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Video Content: Video points Video Content: Video production skill demonstrated production demonstrated production skill demonstrated production demonstrate	Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Video Content: Fully address the concept and/or topic is not followed topic O points 1-9 points 10-16 points 17-20 p		Media not usable	submitted according to		•	
address the concept and/or topic topic on followed topic 1-9 points 10-16 points 17-20 points Video Content: Video contains multiple elements providing evidence of video production skill 0 points 1-9 points 10-16 points Video contains transitions on duse of multiple advanced film techniques technologies production skill 0 points 1-9 points 10-16 points Video contains transitions of use of multiple advanced film techniques technologies video Content: Grammar, spelling, and punctuation O points 1-9 points 10-16 points 17-20 points Video contains multiple advanced film techniques technologies video content: Copyright information or sources not observe an entered and documented, and video content is not original O points 1-9 points 10-16 points 17-20 points Video Content: Copyright information or sources not observe an entered and documented, and video content is not original O points 1-9 points 1-9 points 1-9 points 1-9 points 1-10 points		0 points	1-9 points	10-16 points	17-20 points	
Video Content: Video contains multiple elements providing evidence of production skill providing evidence of production skill on points	address the concept and/or				the concept and/or topic can	
contains multiple elements providing evidence of production skill demonstrated demo		0 points	1-9 points	10-16 points	17-20 points	
Video Content: Grammar, spelling, and punctuation Video Content: Grammar, spelling, and punctuation O points 1-9 points 1-9 points Video Content: Copyright information or sources not addressed or cleed content is original O points 1-9 points Capyright information and sources are noted and documented, and video content is original O points Project Evaluation: Video has logical flow of information of editing and transition Project Evaluation: Quality of editing and transition Project Evaluation: Quality of editing and transition Project Evaluation: Use of video technology use and visual elements are coordinated Project Evaluation: Use of video technology use rote elements are limited Video Time Video Time Video Time Video Content: 1-9 points Video content is 1-9 points Video content is not original violates copyright information and sources documented, and video content is original violates copyright information and sources documented, and video content is original violates copyright information and sources documented, and video content is original video content video content video content video content video content video con	contains multiple elements providing evidence of	production skill		and use of multiple		
Video Content: Grammar, spelling and punctuation Spelling arrors Spelling or grammar and no spelling and and sources documented, and sources documented and sources documented and sources documented and sources documented and sources documen	production skin	0 points	1-9 points	10-16 points	17-20 points	
Video Content: Copyright information or sources not addressed or cited information and sources are noted and documented, and video content is not original O points 1-9 points 10-16 points 17-20 points Flow of video does not seem logical information of information and sources are logical flow of information Project Evaluation: Video has logical flow of information O points There are no transitions or evidence of video editing and transition Project Evaluation: Audio and visual elements are coordinated O points Audio and visual elements are coordinated O points 1-12 points Audio and visual elements are coordinated Video technology use not evident video film techniques Video incorporates we of points Video is over 2 minutes Video is 2 minutes or under Project Total (200 points) Name(s):	•	grammar or spelling	spelling or grammar	grammar and no spelling	_	
Information and sources and addressed or cited incorrectly AND video content is original O points Project Evaluation: Video has logical flow of information O points There are no transitions or evidence of editing and transition O points There are no video editing and transition and visual elements are coordinated Project Evaluation: Quality of editing and transition Project Evaluation: Use of video film techniques Video Time O points O points O points O points O points There are no transitions exist but are coordinated O points O points O points O points O points There are no transitions exist but are coordinated O points O p		0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Video has logical flow of information Project Evaluation: Quality of editing and transition	information and sources are noted and documented, and video content is	or sources not addressed or cited incorrectly AND video	copyright and source guidelines OR video	sources documented, and	documented, sources cited using visual representation,	
Project Evaluation: Video information Project Evaluation: Quality of editing and transition Project Evaluation: Audio and visual elements are coordinated Project Evaluation: Use of video efform techniques Project Evaluation: Use of video is over 2 minutes Video Time Project Total (200 points) Project Total (200 points) Project Total (200 points) 1-14 points 1-14 points 1-14 points 1-15-24 points 1-15-25 points 1-		0 points	1-9 points	10-16 points	17-20 points	
Project Evaluation: Quality of editing and transition Project Evaluation: Quality of editing and transition Project Evaluation: Audio and visual elements are coordinated O points 1-12 points 1-21 points 1-3-21 points Audio and visual elements are coordinated O points 1-9 points 1-9 points 1-9 points 1-9 points 1-9 points 1-9 points Video incorporates and video incorporates use not evident film techniques O points 1-9 points Video Time Transitions exist but are rough and do not flow easily Transitions exist but are rough and do not flow and serve as a logical component of the video Transitions flow seamlessly and serve use a logical component of the video Transitions flow seamlessly and serve use a logical component of the video Seamlessly Audio and visual elements are invited variety Sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques wisual includes multiple camera angles and techniques Video incorporates use of film techniques Video incorporates use advanced use of film techniques Sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques Video incorporates use advanced use of film techniques Transitions flow seamlessly Audio and visual elements are used and all flow seamlessly Audio and visual uses variety of sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques Video incorporates use advanced use of film techniques 17-20 points Video incorporates advanced use of film techniques Sources including direct audio and visual elements are limited Video incorporates Video incorporates Sources including direct audio and visual elements are used and all flow seamlessly Audio and visual elements are limited Video incorporates Video incorporates Sources including direct audio and visual elements are undio and visual elements are undio and visual elements are used and all flow sources including direct audio and dubed audio; visual inclu	has logical flow of		each element of the	sequenced with beginning,	and includes a call to action	
Project Evaluation: Quality of editing and transition Project Evaluation: Audio and visual elements are coordinated Project Evaluation: Use of video / video / video / film techniques Project Evaluation: Use of video / video / film techniques Video Time Transitions exist but are rough and do not flow easily undo and visual easily and serve as a logical component of the video of video many seamlessly Audio and visual elements are limited Audio and visual elements are limited variety Audio and visual elements are limited variety Project Evaluation: Use of video / film techniques Video time Video is over 2 minutes Project Total (200 points) Project Total (200 points) Project Total (200 points)		0 points	1-14 points	15-24 points	25-30 points	
Project Evaluation: Audio and visual elements are coordinated Audio and visual elements are coordinated Audio and visual elements are limited Audio and visual elements are limited Audio and visual elements do not include variety Defect Evaluation: Use of video/film techniques Video technology use not evident Definite to points Video is over 2 minutes Name(s): Audio uses a variety of sources and special effects Audio and visual uses variety of sources and special effects Audio and visual uses variety of sources and special effects Video and visual includes multiple camera angles and techniques Video incorporates use of film techniques Video incorporates advanced use of film techniques advanced use of film techniques Such as special effects 17-20 points Video is 2 minutes or under Project Total (200 points) Name(s):		transitions or evidence of video editing	rough and do not flow	and serve as a logical	are used and all flow	
Project Evaluation: Audio and visual elements are coordinated Audio and visual elements are limited Audio and visual elements are limited Project Evaluation: Use of video/film techniques Video Time Audio and visual elements are limited Audio and visual elements do not include variety Audio and visual elements do not include variety Sources including direct audio and dubbed audio; visual includes multiple camera angles and techniques 10 points 1-9 points Video incorporates use of film techniques of film techniques 10 points Video incorporates use of film techniques such as special effects 17-20 points Video is 2 minutes or under Video is 2 minutes or under Project Total (200 points) Name(s):		0 points	1-12 points	13-21 points	22-25 points	
Project Evaluation: Use of video film techniques Video incorporates use of film techniques Video incorporates advanced use of film techniques such as special effects 0 points 1-9 points 10-16 points 17-20 points Video Time Video is over 2 minutes Video is 2 minutes or under Video is 2 minutes or under Project Total (200 points)	and visual elements are		elements do not include	sources including direct audio and dubbed audio; visual includes multiple camera angles and	of sources and special	
Project Evaluation: Use of video film techniques Video technology use not evident Video incorporates use of film techniques advanced use of film techniques such as special effects		0 points	1-9 points	•		
Video Time Video is over 2 minutes Video is 2 minutes or under 0 points 5 points Project Total (200 points) Name(s):	=	not evident	of film techniques	advanced use of film techniques	advanced film techniques such as special effects	
Video Time 0 points 5 points Project Total (200 points) Name(s):		U points	1-9 points	10-16 points	1/-20 points	
Project Total (200 points) Name(s):	Video Time					
Name(s):		<u>U p</u>	UIIILS	5 p		
					Project Total (200 points)	

High School

rigital Video Production Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earne
expectation item	Not Demonstrated	•	ivieets expectations	exceeds expectations	Points Earne
	Nodonatan din a of	Understanding of topic	Demonstrates the topic	Demonstrates expertise of	
Demonstrates understanding	No understanding of	inconsistent from video	through presentation	the topic through	
of the event topic and follows	event topic OR incorrect	to presentation and one	and followed all	presentation and	
guidelines	topic used	or more guideline not	guidelines	followed all guidelines	
0	0 points	followed 1-6 points	7-8 points	9-10 points	
	o period	_ o pe	•	-	
Bara dha a tha a sa a a d	No explanation of use or	Identification OR	Implementation and	Expert description and	
Describes the use and	implementation of	implementation of	demonstration of video	demonstration of video	
implementation of innovative	technology	innovation technology	techniques, equipment,	techniques, equipment,	
technology			and software	and software	
	0 points	1-9 points	10-16 points	17-20 points	
	No explanation or	Competitor(s) explains	Competitor(s) explain	Expert industry	
Explains the design and	description of the design	the design OR	both the design and the	explanation of both	
development process	and development	development process	development process	design and development	
actoropinions process	process			process	
	0 points	1-9 points	10-16 points	17-20 points Video is presented, with	
		Video of any length	Video is presented, but inadequate introduction	adequate introduction	
Incorporates video into	Does not present video	presented	and transition back into	and transition back into	
presentation		presenteu			
	0 points	1-6 points	presentation 7-8 points	presentation 9-10 points	
	·	1 o points	7 o points	'	
	Copyright information or	Material violates	Copyright information	Copyright compliance is	
Copyright and source	sources not addressed or	copyright and source	and sources	documented, sources	
information is noted and	cited incorrectly AND	guidelines OR video	documented, and video	cited using visual	
documented, and video	video content is not	content is not original	content is original	representation and video	
content is original	original	content is not original	content is original	content is original	
	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
		Competitor(s) were		Presentation flowed in a	
Statements are well-organized	Competitor(s) did not	prepared, but flow was	Presentation flowed in	logical sequence;	
and clearly stated	appear prepared	not logical	logical sequence	statements were well	
and clearly stated		not logical		organized	
	0 points	1-2 points	3-4 points	5 points	
			Competitor(s)	Competitor(s)	
Demonstrates self-confidence,	Competitor(s) did not	Competitor(s)	demonstrated self-	demonstrated self-	
poise, assertiveness, and good	demonstrate self-	demonstrated self-	confidence, poise, and	confidence, poise, good	
voice projection	confidence	confidence and poise	good voice projection	voice projection, and	
voice projection				assertiveness	
	0 points	1-2 points	3-4 points	5 points	
	Unable to secure	Dags not completel	Completelis	Interacted with the judges	
Demonstrates the ability to	Unable to answer	Does not completely	Completely answers	in the process of	
effectively answer questions	questions	answer questions	questions	completely answering	
,	0	1 C mainta	7.0	questions	
	0 points	1-6 points	7-8 points Time Penalty	9-10 points (5 points over allowed time)	
Dress (Code and/or Late Arrival Pen	alty (Deduct 5 points for dre		pints for late arrival penalty)	
51033				mpetitive events guidelines)	
			Pre	sentation Total (100 noints)	
Name(s):			Pre	sentation Total (100 points)	
			Pre	sentation Total (100 points)	
Name(s): School: Judge Signature:			Pre	sentation Total (100 points)	Date:

High School

Economics

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Basic Economic Concepts and Principles
- Productivity
- Macroeconomics
- Supply & Demand

- International Trade/Global Economics
- Market Structures and Competition
- Investments and Interest Rates
- Role of Government
- Monetary and Fiscal Policy
- Types of Business/Economic Institutions
- Business Cycles/Circular Low

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Electronic Career Portfolio

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

Event Overview

Event Type: Individual
Event Category: Presentation
Event Elements: Presentation

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - o Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

High School

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

Scoring

Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Resume Resume not included or demonstrated perperiences, qualification, and special skills 0 points 1-6 points 7. Career Research 0 points 1-6 points 7. Career Related Education Career Related Education No demonstration of career related education No demonstration of special skills or proficiencies No demonstration of special skills or proficiencies No demonstration of special skills or proficiencies No demonstration of special skills or proficiency related to desired career No demonstration of special skills or proficiency related to desired career No demonstration of special skills or proficiency related to desired career No demonstration of special skills or proficiency related to desired career No demonstration of special skills or proficiency related to desired career No demonstration of special skills or proficiency related to desired career No points 1-8 points 9- Sources are not cited support statements Sources feprences are seldom cited to support statements O points 1-6 points 7. Use of portfolio in presentation Portfolio is not used in the presentation In the presentation O points 1-6 points 7. Competitor was prepared, but flow was not logical O points 1-6 points 7. Competitor did not appear prepared and clearly stated O points 1-6 points 7. Competitor did not demonstrate self-confidence, olice, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions Poes not completely confidence and poise of demonstrated self-confidence and poise on and good and good of good of the present questions Poes not completely answer questions	ts Expectations	Exceeds Expectations	Points
Resume Resume Resume not included or demonstrated Resume including experiences, qualification, and special skills		= =p=	Earned
Resume Resume		Provides a review of	
Career Research Career Research Career Research Career Related Education No demonstration of coreer related education No demonstration of special skills or proficiencies No demonstration of special skills or proficiency related to desired career No demonstration of special skills or proficiency related to desired career No demonstration of special skill or proficiency related to desired career No demonstration of special skill or proficiency related to desired career No points Substantiates and cites purces are not cited Sources are not cited Sources/References are seldom cited to support statements O points Career Related Education No demonstration of special skill or proficiency related to desired career No demonstrates are not cited Sources/References are seldom cited to support statements O points 1-8 points 9-Profession sources support statements Portfolio is not used in the presentation O points 1-6 points 7- Competitor was prepared, but flow was not logical O points 1-6 points 7- Competitor did not demonstrate self-confidence, olse, assertiveness, and good voice projection O points 1-6 points 7- Competitor did not demonstrated self-confidence demonstrate self-confidence confidence on points 1-6 points 7- Competitor did not demonstrated self-confidence demonstrated self-confidence on demonstrated self-confidence on points 1-6 points 7- Competitor demons	vides a review of	resume and integrates	
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	·	questions	
Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code	7-8 points	9-10 points	
Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress code	Time Penalty	(5 points over allowed time)	
Guidelines Penalty (Deduct 5 points for each instance	e of not following co	ompetitive events guidelines)	
	Pre	esentation Total (100 points)	
ame(s):			

High School

Entrepreneurship

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

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

Test & Role Play Competencies

Business Plan

Financial Management

Initial Capital and Credit

- Marketing Management
- Personnel Management
- Taxes

- Community/Business Relations
- Government Regulations
- Legal Issues

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - o Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - International Business
 - o Introduction to Event Planning
 - Marketing
 - Network Design
 - Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

High School

Objective Test

- o This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- The top 5 scoring teams will advance to the interactive role play presentation round.
- Interactive Role Play Presentation
 - o Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered by entrepreneurs. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation.
 Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - o Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
 - o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expectation item	Not Demonstrated	below Expectations	weets expectations	Exceeds Expectations	Earned
	No describition and a	0	Describer and annides	Demonstrates expertise	
Demonstrates understanding of	No description or role play synopsis provided;	Describes and provides role play synopsis OR	Describes and provides role play synopsis AND	of role play synopsis	
the role play and defines	no problems defined	defines the problem(s)	defines the problem(s)	AND definition of the	
problem(s) to be solved	no problems dejined	defines the problem(s)	defines the problem(s)	problem(s)	
	0 points	1-8 points	9-12 points	13-15 points	
		Alternative(s) given but	At least two alternatives	Multiple alternatives	
Identifies alternatives and the	No alternatives	pro(s) and/or con(s) are	given, and pro(s) and	given and multiple pros	
pro(s) and con(s) of each	identified	not analyzed	con(s) are analyzed	and cons analyzed for	
() () () () () () () () () ()		·	, , ,	each	
	0 points	1-9 points	10-16 points	17-20 points	
		Cal diament ideal had	tariantari dan and	Feasible solution and	
Identifies lesied salution and	No solution identified	Solution provided, but implementation plan not	Logical solution and implementation plan	implementation plan developed, and	
Identifies logical solution and	No solution laentified	developed	provided and developed	necessary resources	
aspects of implementation		αενειομεα	ριονίατα απά ατνείσμεα	identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and	- Pa			2. 20 pe	
understanding of the event					
competencies:				_	
Business plan/community and	No competencies	One or two	Three competencies are	Four or more	
business relations/legal	demonstrated	competencies are demonstrated	demonstrated	competencies are demonstrated	
issues/initial capital and credit/personnel		aemonstratea		aemonstratea	
management/financial					
management/marketing					
management/taxes/government	0 points	1-9 points	10-16 points	17-20 points	
regulations					
Delivery Skills				December 1 to 1 th and 1 to 1	
	Competitor(s) did not	Competitor(s) were	Presentation flowed in	Presentation flowed in a logical sequence;	
Statements are well-organized	appear prepared	prepared, but flow was	logical sequence	statements were well	
and clearly stated	appear prepared	not logical	logical sequence	organized	
	0 points	1-6 points	7-8 points	9-10 points	
	·		·	Competitor(s)	
D	Competitor(s) did not	Competitor(s)	Competitor(s)	demonstrated self-	
Demonstrates self-confidence, poise, assertiveness, and good	demonstrate self-	demonstrated self-	demonstrated self- confidence, poise, and	confidence, poise, good	
voice projection	confidence	confidence and poise	good voice projection	voice projection, and	
roice projection				assertiveness	
	0 points	1-2 points	3-4 points	5 points	
	Hamble to a	Daga wat as well at	Commission	Interacted with the	
Demonstrates the ability to	Unable to answer	Does not completely	Completely answers	judges in the process of	
effectively answer questions	questions	answer questions	questions	completely answering questions	
	Oncinto	1-6 points	7-8 points	9-10 points	
	0 points	1-0 hours	·	points over allowed time)	
Dress Cr	ode and/or Late Arrival Pena	alty (Deduct 5 points for dres			
D1633 Ct		(Deduct 5 points for each in			
		, p 2301111			
			Prese	entation Total (100 points)	
Name(s):					
School:					
Judge Signature:				Г	Date:

High School

Financial Math

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

Consumer credit

Mark-up and discounts

Data analysis and reporting

Payroll

- Interest rates
- Investments
- Taxes
- Bank records

- Insurance
- Ratios and proportions
- Depreciation
- Inventory

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Future Business Educator

Future Business Educator provides competitors with the opportunity to demonstrate their skills in the business education field. This competitive event consists of prejudged materials and presentation components.

Event Overview

Event Type: Individual Event Category: Presentation

Event Elements: Prejudged Lesson Plan and Presentation **Prejudged Component:** Lesson Plan due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Competitors can choose a business-related topic from one of the following subject areas: Accounting, Economics, Entrepreneurship, Marketing, or Technology.

Judges will play the role as middle school or secondary students. Competitors will select one part of their lesson plan to teach to the judges during the presentation. Judge interaction is allowed throughout the lesson plan as directed by the competitor; however, judges will ask questions about the lesson and presentation during the 3-minute question and answer time.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: prejudged lesson plan and presentation.
- Presentations are not open to conference attendees.
- Prejudged Materials The Lesson Plan
 - Submission Deadline: A PDF of the lesson plan must be uploaded by March 1, 2025
 - The lesson plan should not be more than three pages long.
 - Competitors must use the provided lesson plan template. The lesson plan can be retyped into a different format with the same components. The lesson plan should account for a full class period.
 - o Restricted Items: Links and QR codes cannot be included in the lesson plan.
 - o Competitors must prepare lesson plans. Advisers and others are not permitted to assist. Lesson plans must be original, current, and not submitted for a previous SLC.
 - o Facts and data must be cited and secured from quality sources.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - The lesson plan is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

High School

- Presentation The Lesson
 - Presentations are not open to conference attendees.
 - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
 - Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
 - Non-technology Items: Pre-judged lesson plans, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
 - Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
 - Research: Facts and data must be cited and secured from quality sources.
 - Judges will play the role as middle school or secondary students. Competitors will select one part of their lesson plan to teach to the judges during the presentation.

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

					Point
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
Documents are free of spelling, punctuation, and grammatical errors	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
	0 points	1-2 points	3-4 points	5 points	
Business and Academic Standards	No standards identified	Standards are identified, but not business or academic related	Standards are identified, either business OR academic	Business standards are identified and connected to academic standards	
	0 points	1-2 points	3-4 points	5 points	
Objectives (Competencies & Presentation Indicator)	No objectives listed	Objectives are identified, may not be specific & measurable	Objectives are identified, are specific, and measurable	Objectives are identified and relate to meaningful skills or concepts essential to student learning	
	0 points	1-2 points	3-4 points	5 points	
Outcome & Measurement	No outcome or measurement listed	Outcome or measurement listed	Outcome and measurement listed	The measurement of outcome reflects objectives	
	0 points	1-6 points	7-8 points	9-10 points	
Resources & Materials	Resources & materials are not listed or not appropriate	Resources & materials are listed, not effectively implemented	Range of resources and materials are listed with specific citation information	Resources and materials are selected and/or designed to meet diverse learning needs	
	0 points	1-2 points	3-4 points	5 points	
Instructional Activities	Plan of activities is so vague or generalized that it is unusable	Plan of activities lack elements or details for effective delivery	Plan of activities is clear and designed to promote critical thinking, problem solving or creativity	Plan of activities utilizes multiple strategies and includes guiding questions appropriate for engaging students in higher-level thinking	
	0 points	1-6 points	7-8 points	9-10 points	
Substantiates and cites sources used while conducting research	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-6 points	7-8 points	9-10 points	
				Prejudged Total (50 points)	
Name(s):					
School:					
Judge Signature:					Date:

High School

Not Domonstrated	Polow Even stations	Moote Eventations	Evenade Evenantations	Point
Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
No knowledge of the	Demonstrated limited	Demonstrated understanding	Demonstrated extensive	
subject matter	understanding of the		understanding of the subject	
demonstrated	subject matter	o,,	matter	
0 points	1-8 points	9-12 points	13-15 points	
	Presented material was	Presented material was	Materials meet the	
	,	included and connected to		
not included	-		-	
	ŕ	, ,		
0 points	1-8 points	9-12 points	13-15 points	
Activities/materials are	Activities/materials are	A stinition / sentanials and	Activities/materials engage	
not included or not	included but do not give	•	and motivate students with	
appropriate for the	students clear opportunities	_	opportunities to demonstrate	
grade level or topic	for guided practice	opportunities for practice	skills	
0 points	1-8 points	9-12 points	13-15 points	
			·	
, , ,		Lesson plan is organized;		
•	Lesson plan is organized	-	5.	
unorganized	, 3	<u>.</u>	•	
		g,	professionally	
0 points	1-8 points	9-12 points	13-15 points	
		Professionally legitimate	Compelling evidence from	
ļ	Sources/References are		professionally legitimate	
Sources are not cited	seldom cited to support		sources & resources is	
ļ	statements		given to support	
		generally present	statements	
0 points	1-6 points	7-8 points	9-10 points	
•	Competitor demonstrated	Competitor used strong eye	Consortito de la la la la	
•	minimal self-confidence,	contact, appropriate	•	
,	assertiveness, AND	assertiveness, AND		
·	·	· ·	effectively used time	
			0.10 : t	
0	1 (:	7.0:		
0 points	1-6 points	7-8 points	9-10 points	
·	·	7-8 points All questions were clearly	Verbal communication	
Verbal AND nonverbal	Verbal and/or nonverbal	·	Verbal communication skills are excellent;	
Verbal AND nonverbal communication skills	Verbal and/or nonverbal communication skills are	All questions were clearly answered using good grammar and appropriate	Verbal communication	
Verbal AND nonverbal	Verbal and/or nonverbal	All questions were clearly answered using good	Verbal communication skills are excellent;	
Verbal AND nonverbal communication skills	Verbal and/or nonverbal communication skills are	All questions were clearly answered using good grammar and appropriate	Verbal communication skills are excellent; nonverbal communication	
Verbal AND nonverbal communication skills are inappropriate	Verbal and/or nonverbal communication skills are weak or distracting	All questions were clearly answered using good grammar and appropriate body language	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points	
Verbal AND nonverbal communication skills are inappropriate 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of	
Verbal AND nonverbal communication skills are inappropriate 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers questions 7-8 points	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer questions 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely answer questions 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers questions 7-8 points Time Penalty	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points y (5 points over allowed time)	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer questions 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely answer questions 1-6 points 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers questions 7-8 points Time Penalty r dress code penalty and/or 5 processing the second	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) points for late arrival penalty)	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer questions 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely answer questions 1-6 points 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers questions 7-8 points Time Penalty	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) points for late arrival penalty)	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer questions 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely answer questions 1-6 points 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers questions 7-8 points Time Penalty ardess code penalty and/or 5 pach instance of not following contacts.	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) points for late arrival penalty)	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer questions 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely answer questions 1-6 points 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers questions 7-8 points Time Penalty ardess code penalty and/or 5 pach instance of not following contacts.	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) coints for late arrival penalty) ompetitive events guidelines)	
Verbal AND nonverbal communication skills are inappropriate 0 points Unable to answer questions 0 points	Verbal and/or nonverbal communication skills are weak or distracting 1-6 points Does not completely answer questions 1-6 points 1-6 points	All questions were clearly answered using good grammar and appropriate body language 7-8 points Completely answers questions 7-8 points Time Penalty ardess code penalty and/or 5 pach instance of not following contacts.	Verbal communication skills are excellent; nonverbal communication is natural 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) coints for late arrival penalty) ompetitive events guidelines)	
	subject matter demonstrated O points Presented material was not included O points Activities/materials are not included or not appropriate for the grade level or topic O points Lesson plan is unorganized O points Sources are not cited	No knowledge of the subject matter demonstrated O points Presented material was included, but not connected to the lesson plan objectives O points Activities/materials are not included or not appropriate for the grade level or topic O points Lesson plan is unorganized O points Lesson plan is Sources are not cited Competitor did not demonstrate selfconfidence, assertiveness, OR Demonstrated limited understanding of the subject matter Activities material was included, but not connected to the lesson plan objectives Activities/materials are included but do not give students clear opportunities for guided practice Lesson plan is 1-8 points Competitor did not demonstrate diminimal self-confidence, assertiveness, OR Competitor did not enthusiasm	No knowledge of the subject matter demonstrated understanding of the subject matter subject matter 1	No knowledge of the subject matter demonstrated limited understanding of the subject matter O points 1-8 points Presented material was not included O points 1-8 points Presented material was included, but not connected to the lesson plan objectives O points 1-8 points Presented material was included, but not connected to the lesson plan objectives O points 1-8 points Presented material was included and connected to the lesson plan objectives O points 1-8 points 9-12 points 1-8 points Activities/materials are included and give students opportunities for guided practice O points 1-8 points 9-12 points 1-8 points Activities/materials are included and give students opportunities for practice For guided practice O points 1-8 points 1-8 points 1-8 points Presented material was included and connected to the lesson plan objectives and accommodate learner differences Activities/materials are included and give students opportunities for practice Suddents clear opportunities for practice For guided practice O points 1-8 points 9-12 points Activities/materials are included and give students opportunities for practice Suitles/materials engage and motivate students with opportunities for practice skills Lesson plan is organized; and interesting, motivating, OR creative Sources are not cited Sources/References are seldom cited to support statements are generally present Sources are not cited Sources/References are seldom cited to support statements are generally present O points 1-6 points Competitor did not demonstrated monitared dinimal self-confidence, assertiveness, AND enthusiasm Professionally legitimate assertiveness, AND enthusiasm Professionally enthusiasm Competitor led the teaching process and effectively used time effectively used time

High School

LESSON PLAN TEMPLATE

This template may be retyped/recreated

Competitor Name:
Competitor School:
Competitor State:

Lesson Plan Title	
Content Area	
Grade Level	
Business and/or Academic Standard	
Objectives (What should students be able to do after your lesson?)	
Outcome/ Measurement (How to assess that students met your learning objectives?)	
Resources and Materials	
Anticipatory Set / Gaining Learners' Attention	Time Spent
Information Learners of Objective	Time Spent
Teacher Input / Modeling / Check for Understanding	Time Spent
Guided Practice	Time Spent
Independent Practice	Time Spent
Closure	Time Spent
Notes	

High School

Future Business Leader

Future Business Leader is the premier competitive event where outstanding FBLA members who have demonstrated leadership qualities, participation in FBLA, and evidence of knowledge and skills essential for successful careers in business are recognized. This competitive event consists of prejudged materials, objective test and presentation (interview) components.

Event Overview

Event Type: Individual Event Category: Presentation

Event Elements: Prejudged Materials, Objective Test & Presentation (Interview)

Prejudged Component: Resume and Cover Letter due March 1, 2025

Objective Test: 50 minutes, 100 questions **Presentation Time:** 10-minute interview

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

Equipment Provided by Competitors: Pencil for objective test

Objective Test Competencies

FBLA Organization

FBLA Bylaws & Handbook

• FBLA National Competitive Event Guidelines

FBLA National Publications

FBLA Mission, Pledge and Goals

 General Business Knowledge (including, but not limited to, accounting, banking, law, entrepreneurship, marketing, international business, management, organizational leadership)

District Elimination Event

A member must take the objective test at their Spring District Meeting (SDM) in order to compete in this event at the SLC. The semi-finalists for this event are based on the 10 highest-scoring individuals in the state and will be announced after all SDMs have been completed.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare their prejudged component.
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has three parts: objective test, prejudged materials, and presentation (interview)
- Objective Test
 - o This objective test is administered at the SDM.
 - No reference or study materials may be brought to the testing site.
 - Only a basic 4-function calculator may be brought into the testing site
 - All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Prejudged Materials
 - o Submission Deadline: A PDF of the cover letter and resume must be uploaded by March 1, 2025.
 - Cover Letter
 - Not to exceed one page.
 - Letter should state reasons for deserving the honor of this award.
 - Address letter to: President and CEO, Future Business Leaders of America, 12100 Sunset Hills Drive, Suite 200, Reston, VA 20190

High School

- Resume Specifics
 - Not to exceed two pages.
 - Should list the competitor's education, activities, awards/honors, FBLA activities/involvement, and work/volunteer experience.
 - Photographs are not allowed
- Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters.
 Resumes and cover letters must be original, current, and not submitted for a previous SLC.
- O Pages must be formatted to fit on 8 ½" x 11" paper.
- o The prejudged materials are prejudged before the SLC.
- Presentation The Interview
 - o Presentations are not open to conference attendees.
 - o In the event there are less than 10 competitors in an event, only the final round will be held.
 - o No materials can be brought to the interview.

Scoring

- Ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

		5.1 5			Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
Cover Letter: States award applying for	No award stated	Award stated does not match qualification	States award and shows match of award to qualifications	States award and shows match of award to qualifications with demonstrated experience	
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism or experience included	Describes skills, academic achievements, and volunteerism or experience	Describes skills, academic achievements, and multiple volunteerism or experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets award on cover letter	No award targeted	Targeted award does not match cover letter	Targeted award matches cover letter	Resume supports targeted award on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font sizes	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted award	
31203	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, FBLA experience and volunteerism/work	No education, activities, volunteerism, experience information listed	One-two sections included	Three-four sections included	Five or more sections support targeted award	
experience information	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume not included	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted award	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
grammatical errors	0 points	1-2 points	3-4 points	5 points	
All directions followed	Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included 0 points		Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included 5 points		
				Prejudged Total (50 points)	
Name(s):					
School:					

High School

Evpostation Itams	Not Domonstrated	Polous Funcatations	Moote Functions	Evenode Evenostations	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
Illustrates participation in and eadership experiences in FBLA	Has not been involved in FBLA other than to pay membership dues and attend one state/national conference	Has limited participation in FBLA activities OR has had limited FBLA leadership opportunities	Can communicate participation in FBLA throughout high school and discuss leadership experiences in FBLA	Can explain how participation and leadership experiences in FBLA have transferred to other areas of life	
	0 points	1-8 points	9-12 points	13-15 points	
Explains participation in other school and/or community organizations	No evidence of participation in other school and/or community organizations	Participates in only one additional school and/or community organization other than FBLA	Explains participation in other school and/or community organizations	Explains how participation in FBLA has complemented or enhanced other school and/or community organizations	
	0 points	1-8 points	9-12 points	13-15 points	
Explains and shows areas of outstanding achievement	No other achievements outside of FBLA	Has limited areas of outstanding achievement other than FBLA	Can explain and show areas of outstanding achievement	Can explain how participation in FBLA has complemented or enhanced other areas of outstanding achievement	
	0 points	1-8 points	9-12 points	13-15 points	
Indicates understanding of career knowledge and career plans	No career plans at this time	May have an idea for a career but has developed no solid plans OR obtained any career knowledge	Knows career plans and shows some evidence that the career knowledge has been obtained	Can discuss how the career plans were decided and how the plans will be achieved. Can also discuss how the career knowledge was acquired and how it will be used	
	0 points	1-8 points	9-12 points	13-15 points	
Delivery Skills					
Demonstrates proper greeting, introduction, and closing	Competitor does not use proper greeting, introduction OR closing	Competitor greeting, introduction, OR closing was weak	Competitor has strong greeting, introduction AND closing	Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self- confidence, appropriate assertiveness, and enthusiasm	Competitor did not demonstrate self- confidence, assertiveness, OR enthusiasm	Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm	Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm	Competitor led the interview process and effectively used interview time	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	Verbal AND nonverbal communication skills are inappropriate	Verbal and/or nonverbal communication skills are weak or distracting	All questions were clearly answered using good grammar and appropriate body language	Verbal communication skills are excellent; nonverbal communication is natural	
	0 points	1-6 points	7-8 points	9-10 points	
				y (5 points over allowed time)	
Dre	•		r dress code penalty and/or 5 p	,	
	Guidelines P	enalty (Deduct 5 points for ea	ach instance of not following co	· · · · · · · · · · · · · · · · · · ·	
			Pro	esentation Total (100 points)	
Name(s):					
School:					
Judge Signature:				· ·	Date:

High School

Graphic Design

Graphic Design provides members with the opportunity to showcase their skills in designing. This competitive event consists of a presentation component where the program is demonstrated for the judges.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Your graphic design firm has been asked to create a branding package for a fictitious sports team. The package needs to showcase your creativity and highlight your skills in today's design industry.

Branding package should include:

- Team and logo design
- One uniform or jersey for the team
- Design a hat or other item to sell in the team store
- One giveaway item for a team to hand out at a game to fans
- One social media post advertising the team
- One social media post advertising a special event at a game

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - o Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.

High School

- o Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- o External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
 - Emphasize graphic interpretation of the topic and design.
 - o Graphics should be computer generated.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

	tion Rating Sheet				
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Description of the event topic and materials	Event topic not followed; or materials not described and/or one or more elements are missing or incomplete	Event topic and at least one of the materials described	Event topic and all materials described	All materials and event topic described, and the competitors connect the different pieces together	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	No explanation or description of the design and development process	Explains the design OR development process	Explain both the design and the development process	Expert industry explanation of both design and development process	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	Does not create interest or desire for the design	Describes two or more features of the design that would assist in selling the product	Describes four or more features of the design that would assist in selling the product	Describes at least four features that would assist in selling the product and identify how the design is connected to the brand of the company	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	Consistency in graphic design to theme not addressed	Explains how graphic design is consistent with theme	Demonstrates with visual aids the consistency between graphic design and theme	Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids	
	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection					
poise, assertiveness, and good	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
poise, assertiveness, and good	demonstrate self-	demonstrated self-	demonstrated self- confidence, poise, and	self-confidence, poise, good voice projection, and	
poise, assertiveness, and good	demonstrate self- confidence	demonstrated self- confidence and poise	demonstrated self- confidence, poise, and good voice projection	self-confidence, poise, good voice projection, and assertiveness	
poise, assertiveness, and good voice projection Demonstrates the ability to	demonstrate self- confidence 0 points Unable to answer	demonstrated self- confidence and poise 1-2 points Does not completely	demonstrated self- confidence, poise, and good voice projection 3-4 points Completely answers	self-confidence, poise, good voice projection, and assertiveness 5 points Interacted with the judges in the process of completely	
poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	demonstrate self- confidence 0 points Unable to answer questions 0 points	demonstrated self-confidence and poise 1-2 points Does not completely answer questions 1-6 points	demonstrated self- confidence, poise, and good voice projection 3-4 points Completely answers questions 7-8 points Time Penal	self-confidence, poise, good voice projection, and assertiveness 5 points Interacted with the judges in the process of completely answering questions 9-10 points ty (5 points over allowed time)	
poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	demonstrate self- confidence 0 points Unable to answer questions 0 points	demonstrated self- confidence and poise 1-2 points Does not completely answer questions 1-6 points	demonstrated self- confidence, poise, and good voice projection 3-4 points Completely answers questions 7-8 points Time Penal r dress code penalty and/or 5	self-confidence, poise, good voice projection, and assertiveness 5 points Interacted with the judges in the process of completely answering questions 9-10 points ty (5 points over allowed time) points for late arrival penalty)	
poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	demonstrate self- confidence 0 points Unable to answer questions 0 points	demonstrated self- confidence and poise 1-2 points Does not completely answer questions 1-6 points	demonstrated self- confidence, poise, and good voice projection 3-4 points Completely answers questions 7-8 points Time Penal r dress code penalty and/or 5	self-confidence, poise, good voice projection, and assertiveness 5 points Interacted with the judges in the process of completely answering questions 9-10 points ty (5 points over allowed time)	
poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	demonstrate self- confidence 0 points Unable to answer questions 0 points	demonstrated self- confidence and poise 1-2 points Does not completely answer questions 1-6 points	demonstrated self- confidence, poise, and good voice projection 3-4 points Completely answers questions 7-8 points Time Penal r dress code penalty and/or 5 ach instance of not following	self-confidence, poise, good voice projection, and assertiveness 5 points Interacted with the judges in the process of completely answering questions 9-10 points ty (5 points over allowed time) points for late arrival penalty)	
poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	demonstrate self- confidence 0 points Unable to answer questions 0 points	demonstrated self- confidence and poise 1-2 points Does not completely answer questions 1-6 points	demonstrated self- confidence, poise, and good voice projection 3-4 points Completely answers questions 7-8 points Time Penal r dress code penalty and/or 5 ach instance of not following	self-confidence, poise, good voice projection, and assertiveness 5 points Interacted with the judges in the process of completely answering questions 9-10 points ty (5 points over allowed time) points for late arrival penalty) competitive events guidelines)	
poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions Dre	demonstrate self- confidence 0 points Unable to answer questions 0 points	demonstrated self- confidence and poise 1-2 points Does not completely answer questions 1-6 points	demonstrated self- confidence, poise, and good voice projection 3-4 points Completely answers questions 7-8 points Time Penal r dress code penalty and/or 5 ach instance of not following	self-confidence, poise, good voice projection, and assertiveness 5 points Interacted with the judges in the process of completely answering questions 9-10 points ty (5 points over allowed time) points for late arrival penalty) competitive events guidelines)	

High School

Healthcare Administration

Healthcare Administration provides members with the opportunity to demonstrate knowledge about office procedures and medical terminology. This competitive event consists of an objective test. This event aims to inspire members to learn about healthcare administration.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Managing Office Procedures
- Medical Terminology
- Legal & Ethical Issues in Healthcare

- Communication Skills
- Managing Financial Functions
- Health Insurance
- Records Management

- Infection Control
- Medical History
- Technology

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Help Desk

Help Desk provides members with the opportunity to demonstrate knowledge around competencies in help desk operations. This competitive event consists of an objective test and a role-play scenario. It aims to inspire members to learn about the skills in the general operations of the various components of the help desk sector.

Event Overview

Event Type: Individual Event Category: Role-Play

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 10-minute preparation time, 5-minute presentation time (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

Objective Test & Role Play Competencies

Communication

 Help Desk Operations and Procedures Customer Management

 Support Center Infrastructure and Procedures Professional Career and Leadership Skills

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: objective test and role-play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Objective Test
 - This event is an objective test administered online at the SLC.
 - No reference or study materials may be brought to the testing site.
 - The top 5 scoring individuals will advance to the role-play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario in customer service in the technical field. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation.
 Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - o No additional reference materials or props or visuals are allowed.
 - o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

High School

Scoring

- Ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The top 5 scoring individuals will advance to the performance round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expeditation from	not bemonstrated	Below Expectations	Miceto Expectations	Execcus Expectations	Earned
	No description or role	Describes and provides	Describes and provides role	Demonstrates expertise	
Demonstrates understanding of the	play synopsis provided;	role play synopsis OR	play synopsis AND defines	of role play synopsis	
role play and defines problem(s) to be solved	no problems defined	defines the problem(s)	the problem(s)	AND definition of the problem(s)	
50 30 NCU	0 points	1-6 points	7-8 points	9-10 points	
	o points	1 o points	, o points	Communicates in a	
C	No position	Communicates position	Communicates position on	professional manner	
Communicates position on role play scenario	communicated	not related to problem	problem	position on problem in	
Scenario				scenario	
	0 points	1-6 points	7-8 points	9-10 points	
		Solution provided, but	Logical solution and	Feasible solution and implementation plan	
Identifies logical solution and	No solution identified	implementation plan	implementation plan	developed, and	
aspects of implementation	No solution luchtificu	not developed	provided and developed	necessary resources	
aspects of implementation		not developed	provided and developed	identified	
	0 points	1-6 points	7-8 points	9-10 points	
		Faranthi, an dialogo and		Display of empathy and	
Displays empathy/diplomacy when	No empathy or	Empathy or diplomacy displayed in response	Empathy and diplomacy displayed in response to	diplomacy skills add to	
responding to role play scenario	diplomacy displayed	to role play scenario	role play scenario	resolution of role play	
responding to role play scenario		to role play sections	role play section to	scenario	
	0 points	1-6 points	7-8 points	9-10 points	
Shows knowledge of town include	No understanding of	Terminology is	Clear understanding of	Terminology is	
Shows knowledge of terminology and components related to the role	the role play	presented but not	terminology and implementation into	communicated clear enough for client (judge)	
play	demonstrated	expanded on	presentation	to proceed on their own	
p.2.)	0 points	1-6 points	7-8 points	9-10 points	
	'	Situation was closed		Conflict was resolved,	
Demonstrates conflict resolution	No closure was	OR conflict was	Conflict was resolved, the	the situation has	
and closure to the role play	provided	resolved	situation has closure	closure, and client	
and dissure to the role play				(judge) is satisfied	
Dalina ma Chilla	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills				Presentation flowed in a	
	Competitor did not	Competitor was	Presentation flowed in	logical sequence;	
Statements are well-organized and	appear prepared	prepared, but flow was	logical sequence	statements were well	
clearly stated		not logical		organized	
	0 points	1-6 points	7-8 points	9-10 points	
				Competitor	
Demonstrates self-confidence,	Competitor did not	Competitor	Competitor demonstrated	demonstrated self-	
poise, assertiveness, and good voice	demonstrate self- confidence	demonstrated self- confidence and poise	self-confidence, poise, and good voice projection	confidence, poise, good voice projection, and	
projection	conjuctice	conjugatice una poise	שטטע יטונב פוטובנווטוו	assertiveness	
	0 points	1-2 points	3-4 points	5 points	
				Interacted with the	
Demonstrates the ability to	Unable to answer	Does not completely	Completely answers	judges in the process of	
effectively answer questions	questions	answer questions	questions	completely answering	
encourery unamer questions	O noticeto	1 6	7.0 m = :t-	questions	
	0 points	1-6 points	7-8 points	9-10 points	
Dress Co	ode and/or Late Arrival Per	nalty (Deduct 5 noints for d	ress code penalty and/or 5 poi	points over allowed time)	
Diess Co			instance of not following com		
		, ,		entation Total (100 points)	
Namo(s):			Prese	entation rotal (100 points)	
Name(s): School:					
udge Signature:					Date:
Comments:	l .				Juic.

High School

Hospitality & Event Management

Hospitality & Event Management provides members with the opportunity to gain knowledge in the hospitality management and event planning industries. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

Objective Test & Role Play Competencies

- Hospitality Marketing Concepts
- Types of Hospitality Markets and Customers
- Hospitality Operation and Management Functions
- Customer Service in the Hospitality Industry
- Human Resource Management in the Hospitality Industry
- Legal Issues, Financial
 Management, and Budgeting for the Hospitality Industry
- Current Hospitality Industry Trends

- Environmental, Ethical, and Global Issues for the Hospitality Industry
- Hotel Sales Process
- Manage the Strategic Plan for a Meeting or Event
- Project Management
- Manage the Event
- Hospitality Marketing Concepts
- Develop Financial Resources
- Manage the Event Budget
- Human Resources
- Train and Manage Staff and Volunteers

- Manage Stakeholder Relationships
- Design the Program
- Engage Speakers and Performers
- Food and Beverage Sales
- Meeting Design and Layout
- Managing Movement of Attendees
- Event Site Selection and Management
- Marketing the Event
- Communication and Professionalism

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - o International Business
 - Introduction to Event Planning
 - Marketing
 - Network Design
 - Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

High School

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Objective Test
 - o This event is an objective test administered online at the SLC.
 - No reference or study materials may be brought to the testing site.
 - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
 - The top 5 scoring teams will advance to the interactive role play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered in the hospitality management and event planning industry. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation.
 Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - o Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
 - o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

lospitality & Event Manageme			Manta Faurentation	Francisco de Francisco de Companyo	Point
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
S	No description or role	Describes and provides	Describes and provides	Demonstrates expertise of	
Demonstrates understanding of the role	play synopsis provided;	role play synopsis OR	role play synopsis AND	role play synopsis AND	
play and defines problem(s) to be solved	no problems defined	defines the problem(s)	defines the problem(s)	definition of the problem(s)	
	0 points	1-8 points	9-12 points	13-15 points	
	No allamation	Alternative(s) given but	At least two alternatives	Multiple alternatives given	
Identifies alternatives and the pro(s)	No alternatives	pro(s) and/or con(s) are	given, and pro(s) and	and multiple pros and cons	
and con(s) of each	identified	not analyzed	con(s) are analyzed	analyzed for each	
	0 points	1-9 points	10-16 points	17-20 points	
		Solution provided, but	Logical solution and	Feasible solution and	
Identifies logical solution and aspects of	No solution identified	implementation plan not	implementation plan	implementation plan	
implementation	NO Solution lucitifica	developed	provided and developed	developed, and necessary	
implementation		developed	provided and developed	resources identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and					
understanding of the event					
competencies:					
Manage strategic plan/ hospitality					
marketing concepts/markets &					
customers/operation &					
management/customer service/human					
resources/hotel sales/project					
management/financial	M	One or two	Th	5	
resources/meeting design & layout/site	No competencies	competencies are	Three competencies are	Four or more competencies	
selection &	demonstrated	demonstrated	demonstrated	are demonstrated	
management/marketing/communication & professionalism/legal issues, financial					
management & budgeting/current					
trends/environmental, ethical, & global					
issues/train & manage staff &					
volunteers/design the program/manage					
stakeholder relationships/engage					
speakers & performers/food & beverage					
sales/managing movement of attendees					
	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
	Competitor(s) did not	Competitor(s) were	Presentation flowed in	Presentation flowed in a	
Statements are well-organized and		prepared, but flow was	logical sequence	logical sequence; statements	
clearly stated	appear prepared	not logical	logical sequence	were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
			Competitor(s)	Competitor(s) demonstrated	
	Competitor(s) did not	Competitor(s)	demonstrated self-	self-confidence, poise, good	
Demonstrates self-confidence, poise,	demonstrate self-	demonstrated self-	confidence, poise, and	voice projection, and	
assertiveness, and good voice projection	confidence	confidence and poise	good voice projection	assertiveness	
	0 points	1-2 points	3-4 points	5 points	
	υ μοπτε	T-5 hours	5-4 points	·	
Demonstrates the shifts of the state of	Unable to answer	Does not completely	Completely answers	Interacted with the judges in	
Demonstrates the ability to effectively	questions	answer questions	questions	the process of completely	
answer questions	*	,	•	answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
-			Time Pena	lty (5 points over allowed time)	
Dre				5 points for late arrival penalty)	
	Guidelines Pe	nalty (Deduct 5 points for ea	ch instance of not following	competitive events guidelines)	
			1	Presentation Total (100 points)	
Name(s):					
School:					
ludge Signature:					Date:
Comments:					

High School

Human Resource Management

Human Resource Management provides members with the opportunity to demonstrate knowledge about staffing, training and development. This competitive event consists of an objective test. This event aims to inspire members to learn about human resource management.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

Staff

Training and Development

 Employee Compensation and Benefits Performance Management

Government Relations and Issues

Human Resource Planning

 Labor Relations and Collective Bargaining

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Impromptu Speaking

Impromptu Speaking provides members with the opportunity to demonstrate their skills around preparing and delivering a speech extemporaneously. This competitive event consists of a speech, with the topic being given on site.

Event Overview

Event Type: Individual Event Category: Presentation

Event Elements: Speech with a topic on site

Presentation Time: 10-minute preparation, 5-minute presentation (warning with one minute left) **NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism

Equipment Competitor Must Provide: N/A

Equipment FBLA Provides: Two notecards and pencils for each competitor and secret problem/scenario for each round

District Elimination Event

A member may enter only one of these events and must place at their Spring District Meeting (SDM) in order to compete in these events at the SLC:

- Client Service
- Impromptu Speaking
- Introduction to Decision Making (9th & 10th Grades Only)
- Introduction to Public Speaking (9th & 10th Grades Only)
- Job Interview
- Public Speaking

Semi-finalists for the SLC will be based on this formula:

# of Chapters	# of Participants		
in the District	to the SLC		
1-10	2		
11-20	3		
21-30	4		
31-40	5		
>41	6		

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.

High School

Speech

- The speech topic may be related to FBLA or business-related topics. The speech topic will be given to the competitor at the beginning of their assigned preparation time.
- Two notecards will be provided to each competitor and may be used during event preparation and role-play presentation.
 Information may be written on both sides of the notecards. Notecards will be collected following the role play.
- No additional reference materials or props or visuals are allowed.
- o Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expectation item	Not Demonstrated	below Expectations	wieets Expectations	Exceeds Expectations	Earned
Incorporates provided topic	Provided topic is not mentioned in speech	Topic is not clearly incorporated into speech	Topic was clearly incorporated into speech	Topic was clearly incorporated and expanded thoroughly throughout the speech	
	0 points	1-6 points	7-8 points	9-10 points	
Identify and execute a consistent theme	No theme presented	Theme was identified, but not consistent throughout speech	Theme identified and consistent throughout speech	Personal stories are utilized to expand on the central theme	
	0 points	1-6 points	7-8 points	9-10 points	
Include accurate and appropriate supporting information	No supporting information provided OR inappropriate material used	One example of supporting information provided	Multiple examples of supporting information provided	Multiple examples of supporting information included to develop and enhance the speech	
	0 points	1-6 points	7-8 points	9-10 points	
Introduce the topic immediately (Introduction)	Topic was not introduced	Introduction was not clearly presented	Introduction was clearly presented, and topic was defined immediately	Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body	
	0 points	1-6 points	7-8 points	9-10 points	
Support the topic throughout (Body)	Speech did not have a topic	Multiple topics presented without clear connections	Central topics were identified, connected, and supported throughout the speech	Smooth transitions were effectively utilized to support the central topic	
	0 points	1-9 points	10-16 points	17-20 points	
Provide effective conclusion (Closing)	Speech did not have a conclusion	Conclusion was not clearly presented	Effective conclusion was presented	Conclusion provides connection to entire presentation	
	0 points	1-6 points	7-8 points	9-10 points	
elivery Skills					
Delivers quality extemporaneous presentation	Does not address audience at all	Reads speech directly from notes with minimal eye contact	Glances at notes occasionally while keeping appropriate eye contact with audience	Glances at notes occasionally, keeps appropriate eye contact, and utilizes appropriate body language and hand gestures	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor did not demonstrate self- confidence	Competitor demonstrated self- confidence and poise	Competitor demonstrated self-confidence, poise, and good voice projection	Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-8 points	9-12 points	13-15 points	
				(5 points over allowed time)	
Dress				points for late arrival penalty)	
	Guidelines Pena	ity (Deduct 5 points for eac		ompetitive events guidelines)	
			Pro	esentation Total (100 points)	
lame(s):					
school:				1	Data
Judge Signature:					Date:

High School

Insurance & Risk Management

Insurance & Risk Management provides members with the opportunity to demonstrate knowledge about risk management processes and different types of insurance. This competitive event consists of an objective test. This event aims to inspire members to learn about insurance and risk management.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

• Risk Management

Property & Liability Insurance

Health, Disability, & Life Insurance

Insurance Knowledge

Decision Making

Ethics

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.

Career

- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events)
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

International Business

The global economy is a complex; continually flowing and constantly changing network of information, goods, services, and culture. International Business offers members a chance to dive into these concepts. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

Test & Role Play Competencies

• Basic International Concepts

Ownership and Management

Legal Issues

Communication

Marketing

- Taxes & Government Regulations
- Treaties & Trade Agreements
- Currency Exchange
- Finance
- Human Resource Management

Ethics

- International Travel
- Career Development

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - o Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - International Business
 - o Introduction to Event Planning
 - Marketing
 - Network Design
 - Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

High School

Objective Test

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- The top 5 scoring teams will advance to the interactive role play presentation round.

• Interactive Role Play Presentation

- o Presentations are not open to conference attendees
- The role play will be a problem or scenario encountered in the global arena. The role play will be given to the competitors at the beginning of their assigned preparation time.
- Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
- No additional reference materials or props or visuals are allowed.
- o Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
- Role plays are interactive presentations; the judges may ask questions throughout the presentation.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

					Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	No description or role play synopsis provided; no problems defined	Describes and provides role play synopsis OR defines the problem(s)	Describes and provides role play synopsis AND defines the problem(s)	Demonstrates expertise of role play synopsis AND definition of the problem(s)	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	Alternative(s) given but pro(s) and/or con(s) are not analyzed	At least two alternatives given, and pro(s) and con(s) are analyzed	Multiple alternatives given and multiple pros and cons analyzed for each	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	No solution identified	Solution provided, but implementation plan not developed	Logical solution and implementation plan provided and developed	Feasible solution and implementation plan developed, and necessary resources identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Basic international concepts/ownership and management/marketing, finance/communication (including culture and language)/ethics/taxes and government regulations/currency exchange/international	No competencies demonstrated	One or two competencies are demonstrated	Three competencies are demonstrated	Four or more competencies are demonstrated	
travel/career development	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
D (ado and/or Lata Arrival Da	analty (Doduct E nainte for d		(5 points over allowed time)	
Dress C			ress code penalty and/or 5 po instance of not following co		
	Guideilles Felld	TO COURT O POINTS TOT EACH	5	sentation Total (100 points)	
Name(s):			Fie	sentation rotal (100 points)	
* *					
School:					

High School

Introduction to Business Communication (9th & 10th Grade)

Introduction to Business Communication provides members with the opportunity to demonstrate knowledge around introductory competencies in communication. This competitive event consists of an objective test. It aims to inspire members to learn about the process of sharing information in and outside of a company.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

Grammar

Punctuation & Capitalization

Spelling

- Proofreading & Editing
- Word Definition & Usage
- Oral Communication Concepts

Reading Comprehension

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to Business Concepts (9th & 10th Grade)

Introduction to Business Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in business. This competitive event consists of an objective test. It aims to inspire members to learn about the different functions of businesses.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Money Management, Banking, and Investments
- Consumerism
- Characteristics and Organization of Business
- Economic Systems
- Right and Responsibilities of Employees, Managers, Owners, and Government
- Career Awareness

- Insurance
- Ethics
- Global (International) Business

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to Business Presentation (9th & 10th Grade)

Introduction to Business Presentation provides members with the opportunity to showcase their skills in using a presentation software program as an aid in delivering a business presentation. This competitive event consists of a presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

You have been asked to give a presentation at the high school career fair. The topic for the presentation is *Smart Money Management Tips* for High School Students.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - o External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

High School

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

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

ntroduction to Business	r resemuation Rating	Jileet			Daint-
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the event topic in presentation	No understanding of event topic OR incorrect topic used	Understanding of topic inconsistent from the event guidelines	Demonstrates the topic throughout presentation	Demonstrates use of industry terminology throughout presentation	
•	0 points	1-8 points	9-12 points	13-15 points	
Describes the purpose with a logical sequence of ideas	No evidence of purpose and logical sequence	Purpose stated OR logical sequence of ideas given	Purpose is described using a logical sequence of ideas	Purpose is well-defined and in a logical sequence of ideas	
	0 points	1-8 points	9-12 points	13-15 points	
Summarizes information from the event topic and identifies recommendations	No summary or recommendations identified	Recommendations or summary provided, but plan not developed	Summary was effective and logical recommendations developed	Summary provided logical connection to all aspects of the event topic through entire presentation, with feasible recommendations identified	
	0 points	1-8 points	9-12 points	13-15 points	
Technology demonstrates proper formatting, design elements, and business presentation features	No use of technology or design	Proper formatting and design elements are consistent with theme	Demonstrates with visual aids proper formatting and design elements	Emphasize interpretation of the topic through proper formatting and design of the presentation	
	0 points	1-8 points	9-12 points	13-15 points	
Uses suitable and accurate statements of information in presentation	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
	0 points	1-8 points	9-12 points	13-15 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
Droce	Code and/or Late Arrival De	analty (Doduct E points for	·	(5 points over allowed time)	
Dress				points for late arrival penalty) competitive events guidelines)	
	Caidelines i cha	, (200000 points for cut	<u>~</u>	esentation Total (100 points)	
Name(s):				(
School:					
Judge Signature:					Date:

High School

Introduction to Business Procedures (9th & 10th Grade)

Introduction to Business Procedures provides members with the opportunity to demonstrate knowledge around introductory competencies in the procedures of a business. This competitive event consists of an objective test. It aims to inspire members to learn about offices skills, procedures, and business decisions.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Human Relations
- Technology Concepts
- Communication Skills
- Decision Making/Management
- Career Development
- Business Operations
- Database/Information Management

- Ethics/Safety
- Finance
- Information Processing

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to Decision Making (9th & 10th Grade) - New York State-Only Event - Not a National Event

Introduction to Decision Making provides members with an opportunity to deal with a workforce problem which entry level employees may face. It is designed to develop maturity and understanding of workplace issues encountered by entry-level employees. This competitive event consists of a role play scenario.

Event Overview

Event Type: Individual Event Category: Role Play Event Elements: Role Play

Role Play Time: 10-minute preparation, 5-minute presentation (warning with one minute left) **NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism

Equipment Competitor Must Provide: N/A

Equipment FBLA Provides: Two notecards and pencils for each competitor and secret problem/scenario for each round

District Elimination Event

A member may enter only one of these events and must place at their Spring District Meeting (SDM) in order to compete in these events at the SLC:

- Client Service
- Impromptu Speaking
- Introduction to Decision Making (9th & 10th Grades Only)
- Introduction to Public Speaking (9th & 10th Grades Only)
- Job Interview
- Public Speaking

Semi-finalists for the SLC will be based on this formula:

# of Chapters	# of Participants
in the District	to the SLC
1-10	2
11-20	3
21-30	4
31-40	5
>41	6

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be given at registration for the Spring District Meeting.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.

High School

- The role play will be a problem or scenario in customer service. The role play will be given to the competitor at the beginning of their assigned preparation time.
- Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
- No additional reference materials or props or visuals are allowed.
- Role plays are interactive presentations; the judges will ask questions throughout the presentation.
- Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

ntroduction to Decision Ma Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Clearly defines the problem	0 points	1-6 points	7-13 points	14-20 points	
Recognize alternative solutions	0 points	1-6 points	7-13 points	14-20 points	
Logical solution is selected	0 points	1-6 points	7-13 points	14-20 points	
Organization of thought	0 points	1-6 points	7-13 points	14-20 points	
Oral presentation	0 points	1-6 points	7-13 points	14-20 points	
Demonstrates conflict resolution and closure to the role play	0 points	1-9 points	10-16 points	17-20 points	
			Time Penalty (points over allowed time)	
Dress Co			ress code penalty and/or 5 po		
	Guidelines Penalt	y (Deduct 5 points for each	instance of not following com		
	T		Pres	entation Total (100 points)	
Name(s): School:					
Judge Signature:				T	Date:

Judge Signature: Comments:

High School

Introduction to Emerging Business Issues (9th & 10th Grade) - New York State-Only Event - Not a National Event

This event provides members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

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

Teamwork, Technology

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Artificial intelligence is a driver of business efficiency. With a staggering 12.79% trend growth over the last five years, artificial intelligence startups are reshaping how businesses operate. Its integration into business processes is enhancing productivity and innovation and has become essential for making informed, data-driven decisions. What positive and negative effects does artificial intelligence have on businesses, management, and employees?

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Honor Code.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.

High School

- o External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Research: Competitors must research the topic prior to the conference and be prepared to present their findings and solutions. Facts and data must be cited and secured from quality sources.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the event topic	No understanding of topic as it relates to the event guidelines or wrong topic	Identifies event topic, but does not demonstrate understanding	Identifies and demonstrates understanding of event topic	Uses industry terminology to demonstrate the understanding of the event topic	
	0 points	1-5 points	6-10 points	11-15 points	
Identifies and supports the affirmative and negative argument for the event topic	No affirmative and no negative arguments presented	Affirmative argument OR negative argument presented	Both affirmative and negative arguments are presented for the topic with evidence	Affirmative and negative arguments supported by relevant evidence in order to persuade	
	0 points	1-7 points	8-14 points	15-20 points	
Identifies and offers an effective recommendation(s)	No recommendation(s) identified	One recommendation provided with no plan	One or more recommendations provided with supporting evidence and a plan developed	One or more feasible recommendations with a plan and necessary resources identified	
	0 points	1-7 points	8-14 points	15-20 points	
Summarizes the event topic, arguments, and recommendations	No summary	Summary identifies only one of the requirements: topic, arguments, OR recommendations	Summary was effective identifying the event topic, arguments, AND recommendations	Summary provides a logical connection of all aspects of the event topic to entire presentation	
	0 points	1-5 points	6-10 points	11-15 points	
Delivery Skills				ľ	
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
			Time Penalty	(5 points over allowed time)	
Dres	ss Code and/or Late Arrival Pe	nalty (Deduct 5 points for	dress code penalty and/or 5 g	points for late arrival penalty)	
			ch instance of not following co		
		,		esentation Total (100 points)	
Name(s):				•	
School:					

High School

Introduction to Event Planning (9th & 10th Grade)

Introduction to Event Planning provides members with the opportunity to gain knowledge in the event planning industry. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

Objective Test & Role Play Competencies

 Event Management Customer Service Skills

- Management Skills for Successful Event Planners
- Legal Aspects of Event Planning
- Event Staffing
- Designing and Executing the Event
- Convention Management
- Crowd Control at the Event
- Pricing for Events

Event Planning Careers

 Supply Chain Management of an Event

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - International Business
 - Introduction to Event Planning
 - Marketing
 - Network Design
 - o Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

High School

Objective Test

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- The top 5 scoring teams will advance to the interactive role play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered that includes a decision-making problem in the event planning industry. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
 - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	No description or role play synopsis provided; no problems defined	Describes and provides role play synopsis OR defines the problem(s)	Describes and provides role play synopsis AND defines the problem(s)	Demonstrates expertise of role play synopsis AND definition of the problem(s)	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	Alternative(s) given but pro(s) and/or con(s) are not analyzed	At least two alternatives given, and pro(s) and con(s) are analyzed	Multiple alternatives given and multiple pros and cons analyzed for each	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	No solution identified	Solution provided, but implementation plan not developed	Logical solution and implementation plan provided and developed	Feasible solution and implementation plan developed, and necessary resources identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Customer service skills/management skills/event staffing/legal aspects/convention management/designing & executing an event/crowd control/pricing/careers in event	No competencies demonstrated	One or two competencies are demonstrated	Three competencies are demonstrated	Four or more competencies are demonstrated	
planning/supply chain management	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
				points over allowed time)	
Dress Co			ress code penalty and/or 5 poi		
	Guidelines Penalt	y (Deduct 5 points for each	instance of not following com		
			Prese	entation Total (100 points)	
Name(s):	1				
School: Judge Signature:				-	Date:

High School

Introduction to FBLA (9th & 10th Grade)

Introduction to FBLA provides members with the opportunity to demonstrate knowledge around introductory competencies in the FBLA organization. This competitive event consists of an objective test. It aims to inspire members to learn about the background and current information of FBLA.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

FBLA OrganizationFBLA Bylaws

FBLA Competitive Events

FBLA National Publications

 FBLA Mission, Pledge, Creed, and Goals

• State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to FBLA Creed Speaking (9th & 10th Grade) – New York State-Only Event – Not a National Event

Introduction to FBLA Creed Speaking provides members with the opportunity to recite the FBLA Creed. This competitive event consists of a presentation component.

Event Overview

Event Type: Individual
Event Category: Presentation
Event Elements: Speech

Presentation Time: 30-second presentation with a maximum 5-minute question and answer **NACE Connections:** Career & Self-Development, Communication, Critical Thinking, Professionalism

FBLA Creed

I believe:

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

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- Presentations are not open to conference attendees.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Each competitor must recite the creed from memory.
- No reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.
- Each participant will be asked three questions per round with a five-minute total Q&A time limit.

Scoring

• Judges must break ties. All judges' decisions are final.

High School

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expectation item	Not Demonstrated	Delow Expectations	Wicets Expectations	Exceeds Expectations	Earned
	Did not recite all verses	Did not accurately recite	Recites creed accurately	Recites creed accurately	
Accuracy of FBLA Creed	of the creed	creed	with minimal difficulties	with no difficulties	
	0	1-10 points	11-15 points	16-20 points	
		Is able to speak	Is able to respond with	Is able to respond with	
	Response fails to answer	effectively and	organized thoughts and	organized thoughts and	
Response to questions	questions	sometimes gets off	remains on topic	concise answers	
Response to questions	questions	topic; answers lack			
		organization			
	0 points	1-5 points	6-7 points	8-10 points	
	Provides no details to	Sometimes overlooks	Usually provides details	Always provides details	
	support answers	details that could be	which are supportive of	which support answers	
Support		very beneficial to the	the answers		
		answers			
	0 points	1-5 points	6-7 points	8-10 points	
	Speaks too fast to be	Speaks articulately but	Speaks articulately	Speaks very articulately	
Pace	clearly coherent	occasionally speaks too		and is assertive	
		fast			
	0 points	1-3 points	4-7 points	8-10 points	
Tone	Voice is monotone	Voice is not upbeat,	Voice is somewhat	Voice is upbeat,	
		lacks passion, and	update, impassioned.	impassioned, and under	
	0	control	and under control	control	
	0 points	1-3 points	4-7 points	8-10 points	
	Emitted a barely audible	Emitted an inconsistent	Emitted a somewhat	Emitted a clear, audible	
Volume	voice for the audience	voice for the audience	clear, audible voice for	voice for the audience	
	present	present	the audience present	present	
	0 points	1-3 points	4-7 points	8-10 points	
	Eye contact does not	Eye contract is	Eye contact is mostly	Eye contact constantly (90-	
	allow (less than 50%) for	sometimes (51-	effective and consistent	100%) used as an effective	
Eye Contact	the connection with the audience	74%)used as an effective connection with	(75-80%) with audience	connection with audience	
	dudience	audience			
	0 points	1-5 points	6-10 points	11-15 points	
	Lacks confidence and	Maintains some control	Hand motions and body	Hand motions are	
	composure. Hands are	of hands and	language are sometimes	expressive and used to	
	not used to emphasize	composure; sometimes	used to emphasize	emphasize talking points.	
Mannerisms, gestures, and	talking points; hand	exhibits nervous habits	talking points	Portrays confidence and	
poise	motions are distracting		- · · · · · · · · · · · · · · · · · · ·	composure through	
				appropriate body language	
	0 points	1-5 points	6-10 points	11-15 points	
Dres	ss Code and/or Late Arrival Pe	enalty (Deduct 5 points for d	ress code penalty and/or 5 p	points for late arrival penalty)	
				ompetitive events guidelines)	
			Pro	esentation Total (100 points)	
me(s):					
nool:					
dge Signature:					Date:
	i .				

High School

Introduction to Financial Math (9th & 10th Grade)

Introduction to Financial Math provides members with the opportunity to demonstrate knowledge around introductory competencies in the area of math relating to business. This competitive event consists of an objective test. It aims to inspire members to learn about various math concepts used in business and industry.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

• Basic Math Concepts

Consumer Credit

Data Analysis and Probability

Decimals

Discounts

Fractions

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.

Percentages

- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to Information Technology (9th & 10th Grade)

Introduction to Information Technology provides members with the opportunity to demonstrate knowledge around introductory competencies in information technology. This competitive event consists of an objective test. It aims to inspire members to learn about the various aspects of technology to manage and deliver information.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Computer Hardware
- Computer Software
- Operating Systems
- Common Program Functions
- Word Processing
- Spreadsheets
- Presentation Software
- Networking Concepts

- E-mail and Electronic Communication
- Internet Use

State

Eligibility

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- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
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Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to Marketing Concepts (9th & 10th Grade)

Introduction to Marketing Concepts provides members with the opportunity to demonstrate knowledge around introductory competencies in marketing. This competitive event consists of an objective test. It aims to inspire members to learn about basic marketing principles, actions needed to promote and sell products or services.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Basic Marketing Functions
- Selling and Merchandising
- Promotion and Advertising Media
- Marketing Information, Research, and Planning
- Channels of Distribution
- E-commerce

- Economics
- Legal, Ethical, and Social Aspects of Marketing

State

Eligibility

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appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
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Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to Parliamentary Procedure (9th & 10th Grade)

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

• Parliamentary Procedure Principles

FBLA Bylaws

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
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- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
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- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

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Americans with Disabilities Act (ADA)

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Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Introduction to Programming (9th & 10th Grade)

Introduction to Programming provides members with the opportunity to code a program based on a specific topic. This competitive event consists of a presentation component where the program is demonstrated for the judges.

Event Overview

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

Event Category: Presentation

Event Elements: Presentation with a Topic

Prejudged Component: Program URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Write an interactive story that occasionally asks the user what they'd like to do, and changes where the story goes based on user input. Allow the user to stop interacting with the story by saying "stop."

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: prejudged component and presentation
- Prejudged Component
 - Submission Deadline: A URL of the program must be uploaded by March 1, 2025.
 - Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous SLC.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.
 - The program is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

High School

Technology

- Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should follow the rating sheet and include the following:
 - The development, usability and functionality of the program must be demonstrated and explained to the judges.
 - Solution must run standalone with no programming errors.
 - Data must be free of viruses/malware.
 - Competitors must show the judges any of the following that are applicable: readme file, source code, documentation of templates/libraries used, documentation of copyrighted material used.
 - The presentation should follow the rating sheet and include the following:
 - Code Quality: What are the specifics of and the big picture of the code?
 - User Experience: What focus is on the ease-of-use and accessibility of the interface?
 - Functionality: Speak to all aspects of the topic

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Program Readability					Earned
Appropriate identifiers used for variables, constants, arrays, objects, etc.	Identifiers not used	Identifiers are used for programming elements but are incorrectly places	Identifiers are used and are accurate in all instances	Identifiers exhibit an advanced knowledge of programming	
	0 points	1-7 points	8-14 points	15-20 points	
Commentary provided is readable, useful, and complete	No commentary provided	Commentary provided but is not logical	Logical and useful commentary provided	Commentary assists the user throughout the testing process	
	0 points	1-7 points	8-14 points	15-20 points	
General program documentation is readable, useful, and complete	Program documentation not provided	Program documentation contains errors	Program documentation is error free	Program documentation invites use of advanced features	
	0 points	1-7 points	8-14 points	15-20 points	
Project Structure and Content	T T T T T T T T T T T T T T T T T T T			ı	
Program is concise and does not contain unnecessary complexity	Program contains unnecessary steps and is complex	Program contains unnecessary steps or is complex	Program does not contain unnecessary steps or complexity	Program incorporates at least one if-then sequence that saves the user steps	
	0 points	1-7 points	8-14 points	15-20 points	
Data storage is appropriate	Where data is stored is unclear	Where data is stored may not be secure	Data storage is clear and storage is secure	Data storage includes dynamic backup feature	
	0 points	1-7 points	8-14 points	15-20 points	
Program use follows a logical sequence	Program sequence is unclear	Program sequence contains one or more errors	Program sequence is logical and error free	Program sequence is logical, error free, and incorporates if-then sequences	
	0 points	1-7 points	8-14 points	15-20 points	
Usability and Results					
Program use and navigation	No help menu or navigation system incorporated	Includes basic help menu and usable navigation	Interface contains no spelling errors, has interactive help menu, and has no navigation errors	Program use also includes an intelligent feature such as an interactive Q&A	
	0 points	1-7 points	8-14 points	15-20 points	
Program results	Program produces inaccurate results	Program results contain logic errors	Program results are error free	Program results update dynamically and are error free	
	0 points	1-14 points	15-21 points	22-30 points	
Output reports	Output reports are not accurate or not available	Output reports are not sufficient to analyze data	Output reports are error free and provide all necessary information to analyze data	Reports allow user to customize and analyze information	
	0 points	1-14 points	15-21 points	22-30 points	
•		Penalty Points (5	points for each instance of g	uidelines not being followed)	
				Project Total (200 points)	
Name(s):				L	
School:					
Judge Signature:					Date:

High School

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Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Ear
Code Quality					
Appropriate use of comments, naming conventions, and proper	No commentary provided	Commentary provided but is not logical	Commentary provided assist judges throughout the demonstration	Comments provided are logical, useful, and complete	
formatting	0 points	1-6 points	7-8 points	9-10 points	
The program is modular in a way that makes	Program does not make logical, readable sense	Program is either logical or readable, but not both	Program is logical and readable	Program exhibits an advanced knowledge of programming	
logical, readable sense	0 points	1-6 points	7-8 points	9-10 points	
User Experience					ı
User interface is intuitive or clear instructions are provided	No instructions provided and is not intuitive	Instructions provided or program is not intuitive	Appropriate & clear instructions are provided	Program is intuitive and clear instructions are provided	
provided	0 points	1-6 points	7-8 points	9-10 points	
Users can easily navigate between pages	No help menu or navigation system incorporated	Includes basic help menu and usable navigation	Interface contains no spelling errors, has interactive help menu, and has no navigation errors	Program use also includes an intelligent feature such as an interactive Q&A	
	0 points	1-6 points	7-8 points	9-10 points	
User input is validated	User input isn't validated	User input validation attempted, but does not catch important edge cases or is not done correctly	User input is validated	Input validation applied on both syntactical and semantic levels	
In	0 points	1-2 points	3-4 points	5 points	
Functionality				December 6 Handdones at the	ı
Program addresses all parts of the prompt	Program does not address the topic/problem	Program addresses the topic/problem at a minimal level	Program fully addresses the topic/problem	Program fully addresses the topic/problem, and the correlation is explained in the instructions	
	0 points	1-6 points	7-8 points	9-10 points	
Program generates a presentable report	Output reports are not accurate or not available	Output reports are not sufficient to analyze data	Output reports are error free and provide all necessary information to analyze data	Output reports allow user to customize and analyze information	
	0 points	1-6 points	7-8 points	9-10 points	
Data storage	There is no storage of data	Variables are used inconsistently, or in a way that is unclear	Variable name and usage is clear. Variables store data that updates when necessary. Each variable performs only one job, and the correct data type is used	More complex data storage such as arrays and lists are used where appropriate and variable scope makes sense	
	0 points	1-2 points	3-4 points	5 points	
Delivery Skills					ı
Statements are well- organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
Juica	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self- confidence, poise, assertiveness, and good	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self-confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
voice projection	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
4	0 points	1-6 points	7-8 points	9-10 points	
			Time	Penalty (5 points over allowed time)	
	Dress Code	e and/or Late Arrival Penalty (Dedu	ct 5 points for dress code penalty and	d/or 5 points for late arrival penalty)	
		Guidelines Penalty (Deduct !	5 points for each instance of not follo	wing competitive events guidelines)	
				Presentation Total (100 points)	
				Presentation Total (100 points)	
Name(s):				Presentation rotal (100 points)	

High School

Introduction to Public Speaking (9th & 10th Grade)

Introduction to Public Speaking provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation component.

Event Overview

Event Type: Individual Event Category: Presentation Event Elements: Speech

Presentation Time: 5-minute presentation (warning at one minute left)

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

2024-2025 Topic

Develop and deliver a speech based on the following topic: How volunteerism and community service can shape your future as a leader.

District Elimination Event

A member may enter only one of these events and must place at their Spring District Meeting (SDM) in order to compete in these events at the SLC:

- Client Service
- Impromptu Speaking
- Introduction to Decision Making (9th & 10th Grades Only)
- Introduction to Public Speaking (9th & 10th Grades Only)
- Job Interview
- Public Speaking

Semi-finalists for the SLC will be based on this formula:

# of Chapters	# of Participants
in the District	to the SLC
1-10	2
11-20	3
21-30	4
31-40	5
>41	6

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be given at registration for the Spring District Meeting.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.

High School

- The speech must be developed around the topic.
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expectation item	Not Bellionstrated	Below Expectations	Wicets Expectations		Earned
Торіс	Provided topic is not mentioned in speech	Topic is not clearly incorporated into speech	Topic was clearly incorporated into speech	Topic was clearly incorporated and expanded thoroughly throughout the	
Incorporates provided topic	0 points	1-6 points	7-8 points	speech 9-10 points	
	o points	1 o points	·	3 10 points	
Theme Identify and execute a	No theme presented	Theme was identified, but not consistent throughout speech	Theme identified and consistent throughout speech	Personal stories are utilized to expand on the central theme	
consistent theme	0 points	1-6 points	7-8 points	9-10 points	
Introduction Introduce the topic immediately	Topic was not introduced	Introduction was not clearly presented	Introduction was clearly presented, and topic was defined immediately	Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body	
	0 points	1-6 points	7-8 points	9-10 points	
Include accurate and appropriate supporting information such as research	Speech did not include supporting information	Competitor included one example of supporting information	Competitor included two examples of supporting information	Competitor included three or more examples of supporting information	
information such as research	0 points	1-9 points	10-16 points	17-20 points	
Conclusion Provide effective conclusion connected to the topic &	Speech did not have a conclusion	Conclusion was not clearly presented	Effective conclusion was presented	Conclusion provides connection to entire presentation	
theme	0 points	1-6 points	7-8 points	9-10 points	
	Does not have varied facial expressions and/or poor posture	Minimal varied facial expressions and/or poor posture	Appropriate varied facial expressions and posture	Appropriate varied facial expressions and posture that keeps audience fully engaged	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery	Does not make eye contact	Minimal eye contact	Appropriate eye contact	Appropriate eye contact and didn't use notecards	
Deliver speech with varied	0 points	1-6 points	7-8 points	9-10 points	
acial expressions, eye contact, good posture, voice projection, self-confidence, and poise	Does not have voice projection	Minimal voice projection	Appropriate voice projection	Appropriate voice projection and diction	
sen-connuence, and poise	0 points	1-6 points	7-8 points	9-10 points	
	Competitor did not demonstrate self- confidence	Competitor demonstrated self- confidence	Competitor demonstrated elevated self-confidence and poise	Competitor demonstrated elevated self-confidence, poise, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
			Time Penalty	(5 points over allowed time)	
Dress				points for late arrival penalty)	
	Guidelines Pena	lty (Deduct 5 points for eac	ch instance of not following co	ompetitive events guidelines)	
			Pro	esentation Total (100 points)	
lame(s):				-	
School:				<u>, </u>	
ludge Signature:					Date:

High School

Introduction to Social Media Strategy (9th & 10th Grade)

Introduction to Social Media Strategy provides members with the opportunity to showcase their skills in developing a marketing strategy using one social media platform. This competitive event consists of a presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Develop one social media strategy aimed at increasing donations and support for a local non-profit organization in your community. Highlight specific projects, success stories, and behind-the-scenes content to build a connection with the audience.

Do not create live accounts without the permission from the non-profit organization.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - o Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - o Power is not available.

High School

- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
 - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
 - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content on one platform within a limited budget.
 - Describe any applicable insight/research methodology as to why you have chosen the one specific platform, messaging, content, engagement, and outreach strategies.
 - Overall campaign images, videos, copywriting, graphic design (if applicable) is creative and appealing.
 - o Planned metrics to measure the campaign.
 - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
 - o Effectively communicate required information and drive the campaign toward a clear call-to-action.
 - Research: Facts and data must be cited and secured from quality sources.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Cun a station Itam	Not Domestated	Deleve Fuse stations	Manta Function	Fuendo Fuentation	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
	No understanding of	Understanding of topic		Demonstrates use of	
Demonstrates understanding	event topic OR incorrect	inconsistent during the	Demonstrates the topic	industry terminology and	
of the event topic	topic used	presentation	throughout presentation	expertise throughout presentation	
	0 points	1-6 points	7-8 points	9-10 points	
		Unclearly	·	Demonstrates knowledge	
Demonstrate knowledge of a	No knowledge	demonstrated	Demonstrates knowledge	of social media strategies	
social media strategy and	demonstrated	knowledge of social	of social media and	and metrics with	
metrics throughout		media or metrics	metrics	supporting evidence	
	0 points	1-6 points	7-8 points	9-10 points	
	No explanation or	- P	·		
	description of the design	Explains the design OR	Explains both the design	Expert industry explanation	
Explains the design and	and development	development process	and the development	of both design and	
development process	process	· .	process	development process	
	0 points	1-9 points	10-16 points	17-20 points	
		Campaign is presented			
		but contains less than	Campaign is presented	Campaign is presented	
Incorporates campaign into	Does not present	3 models of social	with 3 models of social	with 3 models of social	
presentation	campaign	media OR contains 3	media and is developed	media and is fully	
procentation		models that are not		developed	
	0	well developed	10.10	47.20	
	0 points	1-9 points	10-16 points	17-20 points	
		Courses /Pafaransas ara	Professionally legitimate	Compelling evidence from professionally legitimate	
Substantiates and cites	Sources are not cited	Sources/References are seldom cited to	sources & resources that	sources & resources is	
sources used while conducting	Sources are not enea	support statements	support statements are	given to support	
research			generally present	statements	
	0 points	1-6 points	7-8 points	9-10 points	
Delivery Skills	·	·	·	•	
				Presentation flowed in a	
	Competitor(s) did not	Competitor(s) were	Presentation flowed in	logical sequence;	
Statements are well-organized	appear prepared	prepared, but flow was	logical sequence	statements were well	
and clearly stated		not logical		organized	
	0 points	1-6 points	7-8 points	9-10 points	
				Competitor(s)	
Damanatustas auto confest.	Competitor(s) did not	Competitor(s)	Competitor(s)	demonstrated self-	
Demonstrates self-confidence,	demonstrate self-	demonstrated self-	demonstrated self- confidence, poise, and	confidence, poise, good	
poise, assertiveness, and good voice projection	confidence	confidence and poise	good voice projection	voice projection, and	
voice projection				assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
	Heat I i	D	Count 1	Interacted with the judges	
Demonstrates the ability to	Unable to answer	Does not completely	Completely answers	in the process of	
effectively answer questions	questions	answer questions	questions	completely answering	
·	0 nc:	1.6	7.0	questions	
	0 points	1-6 points	7-8 points	9-10 points	
5	Code and/or late Auri - 15	malty (Dadust Firstor)		(5 points over allowed time)	
Dress	•			points for late arrival penalty) competitive events guidelines)	
	Guidelines Pena	ity (Deduct 5 points for eac	an mistance of flot following Co	ompentive events guidelines)	
			Pr	esentation Total (100 points)	
Vame(s):			Pro	esentation Total (100 points)	
			Pr	esentation Total (100 points)	
Name(s): School: Judge Signature:			Pri	· · · · · · · · · · · · · · · · · · ·	Date:

High School

Introduction to Word Processing (9th & 10th Grade) – New York State-Only Event – Not a National Event

Word Processing provides members with the opportunity to demonstrate knowledge around competencies in the utilization of word processing software. This competitive event consists of an objective test and production test. It aims to inspire members to learn about how to use a computer to create, edit, save, and print documents.

Event Overview

Event Type: Individual Event Category: Production

Event Elements: Objective Test, 100-multiple choice questions and Production Test

Objective Test Time: 50 minutes

Production Test Time: 60 minutes, due March 28, 2025 **NACE Connections:** Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook for Objective Test at SLC, Computer for Production Test at school

Objective Test Competencies		
 Basic Keyboarding Terminology 	 Advanced Applications 	 Grammar, Punctuation, Spelling,
and Concepts	 Document Formatting Rules and 	and Proofreading
 Related Application Knowledge 	Standards	Printing
Production Test Competencies		
 Production of Letters and Memos 	 Tables 	 Materials from Rough Draft and
 Resumes 	 Reports 	Unarranged Copy

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: objective test and production test
- Objective Test
 - o The objective test is administered online at the SLC.
 - No reference or study materials may be brought to the testing site.
 - No calculators may be brought into the testing site; online calculators will be provided.
 - All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Production Test
 - Submission Deadline: A PDF document containing all the tasks must be uploaded by March 28, 2025
 - The production test is administered and proctored by an adult who is NOT the local adviser at a designed school-site prior to the SLC.
 - The production test is a set of tasks based on the competencies for the competitor to complete.
 - o Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
 - Calculators cannot be used on the production test.
 - The Format Guide, found on the Competitive Events website (<u>www.fbla.org</u>) can be used for the production test.

High School

Scoring

- The rating sheet will be released with the production test.
- Production Test is 85% of the total score; Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Job Interview

Job Interview is a competitive event demonstrating members creation of job materials and interviewing techniques. This competitive event consists of prejudged materials and presentation (interview) components.

Event Overview

Event Type: Individual
Event Category: Presentation

Event Elements: Prejudged Materials and Presentation (Interview) **Prejudged Component:** Resume and Cover Letter due March 1, 2025

Presentation Time: 10-minute interview

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

District Elimination Event

A member may enter only one of these events and must place at their Spring District Meeting (SDM) in order to compete in these events at the SLC:

- Client Service
- Impromptu Speaking
- Introduction to Decision Making (9th & 10th Grades Only)
- Introduction to Public Speaking (9th & 10th Grades Only)
- Job Interview
- Public Speaking

Semi-finalists for the SLC will be based on this formula:

# of Chapters	# of Participants
in the District	to the SLC
1-10	2
11-20	3
21-30	4
31-40	5
>41	6

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare their pre-judged component.
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: prejudged, and presentation (interview)
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- The selected job must be one for which the competitor is now qualified or will be qualified for at the completion of the current school year. It may be a part-time, internship, or full-time job.

High School

- Prejudged Materials
 - Submission Deadline: A PDF of the cover letter and resume must be uploaded by March 1, 2025.
 - Cover Letter Specifics
 - Not to exceed one page.
 - Address letter to: Dr. Terry E. Johnson, Director of Human Resources, Merit Corporation, 1640 Franklin Place, Washington, DC 20041
 - Note: Merit Corporation is a fictitious company
 - Resume Specifics
 - Not to exceed two pages.
 - Highlight the competitor's education, activities, awards/honors, and work/volunteer experience.
 - Photographs are not allowed.
 - Competitors must prepare resume & cover letter. Advisers and others are not permitted to write the resumes & cover letters.
 Resumes and cover letters must be original, current, and not submitted for a previous SLC.
 - Restricted Items: QR codes cannot be included in the cover letter or resume.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - The prejudged materials are prejudged before the SLC.
- Presentation The Interview
 - o Presentations are not open to conference attendees.
 - No materials can be brought to the interview.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Cover Letter: States job applying for	No job stated	Job stated does not match qualification	States job and shows match of award to qualifications	States job and shows match of job to qualifications with demonstrated experience	Lamed
	0 points	1 point	2-3 points	4 points	
Cover Letter: Promotes self in letter – lists skills, achievements, volunteerism, experience, etc.	No self-promotion included	Describes skills and academic achievements, but no volunteerism/work experience included	Describes skills, academic achievements, and volunteerism/work experience	Describes multiple skills, academic achievements, and volunteerism/work experiences	
	0 points	1-3 points	4-6 points	7-8 points	
Cover Letter: States that the resume is included with the letter and asks for interview	No resume statement nor interview requested	States resume included but does not ask for interview	States resume is included and asks for interview	States resume is included, asks for interview, provides opportunity to request more information	
	0 points	1 point	2-3 points	4 points	
Resume: Targets job on cover letter	No job targeted	Targeted job does not match cover letter	Targeted job matches cover letter	Resume supports targeted job on cover letter	
	0 points	1 point	2-3 points	4 points	
Resume: Reader friendly – categories can be found easily, white space utilized, professional fonts and font	Resume is unreadable	Resume design is distracting	Resume is reader friendly	Resume is professional in design for targeted award	
sizes	0 points	1-3 points	4-6 points	7-8 points	
Resume: Includes education, activities, awards/honors, and volunteerism/work experience information	No education, activities, volunteerism, experience information listed	One-two sections included	Three-four sections included	Five or more sections support targeted job	
experience information	0 points	1-3 points	4-6 points	7-8 points	
Resume: Brief, concise information	Resume is longer than two pages	Information provided, but in paragraph form	Sections are clearly identified with organized information	Clearly identified and organized information in each section supports targeted job	
	0 points	1 point	2-3 points	4 points	
Spelling & Grammar: Documents are free of spelling, punctuation, and	Three or more errors	Two errors	No spelling errors, and not more than 1 punctuation or grammatical error	No spelling or grammatical errors, and not more than 1 punctuation error	
grammatical errors	0 points	1-2 points	3-4 points	5 points	
All directions followed	Cover letter longer than one page, not addressed correctly; Resume longer than two pages, photograph or QR code included		Cover letter no more than one page, addressed correctly; Resume no more than two pages, no photograph or QR code included		
	0 p	oints	5 p	oints	
				Prejudged Total (50 points)	
Name(s):					
School:				Т	Data
Judge Signature:					Date:

High School

_					Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Demonstrates the ability to understand and respond to	Does not answer questions	Answers are not relevant to questions asked	Answers are relevant to the questions asked	Answers are relevant and fully support knowledge of position/duties	
interview questions	0 points	1-8 points	9-12 points	13-15 points	
Relates previous experiences/activities with position's duties and skills necessary to succeed	No evidence of previous experience/activities	One previous experience/activity mentioned but not related to position's duties or skills necessary for success	One previous experience/activity mentioned and is clearly related to position's duties or skills necessary for success	Multiple previous experiences/activities mentioned and are clearly related to position's duties or skills necessary for success	
	0 points	1-8 points	9-12 points	13-15 points	
Possesses knowledge about the position and career field	No evidence of position or career field knowledge	Has limited knowledge of the organization or understanding of the position	Comprehensive knowledge of the organization or understanding of the position demonstrated	Extensive knowledge of both the organization and career field demonstrated	
	0 points	1-8 points	9-12 points	13-15 points	
Asks questions that demonstrate an interest in the organization and understanding of the position	No questions asked	Questions asked, but is not related to the organization or understanding of the position	Questions asked that are related to the organization or understanding of the position	Questions asked that are directly related to both the organization and understanding of the position	
	0 points	1-8 points	9-12 points	13-15 points	
Delivery Skills					
Demonstrates proper greeting, introduction, and closing	Competitor does not use proper greeting, introduction, OR closing	Competitor greeting, introduction, OR closing was weak	Competitor has strong greeting, introduction, AND closing	Competitor is creative in their introduction of themselves and asks for or provides follow-up action in the conclusion	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates strong self- confidence, appropriate assertiveness, and enthusiasm	Competitor did not demonstrate self- confidence, assertiveness, OR enthusiasm	Competitor demonstrated minimal self-confidence, assertiveness, AND enthusiasm	Competitor used strong eye contact, appropriate assertiveness, AND enthusiasm	Competitor led the interview process and effectively used interview time	
	0 points	1-8 points	9-12 points	13-15 points	
Demonstrates proper verbal and nonverbal communication skills	Verbal AND nonverbal communication skills are inappropriate	Verbal and/or nonverbal communication skills are weak or distracting	All questions were clearly answered using good grammar and appropriate body language	Verbal communication skills are excellent; nonverbal communication is natural	
	0 points	1-6 points	7-8 points	9-10 points	
			erials Score (maximum 50 poin	ts) – Preliminary Round only	
		_	Time Penalty	(5 points over allowed time)	
Dre			r dress code penalty and/or 5 ہ		
	Guidelines P	enalty (Deduct 5 points for e	ach instance of not following co	ompetitive events guidelines)	
	Prese	entation Total (150 points to	tal for Preliminary Round/100	points total for Final Round)	
Name(s):				,	
School:					
Judge Signature:					Date:

High School

Journalism

Journalism provides members with the opportunity to demonstrate knowledge around competencies in the area of journalism. This competitive event consists of an objective test. It aims to inspire members to learn about the economics and business of journalism.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

 Economics and Business of Journalism

- Grammar & Format
- Law and Ethics

- Basic Journalism Principles
- History of Journalism

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Local Chapter Annual Business Report

Local Chapter Annual Business Report provides chapter members with the opportunity to share their chapter's Program of Work and activities for the year. This competitive event consists of a prejudged report and presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members present the chapter project

Event Category: Chapter Event

Event Elements: Prejudged Report & Presentation

Prejudged Component: 17-page report due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer **NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: prejudged report and presentation
- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Prejudged Report
 - o **Submission Deadline:** A PDF of the report must be uploaded by March 1, 2025.
 - Number of Pages: The report will be no more than seventeen (17) pages.
 - Report Specifics
 - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the
 cover.
 - The second page must include a table of contents and each page must be numbered.
 - Divider pages and appendices are optional and must be included in the page count.
 - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
 - Restricted Items: QR codes and links cannot be included in the report.
 - Reports should follow the rating sheet sequence.
 - Chapter activity artifacts are included and accurately and professionally displayed.
 - o Members must prepare reports. Reports must be original, current, and not submitted for a previous NLC.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - Reports should follow the rating sheet sequence.
 - The report is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

High School

Presentation

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

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

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chool:						

High School

ocal Chapter Annual Busine	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expectation Item	Not Demonstrated	Below Expectations	weets expectations	exceeds expectations	Earned
	No evidence of			Chapter's program of work and summary of	
	chapter's program of	Chapter's program of	Chapter's program of	year's activities clearly	
Describe chapter's program of work	work and summary of	work and summary of	work and summary of	outlined. Activities are	
and summary of year's activities	year's activities	year's activities explained briefly	year's activities clearly outlined	chronological, related to	
	presented	ехринтей вперту	outimeu	chapter goals/objectives	
	0	1.0	0.12	and clearly explained	
	0 points	1-8 points	9-12 points	13-15 points	
Describe activities to benefit					
chapter and its members: • Recruitment		The section the section of			
	No ovidones of	There is at least one	There is at least one	There is at least one	
Leadership Development Council Supply Supp	No evidence of activities	activity described in	activity described in four	activity described in all	
Career Exploration & Preparation Resiness Postporships	uctivities	two of the components listed	of the components listed	components listed	
Business PartnershipsChapter Fundraising		nstea			
Public Relations & Chapter					
Publicity					
	0 points	1-9 points	10-16 points	17-20 points	
Describe activities to benefit other		There is at least one	There is at least one	Multiple activities are	
individuals and organizations:	No evidence of	activity described in	activity described in	described in all	
State Projects & Programs	activities	one of the components	each component listed	components listed	
National Projects & Programs		listed	,	P	
Other community service projects	0 points	1-9 points	10-16 points	17-20 points	
Describe conferences attended and					
recognition received:		There is at least one			
Participation in FBLA conferences	No evidence of	activity described in	There is at least one	Multiple activities are	
Other chapter and individual	activities	one of the components	activity described in	described in all	
recognition earned		listed	each component listed	components listed	
• Competitive event winners and					
participation	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills	Сроти		ac ac perme		
		Competitor(s) were		Presentation flowed in a	
Statements are well-organized and	Competitor(s) did not	prepared, but flow was	Presentation flowed in	logical sequence;	
clearly stated	appear prepared	not logical	logical sequence	statements were well	
	0 points	1-6 points	7-8 points	organized 9-10 points	
	, poco	_ 0 poto	·	Competitor(s)	
Barranda da d	Competitor(s) did not	Competitor(s)	Competitor(s)	demonstrated self-	
Demonstrates self-confidence,	demonstrate self-	demonstrated self-	demonstrated self-	confidence, poise, good	
poise, assertiveness, and good voice projection	confidence	confidence and poise	confidence, poise, and good voice projection	voice projection, and	
projection			good voice projection	assertiveness	
	0 points	1-2 points	3-4 points	5 points	
	Unable to answer	Door not completely	Completely answers	Interacted with the judges in the process of	
Demonstrates the ability to	unable to answer questions	Does not completely answer questions	Completely answers questions	in the process of completely answering	
effectively answer questions	questions	unswei questions	questions	questions	
	0 points	1-6 points	7-8 points	9-10 points	
	ο ροιπιο	1-0 hours	•	5 points over allowed time)	
Dress Cod	e and/or Late Arrival Pena	lty (Deduct 5 points for dre	ess code penalty and/or 5 po		
	Guidelines Penalty	(Deduct 5 points for each i	nstance of not following cor	npetitive events guidelines)	
			Pres	sentation Total (100 points)	
Name(s):					
School:					
Judge Signature:					Date:

High School

Marketing

Marketing provides members with the opportunity to gain knowledge around marketing. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

Objective Test & Role Play Competencies

Basic Marketing Functions

Channels of Distribution

 Legal, Ethical, and Social Aspects of Marketing

- Promotion and Advertising Media
- Marketing Information, Research, and Planning
- E-Commerce

- Economics
- Selling and Merchandising

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - International Business
 - Introduction to Event Planning
 - Marketing
 - Network Design
 - o Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

High School

Objective Test

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- The top 5 scoring teams will advance to the interactive role play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered in marketing. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - o Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
 - Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

					Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	No description or role play synopsis provided; no problems defined	Describes and provides role play synopsis OR defines the problem(s)	Describes and provides role play synopsis AND defines the problem(s)	Demonstrates expertise of role play synopsis AND definition of the problem(s)	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	Alternative(s) given but pro(s) and/or con(s) are not analyzed	At least two alternatives given, and pro(s) and con(s) are analyzed	Multiple alternatives given and multiple pros and cons analyzed for each	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	No solution identified	Solution provided, but implementation plan not developed	Logical solution and implementation plan provided and developed	Feasible solution and implementation plan developed, and necessary resources identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Basic marketing fundamentals/economics/selling & merchandising/channels of distribution/marketing, information research, & planning/promotion & advertising media/legal, ethical, &	No competencies demonstrated	One or two competencies are demonstrated	Three competencies are demonstrated	Four or more competencies are demonstrated	
social marketing aspects/e-commerce	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
			, ,	points over allowed time)	
Dress Cod	•	, t	ress code penalty and/or 5 poi	,	
	Guidelines Penalt	y (Deduct 5 points for each	instance of not following com		
Nom o/s\.			Prese	entation Total (100 points)	
Name(s): School:					
Judge Signature:				T	Date:
Juuge Jigilatule.	1				Date.

High School

Mobile Application Development

Mobile Application Development provides members with the opportunity to develop a mobile application based on a given topic. This competitive event consists of a presentation component where the application is demonstrated for the judges.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Prejudged Component: Program URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Design a mobile application that gamifies learning for subjects like math, science, history, or language arts, offering interactive quizzes, puzzles, and progress tracking.

The following skills are emphasized: Game development, educational content creation, interactive design, and user feedback mechanisms.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: prejudged component and presentation
- Prejudged Component
 - Submission Deadline: A URL of the app must be uploaded by March 1, 2025.
 - Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous SLC.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.
 - The app is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Presentation
 - Presentations are not open to conference attendees.
 - Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.

High School

Technology

- Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
- Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
- Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
- External speakers are not allowed. Only device audio can be used.
- Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation;
 however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- o Presentation should cover the following aspects of the application:
 - The platform used to develop the application. The following platforms may be used to develop the project: Google's Android, Apple iOS, or Microsoft Windows Phone.
 - 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 multimedia-content service.
 - The usability and functionality of the program must be demonstrated to the judges.
 - Competitors must show the judges any of the following that are applicable: read me file, source code, documentation of templates/libraries used, documentation of copyright and sources of materials used.
 - The presentation should follow the rating sheet and include the following:
 - o Design and Code Quality: Explain the design and implementation of the application.
 - o User Experience: How do users experience the interface? Is there an ease-of-use and accessibility?
 - Application Functionality: Social media integrations

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

					Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Application Readability		•			
Packaged with complete file, readme, and instructions	Incomplete package	All elements of package are included	All elements of package are included, clearly labeled, and functional	Packaging is clear to the point that even though instructions are included, they are unnecessary	
	0 points	1-7 points	8-14 points	15-20 points	
Application functionality	Application does not launch	Application launches	Application launches in appropriate IDE (Xcode, Eclipse, Visual Studio)	Application appears to be compatible with more than one platform when launched	
	0 points	1-7 points	8-14 points	15-20 points	
Documentation and copyright compliance	Documentation and cop addressed or addr	ressed incorrectly	compliance to copyrigh repres	essed and substantiated t regulations using visual entation points	
Application Design	υ ρο		10)	Join G	
Application addresses the topic/problem	Application does not address the topic/problem	Application addresses the topic/problem at a minimal level	Application fully addresses the topic/problem	Application fully addresses the topic/problem, and the correlation is explained in the instructions	
	0 points	1-14 points	15-21 points	22-30 points	
Navigation	App navigation is unclear	App navigation contains errors	App navigation is clear and contains no more than one error	App navigation is error free and can be used without instruction	
	0 points	1-7 points	8-14 points	15-20 points	
Code	Code is incorrectly written	Code has 3 or more errors	Code is error free and commented appropriately	Code is error free, commented, and written in a consistent language	
	0 points	1-7 points	8-14 points	15-20 points	
Icon and graphics	App does not have a custom icon or graphics	App has a basic custom icon and graphics	App has an icon that tells something about the app	App has an icon that tells something about the app and is integrated into app graphics	
	0 points	1-7 points	8-14 points	15-20 points	
Social media	Social Media is not incorporated	One social media platform is incorporated	Two or more social media platforms are incorporated	App is integrated to work directly with at least one social media application	
	0 points	1-14 points	15-21 points	22-30 points	
Bugs	App has multiple bugs that impair use	App has bugs that do not impair use	App is bug free and operates without errors	App is bug free and offers a bug reporting system should a user later discover a bug	
	0 points	1-14 points	15-21 points	22-30 points	
		Penalty Points (5	points for each instance of g	uidelines not being followed)	
				Project Total (200 points)	
				,	
Name(s):				,	
Name(s): School:				, , , , , , , , , , , , , , , , , , , ,	

High School

Mobile Application De	velopment Presentat	ion Rating Sheet			
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Design and Code Quality					
Planning Process	No explanation or description of the planning process	Explains the process but does not share tangible planning documents	Explains the process & shares tangible planning documents	Explains process using industry terminology & displays tangible planning documents	
	0 points	1-6 points	7-8 points	9-10 points	
Appropriate use of classes, modules, and/or components	No use of classes, modules, or components	Use of classes, modules, and/or components	Appropriate use of classes, modules, and/or components	Expert use of classes, modules, and/or components	
	0 points No use of architectural	1-2 points	3-4 points Appropriate use of architectural	5 points	
Appropriate use of mobile app architectural patterns	patterns 0 points	Unclear use of architectural patterns 1-2 points	patterns 3-4 points	Expert use of architectural patterns 5 points	
Innovation and creativity	No innovation or creativity is demonstrated	Very little innovation or creativity is demonstrated	App is innovative or creative	App is innovative & creative	
,	0 points	1-2 points	3-4 points	5 points	
User Experience					
Users can easily navigate between pages	App navigation is unclear	App navigation contains errors	App navigation is clear & contains no more than one error	App navigation is error free & can be used without instruction	
	0 points	1-2 points	3-4 points	5 points	
User interface is intuitive or clear instructions are provided	No instructions provided & is not intuitive	Instructions provided or app is not intuitive	Appropriate & clear instructions are provided	App is intuitive & clear instructions are provided	
	0 points	1-2 points	3-4 points	5 points	
Icons/graphical elements are appropriate and consistent	App does not have a custom icon or graphics	App has a basic custom icon and graphics	App has an icon that tells something about the app	App has an icon that tells something about the app and is integrated into app graphics	
	0 points	1-2 points	3-4 points	5 points	
User input is validated	User input isn't validated	User input is somewhat validated	User input is validated	Input validation applied on both syntactical and semantic levels	
Annell and an Franchismalia.	0 points	1-2 points	3-4 points	5 points	
Application Functionality				Application fully addresses the	
Program addresses all parts of the prompt	Application does not address the topic/problem	Application addresses the topic/problem at a minimal level	Application fully addresses the topic/problem	topic/problem, and the correlation is explained in the instructions	
	0 points	1-6 points	7-8 points	9-10 points	
Integrated with social media	Social media is not incorporated	One social media platform is incorporated	Two or more social media platforms are incorporated	App is integrated to work directly with at least one social media application	
	0 points	1-2 points	3-4 points	5 points	
Data handling and storage	No consideration of data handling & storage practices	Minimal consideration of data handling and storage practices with basic implementation	Adequate data handling and storage practices implemented with attention to data integrity & security	Comprehensive and secure data handling and storage practices implemented, ensuring data integrity, accessibility, and protection	
	0 points	1-2 points	3-4 points	5 points	
Documentation and copyright compliance	Sources are not cited	Sources/References are seldom cited to support statements	Professionally legitimate sources & resources that support statements are generally present	Compelling evidence from professionally legitimate sources & resources is given to support statements	
- 11 - 21 111	0 points	1-2 points	3-4 points	5 points	
Delivery Skills Statements are well-organized	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well	
and clearly stated	0 points	1-6 points	7-8 points	organized 9-10 points	
			Competitor(s) demonstrated self-	Competitor(s) demonstrated self-	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self-confidence	Competitor(s) demonstrated self- confidence & poise	confidence, poise, & good voice projection	confidence, poise, good voice projection, and assertiveness	
b>	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
		Dross Codd/l · · · · · ·	Jan / Dodgest Francischer fam J	Time Penalty (5 points over allowed time)	
				alty and/or 5 points for late arrival penalty) ot following competitive events guidelines)	
		- Saldelines i charty		Presentation Total (100 points)	
Name(s):					
School:					D-t-
Judge Signature: Comments:	l				Date:

High School

Network Design

Network Design provides members with the opportunity to gain knowledge around networking in technology. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor, flip chart paper, and secret problem/scenario for role play

Objective Test & Role Play Competencies

- Network Installation Planning and Configuration
- Problem Solving/Troubleshooting
- Network Administrator Function
- Configuration of Internet Resources

- Backup and Disaster Recovery
- Configuration Network Resources
 & Services

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - Business Management
 - Entrepreneurship
 - Hospitality & Event Management
 - International Business
 - o Introduction to Event Planning
 - Marketing
 - Network Design
 - Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

High School

Objective Test

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- The top 5 scoring teams will advance to the interactive role play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered that includes an analysis of a computing environment and recommendation for a network solution. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation.
 Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
 - o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

					Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earne
Demonstrates understanding of the role play and defines problem(s) to	No description or role play synopsis provided; no problems defined	Describes and provides role play synopsis OR defines the problem(s)	Describes and provides role play synopsis AND defines the problem(s)	Demonstrates expertise of role play synopsis AND definition of the	
be solved		, , , , ,	. , , ,	problem(s)	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	Alternative(s) given but pro(s) and/or con(s) are not analyzed	At least two alternatives given, and pro(s) and con(s) are analyzed	Multiple alternatives given and multiple pros and cons analyzed for each	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	No solution identified	Solution provided, but implementation plan not developed	Logical solution and implementation plan provided and developed	Feasible solution and implementation plan developed, and necessary resources identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Network installation/network function/configuration of internet resources/backup and recovery/configuring	No competencies demonstrated	One or two competencies are demonstrated	Three competencies are demonstrated	Four or more competencies are demonstrated	
networks/services	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills					
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
			Time Penalty (5	points over allowed time)	
Dress Co			ress code penalty and/or 5 poi		
	Guidelines Penalt	y (Deduct 5 points for each	instance of not following com	petitive events guidelines)	
			Prese	entation Total (100 points)	
Name(s):					
School:				Т	
ludge Signature:					Date:

High School

Networking Infrastructures

Networking Infrastructures provides members with the opportunity to demonstrate knowledge around competencies in network administration. This competitive event consists of an objective test. It aims to inspire members to learn about networks in today's connected workplace.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

 General Network Terminology and Concepts

 Network Operating System Concepts

- Network Security
- Equipment for Network Access (Wi-Fi, wireless)
- OSI Model Functionality

 Network Topologies & Connectivity

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Organizational Leadership

Organizational Leadership provides members with the opportunity to demonstrate knowledge around competencies in the leadership of an organization. This competitive event consists of an objective test. It aims to inspire members to learn about the different leadership concepts in the business environment.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Leadership Concepts
- Leadership Managerial Roles
- Leadership Behavior and Motivation
- Networking
- Communication Skills
- Leader/Follower Relations
- Team Leadership and Self-Managed Teams
- Strategic Leadership for Managing Crises and Change

- Levels of Leadership
- Leadership Theory
- Traits of Effective Leaders
- Personality Profile of Effective Leaders
- Leadership attitudes
- Ethical Leadership
- Relationship Between Power, Politics, Networking, and Negotiation
- Coaching

- Managing Conflict
- Leadership and Team Decision Making
- Organizational Politics
- Charismatic and Transformational Leadership
- Stewardship and Servant Leadership
- Leadership in a Diverse Setting

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

High School

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Outstanding New Chapter of the Year- New York State-Only Event - Not a National Event

The Outstanding New Chapter of the Year event is designed to encourage new and reactivated chapters to develop local chapter activities that will benefit the student members, the school, and the community. The outstanding chapters that are chosen serve as examples of the enthusiasm and careful planning new chapters can achieve for their members.

Newly chartered or reactivated chapters may enter this event once during their first two years of FBLA. (Reactivated chapters must have been inactive for a minimum of 5 years)

Event Overview

Event Type: Adviser and 1 to 4 chapter members attend the interview

Event Category: Chapter Event

Event Elements: Prejudged Scrapbook & Interview

Prejudged Component: PDF of the Digital Scrapbook uploaded by April 6, 2025

NACE Connections: Critical Thinking, Communication, Leadership, Professionalism, Teamwork

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- The chapter adviser must register for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: prejudged digital scrapbook and interview
- Prejudged Digital Scrapbook
 - o Submission Deadline: A PDF of the digital scrapbook must be uploaded by April 6, 2025. Maximum upload size is 512MB.
 - Scrapbook Specifics
 - Chapters must use either Google Slides or Microsoft PowerPoint to create the digital scrapbook.
 - Slide One is the title slide & must include the school name & school year.
 - Slide Two is the Judges' Rating Sheet with your points claimed.
 - Slide Three is the Table of Contents. Include slide numbers on the slides.
 - Points can be claimed for chapter activities starting immediately after the previous State Leadership Conference to the close of the current State Leadership Conference during which the chapter is competing for recognition.
 - Proof of all points claimed must be evident in the scrapbook. The judges' rating sheet, indicating points, must be on the second slide
 - o A maximum of two (2) photos per event one of which must show membership participation.
 - Evidence must be submitted in sequence of items followed on the judges' rating sheet. A table of contents must be included as the third slide.
 - o Points used for one function may not be used for another function, with the exception of items used in New York State Program of Work & articles used in publicity. Example: A social event such as a dance cannot be used as a chapter meeting.
 - When the guidelines require a verified report, a chapter adviser's signature is required at the end of the descriptive report.
 - All attendance records must be verified by the chapter adviser through their signature for any section of the scrapbook that has
 an attendance/participation requirement. Activities conducted from the SLC to the beginning of the new school year should use
 the previous year's January roster to meet attendance requirements.
 - Activities conducted after the beginning of the new school year with attendance requirements should use the most recent official roster.
 - o A chapter must be awarded a minimum of 390 points to place & be recognized in this event.
 - Highlighted activities may be used to fulfill a requirement for the national FBLA Champion Chapter.

High School

Interview

 Your chapter will be scheduled for an interview session during the State Leadership Conference. This session should be attended by the adviser & one to four chapter members. Questions posed during the interview must be answered by the chapter members.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

OUTSTANDING NEW CHAPTER POINT EXPLANATION

1. MEMBERSHIP – 0 OR 5 POINTS

• Five (5) points are awarded for submitting a printed membership roster (from the national FBLA website) listing the names of all students who are dues paying members of National and New York State FBLA.

2. OFFICIAL FBLA EQUIPMENT - 0 OR 5 POINTS

- Five (5) points are awarded if a chapter has all of the following: banner, gavel, American flag, Roberts' Rules of Order, Newly Revised, 12th Edition, and creed.
- A photo(s) must be submitted.

3. INDUCTION CEREMONY FOR NEW MEMBERS – 0, 10 OR 15 POINTS

- Ten (10) points are awarded for holding an Induction Ceremony for new members.
- Five (5) points are awarded for including the Emblem Ceremony as part of the ceremony.
- This activity may be done in conjunction with Installation of Chapter Officers Ceremony.
- A photo(s) must be submitted.

4. INSTALLATION OF CHAPTER OFFICERS – 0 OR 15 POINTS

- Fifteen (15) points are awarded for holding an Installation of Chapter Officers Ceremony.
- This activity may be done in conjunction with Induction Ceremony for New Members.
- A photo(s) must be submitted.

5. CHAPTER PLANNING – 0, 5, 10 OR 15 POINTS

- Five (5) points will be awarded for holding a planning meeting for newly-elected local chapter officers. A verified attendance report must be submitted.
- Five (5) points will be awarded for preparing a Program of Work for the chapter. (Program of Work guidance is provided in the Chapter Management Handbook.) The Program of Work must be submitted.
- Five (5) points will be awarded for preparing a chapter budget. The budget must be submitted.
- A photo(s) must be submitted.

6. CHAPTER MEETINGS – 0 TO 80 POINTS

- Credit is given for only four (4) meetings with a maximum of twenty (20) points awarded for each meeting at which two-thirds (2/3) of the total chapter membership is in attendance. At least two (2) of the meetings must include: a guest speaker, a field trip, or a film or other special feature for the purpose of promoting a goal of FBLA, the state charity, or the national charity. The same program may be offered twice to meet the required two-thirds (2/3) attendance and will count as one meeting.
- An agenda and minutes of each of these meetings must be submitted along with a chapter roster indicating which students were in attendance at each meeting.

7. SOCIAL ACTIVITIES – 0 TO 10 POINTS

- The activity should be chapter-wide and include at least one-third (1/3) of the chapter's members or thirty (30) students, whichever is less.
- Credit is awarded for only one (1) activity, for a maximum of ten (10) points.
- · Pictures & a verified report must be submitted with a chapter roster indicating which students were in attendance at each meeting.

High School

8. CIVIC/COMMUNITY ACTIVITIES – 0 TO 80 POINTS

- The activities should benefit the out-of-school community and/or the business community. Activities may be held within school facilities for an out-of-school organization. At least one (1) of the activities must benefit the state charity of the given year.
- Credit is given for only two (2) activities. A maximum of forty (40) points may be claimed for each activity.
- Pictures, publicity and/or a verified report must be submitted.

9. SCHOOL SERVICE ACTIVITY- 0 TO 30 POINTS

This activity should benefit the school and/or students.

- Credit is given for only one (1) activity. A maximum of thirty (30) may be claimed.
- Pictures and publicity or a verified report must be submitted.

10. FUNDRAISING - 0 TO 30 POINTS

- Only one project may be claimed. This project may be a continuation of a previous year's activity.
- Student involvement in planning and organizing the project must be documented (ex: timelines, committee meeting agendas/minutes, photos).
- A verified report including evidence of the financial planning and educational value of the project must be presented. A verified Profit/Loss Statement must be included (5 points).

11. PUBLICITY - 0 TO 50 POINTS

Any combination can be used to a maximum of 50 points. A copy of all articles and/or news items must be submitted with banner and date on that page. (Articles detached from banner will not be considered). Screen shots of electronic articles are acceptable. A verified report or participation in radio and/or TV program must be submitted. This requires a signed statement from the radio/television station, verifying the actual air date of the program

	ation, remaining the dotted an acte of the program			
5 points each	School newspaper release, school district newsletter article or school website			
	Local (community newspaper release (in print or online)			
	FBLA district newsletter			
10 points each	• State FBLA Newsletter (<i>The FBLA Express</i>)			
	Radio program in which the members participated			
20 points	Television cable or commercial program that is aired in which the members participated.			
10 points	The chapter has and maintains its own website. The website must be linked to the state website. You			
	must provide the web address and include a screen shot of the homepage in the scrapbook.			

12. TALKS OR DEMONSTRATIONS BEFORE CIVIC, BUSINESS, TRADE, OR EDUCATIONAL GROUPS - 0 TO 40 POINTS

- A presentation must be done by two or more chapter members.
- Credit is given for two (2) appearances of twenty (20) points each.
- Pictures, publicity and/or a verified report must be submitted. A verified report includes letters, certificates, or a signed statement from the group.

13. ATTENDANCE AT DISTRICT MEETINGS – 0, 15, OR 30 POINTS

- Fifteen (15) points are given if the chapter is represented at the Fall District Meeting.
- Fifteen (15) points are given if the chapter is represented at the Spring District Meeting.
- Proof of attendance, verified by the District Vice President or Board of Trustee member, must be submitted including names of students attending.

14. ATTENDANCE AT STATE LEADERSHIP CONFERENCE – 0 OR 25 POINTS

• Twenty-five (25) points are given if the chapter is represented at the SLC. The names of students attending must be submitted.

15. PARTICIPATION IN COMPETITIVE ACTIVITIES AT STATE LEADERSHIP CONFERENCE - 0 TO 60 POINTS

- Points are awarded for each event the chapter participates in at the SLC, including the Who's Who in FBLA event. Participation in the following events will receive ten (10) points each, to a maximum of fifty (50) points:
 - o American Enterprise Project
 - o Local Chapter Annual Report
 - o Chapter Business Display
 - o Partnership with Business Project
 - o Community Service Project
- Participation in all other events including the State Officer Exam and district elimination events held at the Spring District Meeting will receive five (5) points per event, to a maximum of eighty (80) points.

High School

- A chapter may receive a maximum of five (5) points for having one or more members serve as Internship at the SLC. (Proof of internship will be verified by the Internship Coordinator.)
- A copy of the contest registration form for the State Leadership Conference must be submitted. Documentation verified by the District Vice President and a Board of Trustee member must be submitted for events taken at the Spring District Meeting

16. WINNERS IN STATE LEADERSHIP CONFERENCE COMPETITIVE ACTIVITIES – 0 TO 50 POINTS

- Thirty (30) points are awarded for first place winners; twenty (20) points for second place; ten (10) points for third; five (5) points for fourth and fifth place.
- The panel of judges for this event will determine points to be awarded.

17. STATE OFFICERS - 0 TO 45 POINTS

• Fifteen (15) points are given for each State Officer serving during the current year, regardless of whether they are appointed or elected. If an elected or appointed officer resigns or is removed from office before the completion of their term, no points may be claimed. These points will be verified by the State Officer Adviser.

18. ATTENDANCE AT NATIONAL LEADERSHIP CONFERENCES— 0 TO 30 POINTS

- Ten (10) points are awarded if the chapter is represented by an official delegate at the National Leadership Conference.
- Ten (10) points are awarded if the chapter or a chapter member competes in a competitive event at the National Leadership Conference, excluding open events.
- Ten (10) points are awarded if the chapter is represented at the National Fall Leadership Conference.
- · Proof of attendance must be submitted including the names of students attending (conference receipt).

19. WINNERS IN THE NLC COMPETITIVE ACTIVITIES – 0 TO 45 POINTS

- First to tenth place winners at the National Leadership Conference (NLC) may claim points on a scale of three (3) to thirty (30) points. Example: A tenth place winner will receive three (3) points; a first place winner will receive thirty (30) points. A member who receives recognition for Who's Who in FBLA will receive five (5) points. Each chapter may claim a maximum of thirty (30) points in this category.
- Chapters who receive recognition and certificate awards such as Gold Seal Awards of Merit may claim a maximum of one (1) award for a total of five (5) points.
- Chapters who receive recognition awards for individual programs such as Membership Madness, Business Achievement, and 100% Class Participation awards may claim a maximum of two awards for a total of ten (10) points.

20. NEW YORK STATE PROGRAM OF WORK - 0 TO 60 POINTS

- Five (5) points are given for each committee competition a chapter participates in, regardless of whether they win.
- A chapter may only claim points once for each competition.
- Copies of items submitted must be included in the Chapter of the Year scrapbook, including a copy of the successful upload notification.

21. SUPPORT OF NYS FBLA FOUNDATION - 0 TO 20 POINTS

- Ten (10) points will be given if the chapter contributes \$50 or more to the NYS FBLA Foundation. Verification by the NYS FBLA Foundation must be submitted.
- Ten (10) points will be given if the chapter contributed a basket, valued at a minimum of \$50, for the NYS FBLA Foundation Basket Auction at the current State Leadership Conference. Receipts for the items included in the basket must be provided to the Auction Coordinator. Verification from the Basket Auction Coordinator is obtained upon submitting the basket and must be handed in at the SLC Registration Table upon registering your chapter to claim the points.

22. OUTSTANDING ACTIVITY OF THE YEAR – 0 TO 40 POINTS

- Up to forty (40) points will be awarded for one outstanding activity completed during the year.
- This activity must contribute to the personal and/or professional growth of the members and may not be claimed in any other section of the scrapbook.
- One half (1/2) of the chapter membership must participate in the activity.
- Pictures and publicity or a verified report must be submitted along with a chapter roster indicating which students were in attendance.

High School

Outstanding New Chapter Rating Sheet							
Expectation Item	Point Value	Not Demonstrated	Points Claimed*	Points Awarded			
1. Membership	0, or 5	0 points					
2. Official FBLA Equipment	0 or 5	0 points					
3. Induction Ceremony for New Members	0, 10, or 15	0 points					
4. Installation of Chapter Officers	0 or 15	0 points					
5. Chapter Planning	0, 5, 10, or 15	0 points					
6. Chapter Meetings	0 to 80	0 points					
7. Social Activities	0 to 10	0 points					
8. Civic/Community Activities	0 to 80	0 points					
9. School Service Activities	0 to 30	0 points					
10. Fundraising Projects	0 to 30	0 points					
11. Publicity	0 to 50	0 points					
12. Talks or Demonstrations Before Groups	0 to 40	0 points					
13. Attendance at District Meetings	0, 15, or 30	0 points					
14. Attendance at State Leadership Conference	0 or 25	0 points					
15. Participation in Competitive Events at SLC	0 to 60	0 points					
16. Winners of SLC Competitive Events	0 to 50	0 points					
17. State Officers	0 to 45	0 points					
18. Attendance at National Leadership Conference	0 to 30	0 points					
19. Winners of NLC Competitive Events	0 to 45	0 points					
20. NYS Program of Work	0 to 60	0 points					
21. Support of NYS FBLA Foundation	0 to 20	0 points					
22. Outstanding Activity of the Year	0 to 40	0 points					
Name(s):							
School:							
Judge Signature:				Date:			

High School

Outstanding New FBLA Member (9th & 10th Grade) – New York State-Only Event – Not a National Event

Outstanding New FBLA Member (9th & 10th Grade) is a competitive event demonstrating a member's first year in FBLA and interviewing techniques. This competitive event consists of prejudged materials and presentation (interview) components.

Event Overview

Event Type: Individual Event Category: Presentation

Event Elements: Prejudged Report & Presentation

Prejudged Component: 10-page report due March 1, 2025

Presentation Time: 7-minute presentation

NACE Connections: Critical Thinking, Communication, Leadership, Professionalism, Teamwork

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, and prepare presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.
- A transcript showing grade level must be uploaded with registration by March 1, 2025

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: prejudged, and presentation (interview)
- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Presentations are not open to conference attendees.
- Prejudged Materials
 - O Submission Deadline: A PDF of the report must be uploaded to the NYS website by March 1, 2025.
 - o Report formats must follow the same sequence shown on the rating sheet.
 - Evidence of active participation in the school's chapter must be shown in the written report. The evidence may be in written or
 pictorial from & compiled only by the participant. The report must also include a letter from the participant's adviser attesting to
 the fact that the participant did play an active role in the chapter's activities. Each participant must prove participation in the
 following categories:
 - Leadership activities
 - Fundraising activities
 - Participation in projects
 - Responsibilities assumed
 - Reports must include a table of contents & front & back covers. Front & back covers are not part of the count.
 - A title page, divider pages, & appendices are optional.
 - o The report must not exceed ten numbered pages, including title page, table of contents, dividers, & appendices.
 - Pages must be formatted to fit on 8 ½" x 11" paper.
 - Competitors must prepare materials. Advisers and others are not permitted to write the report. Reports must be original, current, and not submitted for a previous SLC.
 - The report is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

High School

- Performance Round
 - The judges may ask the participants questions relating to the following:
 - Future educational plans
 - Future career goals
 - Why they are interested in being selected the Outstanding New FBLA Member in New York State
 - The importance of FBLA to them
 - 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.
- No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Personal Appearance					
Grooming and appropriate attire	0 points	1-2 points	3-4 points	5 points	
Interview					
Voice and diction	0 points	1-2 points	3-4 points	5 points	
Self-confidence	0 points	1-2 points	3-4 points	5 points	
Communication skills/eye contact	0 points	1-2 points	3-4 points	5 points	
Potential Leadership Ability					
Participation in and knowledge of all FBLA projects	0 points	1-2 points	3-4 points	5 points	
Presentation in an orderly manner	0 points	1-2 points	3-4 points	5 points	
Written Evidence Compiled b	y Participant				
Leadership activities	0 points	1-2 points	3-4 points	5 points	
Fundraising activities	0 points	1-2 points	3-4 points	5 points	
Participation in projects	0 points	1-2 points	3-4 points	5 points	
Responsibilities assumed	0 points	1-2 points	3-4 points	5 points	
Organization, neatness, evidence of skill and knowledge of business procedures	0 points	1-7 points	8-14 points	15-20 points	
Demonstration of initiative and drive	0 points	1-2 points	3-4 points	5 points	
Career Planning					
Future educational plans	0 points	1-2 points	3-4 points	5 points	
Future career goals	0 points	1-2 points	3-4 points	5 points	
Evidence of Complete, Logical	l, Answers to the Followin	g Interview Questions			
Why are you interested in becoming the Outstanding New FBLA Member?	0 points	1-3 points	4-7 points	8-10 points	
What is the importance of FBLA to you?	0 points	1-2 points	3-4 points	5 points	
			Time Pena	lty (5 points over allowed time)	
Dre	ess Code and/or Late Arriv	al Penalty (Deduct 5 points fo	or dress code penalty and/or 5	points for late arrival penalty)	
	Guidelines P	enalty (Deduct 5 points for e	each instance of not following	competitive events guidelines)	
			F	Presentation Total (100 points)	
Name(s):					
School:					
Judge Signature:					Date:

Judge Signature: Comments:

High School

Parliamentary Procedure Individual

Parliamentary Procedure provides members with the opportunity to showcase their knowledge around parliamentary procedure concepts. This competitive event consists of an objective test.

The highest scoring underclassmen on the Parliamentary Procedure exam, who submits a State Officer Application, passes the State Officer Exam at the SDM, and meets all appropriate criteria will be eligible for the position of State Parliamentarian. Such candidates will be notified prior to SLC regarding their eligibility

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

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

Equipment Provided by Competitors: Pencil

Objective Test Competencies

• Parliamentary Procedure Principles

FBLA Bylaws

The objective test for this event will be based on Robert's Rules of Order, Newly Revised, 12th edition

District Elimination Event

A member must take the objective test at their Spring District Meeting (SDM) with winners announced at SLC.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered at the SDM.
- No reference or study materials may be brought to the testing site.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Parliamentary Procedure Team

Parliamentary Procedure provides members with the opportunity to showcase their knowledge around parliamentary procedure concepts. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 4 or 5 members **Event Category:** Role Play Event

Event Elements: Objective Test, 100-multiple choice questions and Role Play

Objective Test Time: 50 minutes

Role Play Time: 20-minute preparation time, 9-11-minute presentation time (warning with one minute left) **NACE Connections:** Career & Self-Development, Communication, Leadership, Professionalism, Teamwork **Equipment Provided by Competitors:** Pencil for objective test, reference materials for role play prep

Equipment Provided by FBLA: Pencils and secret problem/scenario for role play round

Objective Test Competencies

• Parliamentary Procedure Principles

FBLA Bylaws

The objective test and presentation criteria for this event will be based on Robert's Rules of Order, Newly Revised, 12th edition

District Elimination Event

Members must take the objective test at their Spring District Meeting (SDM) in order to compete in the performance at the SLC. The semi-finalists for this event are based on the top 5 highest scoring teams in the state and will be announced after all SDMs have been completed.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- All team members are expected to actively participate in the presentation.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Objective Test
 - This event has an objective test administered at the SDM.
 - No reference or study materials may be brought to the testing site.
 - Competitors must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
- Role Play Presentation
 - The top 5 scoring teams from the objective tests will advance to the role play final round.
 - Presentations are not open to conference attendees.
 - The role play will be given to simulate a regular chapter meeting. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Parliamentary procedure reference materials may be used during the preparation period but not during the presentation itself.
 No script can be brought into or used in the preparation room.

High School

- The following items may be taken into the prep and presentation room: a gavel/sounding block, a copy of the role play, the treasurer's report, and a copy of the minutes from a preceding meeting. The treasurer's report and minutes are created prior to the competition time.
- Presentations must include presentation of procedures that are used in a complete regular meeting of the chapter from the time
 the meeting is called to order until it is adjourned. Items designated in the role play must be included in the appropriate order of
 business, but other items also should be taken up during the meeting. The secretary will take notes, but notes will not be
 transcribed into minutes.
- The role play may or may not include class of motions, but all five classes of motions listed in the role play main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly must be demonstrated during the presentation.
- No script, reference materials, visual aids, or electronic devices may be brought to or used during the presentation, except for a
 gavel/sounding block. Competitors may not adjust seats at the table in the presentation room.
- o Teamwork: All team members are expected to actively participate in the role play.
- o Role play presentations are not open to conference attendees.
- competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Parliamentary Proc	edure Role Play Presentation Rating Sheet				
Motions Classification	Comments	Not Completed	Completed	Completed & Correct	Points Earned
Main Motion		0 points	1-6 points	7-10 points	
Subsidiary Motion		0 points	1-6 points	7-10 points	
Privileged Motion		0 points	1-6 points	7-10 points	
Incidental Motion		0 points	1-6 points	7-10 points	
Bring Again Motion		0 points	1-6 points	7-10 points	
Business of Meeting		T	ı	ı	
Problem Addressed		0 points	1-16 points	17-25 points	
Proper Use of Parliamentary Terms		0 points	1-6 points	7-10 points	
Voices Projected and Expressions Clear		0 points	1-3 points	4-5 points	
Presiding Official Remained Impartial		0 points	1-3 points	4-5 points	
Members took initiative in meeting		0 points	1-3 points	4-5 points	
			enalty (5 points ov		
	Dress Code and/or Late Arrival Penalty (Deduct 5 points for dress				
	Guidelines Penalty (Deduct 5 points for each ins	tance of not follov			
Namo(s):			Presentation T	otal (100 points)	
Name(s): School:					
Judge Signature:					Date:
Comments		· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·	·	·

High School

Partnership with Business Project

Partnership with Business Project provides chapter members with the opportunity to share their chapter's development and implementation of an innovative, creative, and effective partnership with a business to benefit the greater good. This competitive event consists of a prejudged report and presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members present the chapter project

Event Category: Chapter Event

Event Elements: Prejudged Report & Presentation

Prejudged Component: 17-page report due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer **NACE Connections:** Career & Self-Development, Critical Thinking, Communication, Leadership, Professionalism, Teamwork

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors must set up their presentation by themselves.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: prejudged report and presentation
- Prejudged Report
 - Submission Deadline: A PDF of the report must be uploaded by March 1, 2025.
 - o **Number of Pages:** The report will be no more than seventeen (17) pages.
 - Report Specifics
 - Reports should follow the rating sheet sequence.
 - The first page (front cover) should include the name of school, state, name of the event, and school year (2024-25) on the cover.
 - The second page must include a table of contents and each page must be numbered.
 - In the remaining fifteen (15) pages, share the following content:
 - Explain the responsibilities of the business and chapter leaders and their degree of involvement (hours spent, personal contact, executives and department heads contacted)
 - Describe planning, development, and implementation of project.
 - Provide examples of publicity and recognition for the project.
 - Discuss benefits and concepts learned from the partnership and degree of impact on both partners and FBLA chapter because of the project.
 - Evaluate the project for its impact on the chapter, business, and community.
 - Divider pages and appendices are optional and must be included in the page count.
 - Reports must describe chapter activities conducted from the end of the 2024 State Leadership Conference to the end of the 2025 State Leadership Conference.
 - Restricted Items: QR codes and links cannot be included in the report.

High School

- Competitors must prepare reports. Advisers and others are not permitted to write reports. Reports must be original, current, and not submitted for a previous SLC.
- Pages must be formatted to fit on 8 ½" x 11" paper.
- The report is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

Prejudged Report

- o Presentations are not open to conference attendees.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Prejudged reports, materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the project:
 - Description of the partnership goals and planning activities
 - Roles of business leaders and chapter members in developing and implementing the partnership
 - Results, concepts learned, and impact of the project
 - Provide degree of involvement (hours spent, personal contact, executives and department heads contacted)
 - Examples of publicity and recognition received as a result of the partnership

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Poin
Goals		·	·		Earı
Godis	This partnership does not	Partnership goals are	Project has specific	Project has quantitatively defined goals and	1
Project has specific	involve a FBLA chapter and a business	listed but not well defined	partnership goals	indicate future activities or steps that could be taken to further the work started	
partnership goals involving a				,	
business and FBLA chapter	0 points	1-2 points	3-4 points	5 points	
		Roles & responsibilities of	Roles & responsibilities of		l
Roles & Responsibilities	Roles & responsibilities	business & chapter leaders along with their	business & chapter leaders along with their	Roles & responsibilities of business & chapter leaders along with their degree of	
Explain the responsibilities	were not explained or	degree of involvement	degree of involvement	involvement was included, explained and	1
of the business and chapter leaders	included	was included but not	was included and	evident throughout the entire project	1
		explained in detail	explained	2	ĺ
	0 points	1-6 points	7-8 points	9-10 points	
	Planning is not evident or	Planning explanation is	Planning activities/steps	Planning activities/steps are clearly described	
	included	not clearly described	are clearly described	including rationale with evidence	
Planning, Development,	0 points	1-6 points	7-8 points	9-10 points	l
and Implementation	Davidonment is not	Davidonment avalanation	Development	Development activities (stone are clearly	
	Development is not evident or included	Development explanation is not clearly described	activities/steps are clearly	Development activities/steps are clearly described including rationale with evidence	
Describe planning,		,	described		l
development, and	0 points	1-6 points	7-8 points	9-10 points	-
implementation of project	Implementation is not	Implementation explanation is not clearly	Implementation activities/steps are clearly	Implementation activities/steps are clearly	l
	evident or included	described	described	described including rationale with evidence	1
	0 points	1-6 points	7-8 points	9-10 points	
Publicity		·	·		
	No evidence of publicity	Information about publicity included in the	Information about publicity included in the	Information about multiple examples of	
Provide examples of	received	report without evidence	report with evidence	publicity included in the report with evidence	
publicity and recognition	0 points	1-6 points	7-8 points	9-10 points	l
for the project	о рошта	1-0 points	7-6 points	5-10 points	
Outcomes					l
Discuss benefits and	No benefits, concepts	Benefits, concepts	Benefits, concepts	Benefits, concepts learned, and degree of	1
concepts learned from the	learned, or impact is stated	learned, or impact are not	learned, and degree of	impact are all included and explained with	
partnership and degree of	Statea	all explained	impact are all included	evidence for both partner and FBLA chapter	
impact on both partners					1
because of project	0 points	1-6 points	7-8 points	9-10 points	—
Evaluation		Report shows partial	Report shows thorough	Report shows thorough evaluations for its	
Fundanta the project for its	No evidence of project	evaluations for its impact	evaluations for its impact	impact on the chapter, business, and community as well as plans or	
Evaluate the project for its impact on the chapter,	evaluation is provided	on the chapter, business, and community	on the chapter, business, and community	recommendations for the future	
business, and community	0 points	1-6 points	7-8 points	9-10 points	ľ
Report Format	о рошез	1 o points	7 o points	3 10 points	
	Had more than specified				
Guidelines followed and	page count, missing one	All information presented,	Information arranged	Presented in the correct order, correct page	ł
report arranged according	or more sections and/or	but order inconsistent	according to rating sheet	count, and includes written transitions	
to rating sheet (See above	does not follow rating	with rating sheet	according to ruting sheet	between sections	l
Expectation Items)	sheet	1 6 noints	7.0 noints	0 10 naints	
	0 points	1-6 points Inconsistent formatting,	7-8 points	9-10 points Consistent formatting throughout including	
		excessive white space,	Consistent formatting	advanced skills such as full bleed, effective use	l
Format and design of the	Report is not formatted	and/or unrelated graphics	throughout the report	of space, related defined graphics, and	ł
report		and/or photos	,	consistent formatting	l
	0 points	1-6 points	7-8 points	9-10 points	
	More than 5 grammar,	3-4 grammar,	No spelling errors, and		
Include correct grammar,	punctuation, or spelling	punctuation, or spelling	not more than 2 grammar	No spelling error, and not more than 1	ł
punctuation, and spelling	errors	errors	or punctuation errors	grammar or punctuation error	ł
	0 points	1-2 points	3-4 points	5 points	1
				Report Total (100 points)	
1/-)				report rotal (100 politis)	
ame(s):					

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
Expediation item	110t Demonstrated	Delon Expectations	Meets Expectations	Exceeds Expectations	Earned
Goals	This partnership does not	1-2 partnership goals	3-4 partnership goals	5 or more partnership goals	
	involve a FBLA chapter and	involving a business and	involving a business and	involving FBLA chapter and a	
roject has specific partnership	a business	FBLA chapter that are not	FBLA chapter that are well	business that are well defined	
goals involving a business and	u business	well defined	defined	business that are wen acjinea	
FBLA chapter	0 points	1-2 points	3-4 points	5 points	
		Unclearly explains or is	Clearly explains roles &	Clearly explains the roles &	
Roles & Responsibilities		missing the roles &	responsibilities of the	responsibilities of the business	
	No leadership roles	responsibilities of the	business and chapter	and chapter leaders showing	
Explain the responsibilities of	explained	business and chapter	leaders along with their	continuous involvement	
the business and chapter		leaders along with their	degree of involvement	throughout entire project	
leaders	0 points	degree of involvement 1-8 points	9-12 points	13-15 points	
Planning, Development, and	o points	· ·	·		
Implementation	Planning, development, and	Unclearly explains or is	Clearly explains the	Clearly explains planning,	
	implementation process not	missing either the	planning, development,	development, implementation	
Describe planning,	explained	planning, development, or	and implementation	process including rationale	
development, and		implementation process	process.	with evidence	
implementation of project	0 points	1-8 points	9-12 points	13-15 points	
Publicity	No evidence of publicity	Information about	Information about	Multiple examples of publicity	
	received	publicity without evidence	publicity with evidence	with evidence	
Provide examples of publicity	received	publicity without evidence	publicity with evidence	with evidence	
nd recognition for the project	0 points	1-6 points	7-8 points	9-10 points	
Outcomes				Benefits, concepts learned,	
	Na hanafita agragata	Benefits, concepts	Benefits, concepts	and degree of impact are all	
Discuss benefits and concepts	No benefits, concepts learned, or impact is stated	learned, or impact are not	learned, and degree of	included and explained with	
learned from the partnership	learnea, or impact is stated	all explained	impact are all included	evidence for both partner and	
and degree of impact on both				FBLA chapter	
partners because of project	0 points	1-8 points	9-12 points	13-15 points	
				Thorough evaluations for its	
Evaluation		Evaluations provide	Thorough evaluations and	impact on the chapter,	
	No evidence of project	unclear impact on the	its impact on the chapter,	business, and community as	
Evaluate the project for its	evaluation is provided	chapter, business, and	business, and community	well as plans or	
impact on the chapter,		community	zasmess, and commanic,	recommendations for the	
business, and community	O mainta	1.0 mainta	0.12 mainta	future	
elivery Skills	0 points	1-8 points	9-12 points	13-15 points	
		Competitor(s) were		Presentation flowed in a	
tatements are well-organized	Competitor(s) did not	prepared, but flow was	Presentation flowed in	logical sequence; statements	
and clearly stated	appear prepared	not logical	logical sequence	were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor(s) did not	Competitor(s)	Competitor(s)	Competitor(s) demonstrated	<u> </u>
emonstrates self-confidence,	demonstrate self-	demonstrated self-	demonstrated self-	self-confidence, poise, good	
oise, assertiveness, and good	confidence	confidence and poise	confidence, poise, and	voice projection, and	
voice projection	<u> </u>		good voice projection	assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Daniel Land	Unable to magnine	Does not completely	Completely answers	Interacted with the judges in	
Demonstrates the ability to	Unable to answer questions	answer questions	questions	the process of completely	
effectively answer questions	0 noints	1.6 noints	7-8 points	answering questions	
	0 points	1-6 points	•	9-10 points ty (5 points over allowed time)	
Dre	ess Code and/or Late Arrival F	Penalty (Deduct 5 points for		points for late arrival penalty)	
				competitive events guidelines)	
				Presentation Total (100 points)	
amo(s):					
ame(s): hool:					
udge Signature:					Date:
- •					

High School

Personal Finance

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

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Financial Principles Related to Personal Decision Making
- Earning a Living (Income, Taxes)
- Managing Budgets and Finance (Planning and Money Management)
- Saving and Investing

- Buying Goods and Services
- Banking and Insurance
 - Credit and Debt

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Public Policy & Advocacy

Public Policy & Advocacy provides members with the opportunity to demonstrate knowledge around competencies in policy and advocacy. This competitive event consists of an objective test. It aims to inspire members to learn about the government's role in society and the interaction between economic and political life.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Political Science Terms & Concepts
- History & Role of Political Science
- Civil Liberties & Civil Rights in Political Science
- Forms of Government & Legislatures

- Electoral Systems & Presidential Elections
- The Powers & Elections of Congress
- Federal Judicial System
- Federal Bureaucracy
- Mass Media & Politics

- Public Opinion & Culture
- Political Science Law
- Public & Social Policy
- Government Fiscal Policy
- Government Foreign & Defense Policies
- International Relations Concepts

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Public Service Announcement

Public Service Announcements are basic messages to the public that raise awareness on a specific issue. Public Service Announcement (PSA) provides members with the research, form an objective and create a 30-second video on a topic. This competitive event consists of a presentation component where the PSA is shown for the judges and the development process explained.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Produce a 30-second public service announcement about *Healthy Habits in the Workplace*.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - o External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.

High School

- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the PSA:
 - Research, form an objective for the PSA, and create a 30-second video on the topic. Facts and data must be cited and secured from quality sources.
 - The presentation should demonstrate an understanding of the topic with a learning objective for the intended audience; major findings from the topic research; the script writing process; use of different video techniques; a list of equipment and software used; and copyright or sources for the project and PSA.
 - The PSA video is shown to the judges.
 - The production must be original content; competitors may not sure previously published video clips in the videos submitted for competitions.

Scorina

Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Evacetation Itam	Not Domonstrated	Polou Evenetations	Moote Eventations	Evenede Evenetations	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Learning Objective	No understanding of	Unclear understanding		Expert understanding of the	
	event topic OR incorrect	of the topic with or	Clear understanding of the	topic with a learning	
Demonstrates understanding of	topic used, and no	without a learning	topic with a learning objective	objective for the intended	
the topic and creates an	objective created	objective	Objective	audience	
objective for the intended audience	0 points	1-6 points	7-8 points	9-10 points	
Research		Unclearly explains		Clearly explains the finding	
Research	No explanation of	findings from topic	Clearly explains findings	from topic research with	
xplain the major findings from	research or findings	research	from topic research	provided evidence for	
the topic research				support	
	0 points	1-8 points	9-12 points	13-15 points	
Script	No description of design	Unclearly describes the	Clearly describes the design	Clearly describes the design	
·	development and script	design development and	development and script	development and the script	
Describe the design development	writing	the script writing process	writing process	writing process with	
and script writing process	0 points	1-6 points	7-8 points	supporting evidence 9-10 points	
Techniques	·		·	·	
	No explanation of use or	1-2 techniques used to	3-4 techniques used to	5 or more techniques used to	
Explain video and audio	implementation of audio	create the PSA	create the PSA and	create the PSA and described	
techniques used to create the	or video		described	using expert terminology	
PSA	0 points	1-8 points	9-12 points	13-15 points	
Equipment & Software				3 or more forms of	
-4	No explanation of	1 forms of equipment or	2 forms of equipment or	equipment or software were	
Explain at least 3 types of equipment and/or software used to create PSA	equipment and software	software utilized to	software utilized to create	used to create the PSA and	
		create the PSA	PSA	described using expert	
	Oneinte	1 C mainta	7.0 mainte	terminology	
	0 points	1-6 points	7-8 points	9-10 points	
Copyright/Sources	Copyright and source	Material violates	Copyright and source	Copyright compliance and	
	information not addressed or addressed incorrectly	copyright guidelines; sources are not	information is documented,	source information is documented using visual	
Copyright and source information	AND video content is not	addressed OR video	and video content is	representation, and video	
is noted and documented, and video content is original	original	content is not original	original	content is original	
	0 points	1-6 points	7-8 points	9-10 points	
	PSA is not shown dur			ng the presentation	
PSA Video Presentation	0 ро			oints	
Delivery Skills					
	Competitor(s) did not	Competitor(s) were	Presentation flowed in	Presentation flowed in a	
Statements are well-organized	appear prepared	prepared, but flow was	logical sequence	logical sequence; statements	
and clearly stated		not logical		were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor(s) did not	Competitor(s)	Competitor(s)	Competitor(s) demonstrated	
Demonstrates self-confidence,	demonstrate self-	demonstrated self-	demonstrated self-	self-confidence, poise, good	
poise, assertiveness, and good	confidence	confidence and poise	confidence, poise, and good voice projection	voice projection, and assertiveness	
voice projection	0 points	1-2 points	3-4 points	5 points	
	- p	_ p	p.z		
B	Unable to answer	Does not completely	Completely answers	Interacted with the judges in	
Demonstrates the ability to	questions	answer questions	questions	the process of completely	
effectively answer questions		<u> </u>		answering questions	
	0 points	1-6 points	7-8 points	9-10 points	
	0 1 1/	11. /5 1 : - : :	·	(5 points over allowed time)	
Dress			dress code penalty and/or 5 p ch instance of not following co		
	Guidelines Pena	ty (Deduct 5 points for each			
				Presentation Total (100 points)	
Jame(s):					
chool:				T	Data
ludge Signature:					Date:

High School

Public Speaking

Public Speaking provides members with the opportunity to develop and present a speech on a topic. This competitive event consists of a presentation component.

Event Overview

Event Type: Individual Event Category: Presentation Event Elements: Speech

Presentation Time: 5-minute presentation (warning at one minute left)

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

2024-2025 Topic

Develop and deliver a speech based on the following topic: The Power of Networking: Building Professional Relationships for Future Success

District Elimination Event

A member may enter only one of these events and must place at their Spring District Meeting (SDM) in order to compete in these events at the SLC:

- Client Service
- Impromptu Speaking
- Introduction to Decision Making (9th & 10th Grades Only)
- Introduction to Public Speaking (9th & 10th Grades Only)
- Job Interview
- Public Speaking

Semi-finalists for the SLC will be based on this formula:

# of Chapters	# of Participants
in the District	to the SLC
1-10	2
11-20	3
21-30	4
31-40	5
>41	6

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on December 20, 2024.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, and prepare their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held at the SLC.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

High School

- The speech must be developed around the topic.
- When delivering the speech, competitors may use notes prepared before the event.
- No other reference materials such as visual aids, props, handouts or electronic devices may be brought to or used during the event.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

		5.1 5			Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Topic Incorporates provided topic	Provided topic is not mentioned in speech	Topic is not clearly incorporated into speech	Topic was clearly incorporated into speech	Topic was clearly incorporated and expanded thoroughly throughout the speech	
	0 points	1-6 points	7-8 points	9-10 points	
Theme Identify and execute a	No theme presented	Theme was identified, but not consistent throughout speech	Theme identified and consistent throughout speech	Personal stories are utilized to expand on the central theme	
consistent theme	0 points	1-6 points	7-8 points	9-10 points	
Introduction Introduce the topic immediately	Topic was not introduced	Introduction was not clearly presented	Introduction was clearly presented, and topic was defined immediately	Introduction was clearly presented, and topic was defined immediately with an effective transition into the speech body	
	0 points	1-6 points	7-8 points	9-10 points	
Supporting Information (Body) Include accurate and appropriate supporting information such as research	Speech did not include supporting information	Competitor included one example of supporting information	Competitor included two examples of supporting information	Competitor included three or more examples of supporting information	
	0 points	1-9 points	10-16 points	17-20 points	
Conclusion Provide effective conclusion connected to the topic &	Speech did not have a conclusion	Conclusion was not clearly presented	Effective conclusion was presented	Conclusion provides connection to entire presentation	
theme	0 points	1-6 points	7-8 points	9-10 points	
	Does not have varied facial expressions and/or poor posture	Minimal varied facial expressions and/or poor posture	Appropriate varied facial expressions and posture	Appropriate varied facial expressions and posture that keeps audience fully engaged	
	0 points	1-6 points	7-8 points	9-10 points	
Speech Delivery	Does not make eye contact	Minimal eye contact	Appropriate eye contact	Appropriate eye contact and didn't use notecards	
Deliver speech with varied	0 points	1-6 points	7-8 points	9-10 points	
facial expressions, eye contact, good posture, voice projection, self-confidence, and poise	Does not have voice projection	Minimal voice projection	Appropriate voice projection	Appropriate voice projection and diction	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor did not demonstrate self- confidence	Competitor demonstrated self- confidence and poise	Competitor demonstrated self-confidence, poise, and good voice projection	Competitor demonstrated self-confidence, poise, good voice projection, and assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
				(5 points over allowed time)	
Dress				points for late arrival penalty)	
	Guidelines Pena	ity (Deduct 5 points for eac	<u> </u>	ompetitive events guidelines)	
Us as a/a).			Pro	esentation Total (100 points)	
Name(s):					
School:					

High School

Sales Presentation

Sales Presentation provides members with the opportunity to demonstrate their ability to sell a product or service they choose. This competitive event consists of an interactive presentation.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Interactive Presentation (judges may ask questions throughout the presentation)

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

Note: This event is an interactive presentation with judges.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events)
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - o Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.

High School

- Details of the sales presentation/pitch:
 - The team may sell whichever product or service they choose.
 - The team shall provide the necessary materials and merchandise for the sales pitch.
 - The sales presentation must be the result of the competitor's own efforts. Facts and working data may be secured from any source.
 - This is an interactive event and judges may ask questions throughout the presentation.

Scoring

Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Point
•			·	·	Earne
	No introduction was	The conversation began, but the customer (judge)	The conversation was	Competitor(s) is creative in their introduction and led to a	
Presents appropriate	presented	had to start the	initiated by the competitor(s)	seamless transition into needs	
greeting	,	presentation	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	determination	
	0 points	1-6 points	7-8 points	9-10 points	
		Compositor(a) cal	Commotitor(a) uso supetions	Competitor(s) use questions to	
	No questions were utilized	Competitor(s) ask questions, but specific	Competitor(s) use questions to determine the needs of	determine the need of the	
Able to determine needs	to determine needs	needs are not determined	the customer (judge)	customer (judge) and relates the	
				needs to the product or service	
	0 points	1-6 points	7-8 points	9-10 points	
		Competitor(s) was unable	Competitor(s) was able to	Competitor(s) was able to convert	
Presenting the product or	No product/service was	to create interest in the	create interest in the	unnecessary item(s) (wants) into	
service	presented	product/service or the features	product/service through knowledge of its features	needed item(s) (needs)	
	0 points	1-6 points	7-8 points	9-10 points	
	·		·	·	
Able to overcome	Objections were not addressed or overcome	One objection was	2-3 objections were overcome	All objections were overcome, and sale resulted	
objections	adaressed or overcome	overcome	overcome	ana sale resultea	
	0 points	1-6 points	7-8 points	9-10 points	
	A) 180 150	Additional items were	Additional items were	Additional items were suggested	
Demonstrates suggestion	No additional items were offered	suggested, but did not relate to the	suggested that relate to the	that relate to product/service and	
selling	бујегей	product/service	product/service	enhance the sale	
	0 points	1-6 points	7-8 points	9-10 points	
		Competitor(s) asks for the	Competitor(s) asks for the	Competitor(s) didn't have to ask	
	Sale was not suggested	sale but not all objections	sale and there is little	for the sale, the presentation	
Able to close the sale		were addressed	apprehension in agreeing	confirmed the customer's (judge's) intent to buy	
				gaage 37 intent to bay	
	0 points	1-6 points	7-8 points	9-10 points	
Damanatustas tha ability	No follow up was	Non-effective follow up was	Sale was finalized and interest in product/service	Relationship was established resulting in customer (judge)	
Demonstrates the ability to develop relationship	mentioned	mentioned	was established	loyalty	
to develop relationship	0 points	1-6 points	7-8 points	9-10 points	
elivery Skills	·	·	·	·	
Statements are well-	Competitor(s) did not	Competitor(s) were	Presentation flowed in	Presentation flowed in a logical	
organized and clearly	appear prepared	prepared, but flow was not	logical sequence	sequence; statements were well	
stated		logical		organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-	Competitor(s) did not	Competitor(s)	Competitor(s) demonstrated	Competitor(s) demonstrated self-	
confidence, poise,	demonstrate self-	demonstrated self-	self-confidence, poise, and	confidence, poise, good voice	
assertiveness, and good	confidence	confidence and poise	good voice projection	projection, and assertiveness	
voice projection	0 points	1-6 points	7-8 points	9-10 points	
	o ponito	2 0 points	, o ponito	·	
Demonstrates the ability	Unable to answer questions	Does not completely	Completely answers	Interacted with the judges in the process of completely answering	
to effectively answer	Onuble to unswer questions	answer questions	questions	questions	
questions	0 points	1-6 points	7-8 points	9-10 points	
		1 2 22	·	nalty (5 points over allowed time)	
	Dress Code and/or Late A	rrival Penalty (Deduct 5 point		or 5 points for late arrival penalty)	
				ng competitive events guidelines)	
				Presentation Total (100 points)	
lame(s):				(200 points)	
chool:					
udge Signature:				I	Date:
ommonts:					Date.

High School

Securities & Investments

Securities & Investments provides members with the opportunity to demonstrate knowledge around competencies in securities and investments. This competitive event consists of an objective test. It aims to inspire members to learn about an individual's knowledge of investing.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Investment Fundamentals
- Investments Wrappers, Taxation, and Trusts
- Investment Product and Funds
- Stock Market
- Stocks Versus Other Investments
- Mutual Funds
- Basics of Bonds

- Derivatives
- Financial Services Regulation

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Social Media Strategies

Social Media Strategies provides members with the opportunity to showcase their skills in developing a marketing strategy using multiple social media platforms. This competitive event consists of a presentation component.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Develop social media strategies for a new eco-friendly clothing brand. Emphasize storytelling, influencer partnerships, and user-generated content to create buzz and drive sales.

Do not create live accounts.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - o Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - o Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.

High School

- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
 - Develop a marketing strategy, utilizing social media, to effectively address an opportunity and a strategic approach to a target audience.
 - Demonstrate knowledge of social media marketing beyond community management, including but not limited to developing unique content, effectively utilizing existing content, optimizing content for search, and distributing content across as many platforms as possible within a limited budget.
 - Describe any applicable insight/research methodology as to why you have chosen specific platforms, messaging, content, engagement, and outreach strategies.
 - Overall campaign images, videos, copywriting, graphic design (if applicable) is creative and appealing.
 - Planned metrics to measure on the campaign.
 - Final product indicates a clear thought process, a well-formulated campaign, and execution of a firm idea.
 - Effectively communicate required information and drive the campaign toward a clear call-to-action.
 - Facts and data must be cited and secured from quality sources.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Evnoctation Item	Not Demonstrated	Relow Evacetations	Moots Expostations	Exceeds Expectations	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
		Provided an unclear	Social media campaign	Social media campaign	
Develops a social media campaign that effectively	Did not explain the	explanation of the social media campaign	effectively addresses the	effectively addresses the topic for the target	
addresses the topic for the	campaign	and topic for the target	topic for the target	audience with supporting	
target audience		audience	audience	evidence	
	0 points	1-6 points	7-8 points	9-10 points	
		Unclearly	Domonstratos knowledge	Demonstrates knowledge	
Demonstrate knowledge of	No knowledge	demonstrated	Demonstrates knowledge of social media and	of social media strategies	
social media strategies and	demonstrated	knowledge of social	metrics	and metrics with	
metrics throughout		media or metrics		supporting evidence	
	0 points	1-6 points	7-8 points	9-10 points	
	Research and	Unclearly describes the	Clearly describes research	Clearly describes the research and methodology	
	methodology not	research and	and methodology used to	used to create social media	
Describe the research,	described	methodology used to	create social media	strategies with supporting	
methodology, design, and		create strategies	strategies	evidence	
development used to create	0 points	1-6 points	7-8 points	9-10 points	
social media strategies	Design and development	Unclearly describes the	Clearly describes design	Clearly describes the design	
	process not described	design and	and development process	and development with	
	,	development process		supporting evidence	
	0 points	1-6 points	7-8 points	9-10 points	
			Clearly describes social	Clearly describes the social	
	Does not present social	Unclearly describes the	media strategies used to	media strategies used to	
Describes social media	media strategies	social media strategies	create a clear call-to- action	create a clear call-to-action with supporting evidence	
strategies used to create a clear call-to-action utilizing a		1.6		· · · -	
minimum of three social	0 points	1-6 points	7-8 points	9-10 points	
media posts on multiple	Does not include three	Included three social	Included three social	Included more than three	
platforms	social media posts on	media posts but not on	media posts on multiple	social media posts on multiple platforms with	
	multiple platforms	multiple platforms	platforms	supporting evidence	
	0 points	1-6 points	7-8 points	9-10 points	
			Professionally legitimate	Compelling evidence from	
Substantiates and cites		Sources/References are	sources & resources that	professionally legitimate	
sources used while conducting	Sources are not cited	seldom cited to	support statements are	sources & resources is	
research		support statements	generally present	given to support	
	0 noints	1 6 points	7 9 noints	statements	
Delivery Skills	0 points	1-6 points	7-8 points	9-10 points	
Jenvery Skins				Presentation flowed in a	
	Competitor(s) did not	Competitor(s) were	Presentation flowed in	logical sequence;	
Statements are well-organized	appear prepared	prepared, but flow was not logical	logical sequence	statements were well	
and clearly stated		not logical		organized	
	0 points	1-6 points	7-8 points	9-10 points	
			Competitor(s)	Competitor(s)	
Demonstrates self-confidence,	Competitor(s) did not demonstrate self-	Competitor(s) demonstrated self-	demonstrated self-	demonstrated self- confidence, poise, good	
poise, assertiveness, and good	confidence	confidence and poise	confidence, poise, and	voice projection, and	
voice projection	Confluence	confluence and poise	good voice projection	assertiveness	
	0 points	1-6 points	7-8 points	9-10 points	
				Interacted with the judges	
Demonstrates the ability to	Unable to answer	Does not completely	Completely answers	in the process of	
effectively answer questions	questions	answer questions	questions	completely answering	
and the state of t				questions	
	0 points	1-6 points	7-8 points	9-10 points	
				y (5 points over allowed time)	
Dress				points for late arrival penalty)	
	Guidelines Pena	ity (Deduct 5 points for eac	ch instance of not following c	ompetitive events guidelines)	
			Pr	esentation Total (100 points)	
Name(s):					
Name(s): School:					

High School

Sports & Entertainment Management

Sports & Entertainment Management provides members with the opportunity to gain knowledge around understanding of sports and entertainment issues within today's society. This competitive event consists of an objective test and a role play scenario.

Event Overview

Event Type: Team of 1, 2 or 3 members **Event Category:** Role Play Event

Event Elements: Objective Test and Role Play

Objective Test: 50 minutes, 100-multiple choice questions

Role Play Time: 20-minute preparation, 7-minute presentation (warning at one minute left)

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

Equipment Provided by Competitors: Laptop/Chromebook for objective test

Equipment Provided by FBLA: Two notecards and pencils for each competitor and secret problem/scenario for role play round

Test & Role Play Competencies

- Sports and Entertainment Marketing/Strategic Marketing
- Facility and Event Management
- Human Resource Management (Labor Relations)
- Promotion, Advertising, and Sponsorship for Sports and Entertainment Industry
- Financing and Economic Input

- Planning, Distribution, Marketing,
 Pricing, and Selling Sports and
 Entertainment Events
- Sports Law
- Communication in Sports and Entertainment (Media)
- Ethics
- Licensing
- Sports Governance
- Careers

- Marketing/Management Information Technology and Research
- Leadership and Managing Groups and Teams in the Sports and Entertainment Industry
- Management Strategies and Strategic Planning Tools
- Basic Functions of Management

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Competitors may only compete in one of the following events:
 - Banking & Financial Systems
 - Business Ethics
 - Business Management
 - Entrepreneurship
 - o Hospitality & Event Management
 - International Business
 - Introduction to Event Planning
 - Marketing
 - Network Design
 - Sports & Entertainment Management
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- Competitors cannot be replaced or substituted in between the objective test and role play time.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

High School

Event Administration

- This event is two parts: objective test and role play
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Objective Test
 - This event is an objective test administered online at the SLC.
 - No reference or study materials may be brought to the testing site.
 - Competitors on a team must test individually, starting within minutes of each other. Individual test scores will be averaged for a team score.
 - The top 5 scoring teams will advance to the interactive role play presentation round.
- Interactive Role Play Presentation
 - Presentations are not open to conference attendees
 - The role play will be a problem or scenario encountered in the sports & entertainment industry. The role play will be given to the competitors at the beginning of their assigned preparation time.
 - Two notecards will be provided to each competitor and may be used during event preparation and role play presentation. Information may be written on both sides of the notecards. Notecards will be collected following the role play.
 - No additional reference materials or props or visuals are allowed.
 - Teamwork: if participating as a team, all team members are expected to actively participate in the role play.
 - o Role plays are interactive presentations; the judges may ask questions throughout the presentation.
 - Competition ethics demand that competitors do not discuss or reveal the role play until the event has ended.

Scoring

- Objective test ties are broken by comparing the correct number of answers to the last 10 questions on the test. If a tie remains, answers to the last 20 questions on the test will be reviewed to determine the winner. If a tie remains, the competitor who completed the test in a shorter amount of time will place higher.
- The team-averaged objective test score determines the top 5 teams advancing to role play round.
- Judges must break ties in the role play presentation. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

				Exceeds	Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Expectations	Earned
Demonstrates understanding of the role play and defines problem(s) to be solved	No description or role play synopsis provided; no problems defined	Describes and provides role play synopsis OR defines the problem(s)	Describes and provides role play synopsis AND defines the problem(s)	Demonstrates expertise of role play synopsis AND definition of the problem(s)	
	0 points	1-8 points	9-12 points	13-15 points	
Identifies alternatives and the pro(s) and con(s) of each	No alternatives identified	Alternative(s) given but pro(s) and/or con(s) are not analyzed	At least two alternatives given, and pro(s) and con(s) are analyzed	Multiple alternatives given and multiple pros and cons analyzed for each	
	0 points	1-9 points	10-16 points	17-20 points	
Identifies logical solution and aspects of implementation	No solution identified	Solution provided, but implementation plan not developed	Logical solution and implementation plan provided and developed	Feasible solution and implementation plan developed, and necessary resources identified	
	0 points	1-9 points	10-16 points	17-20 points	
Demonstrates knowledge and understanding of the event competencies: Event management/decision making/strategic planning/ delegation/leadership/ethics/ entertainment industry/marketing and promotion/sales/ entrepreneurship/ human	No competencies demonstrated	One or two competencies are demonstrated	Three competencies are demonstrated	Four or more competencies are demonstrated	
resources/careers	0 points	1-9 points	10-16 points	17-20 points	
Delivery Skills				-	
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	Competitor(s) were prepared, but flow was not logical	Presentation flowed in logical sequence	Presentation flowed in a logical sequence; statements were well organized	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	Competitor(s) did not demonstrate self- confidence	Competitor(s) demonstrated self- confidence and poise	Competitor(s) demonstrated self- confidence, poise, and good voice projection	Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
	0 points	1-2 points	3-4 points	5 points	
Demonstrates the ability to effectively answer questions	Unable to answer questions	Does not completely answer questions	Completely answers questions	Interacted with the judges in the process of completely answering questions	
enectively answer questions			7.0	9-10 points	
enectively answer questions	0 points	1-6 points	7-8 points	3 10 points	
, .	·	·	Time Penalty (5	points over allowed time)	
, .	e and/or Late Arrival Penalt	y (Deduct 5 points for dress	Time Penalty (5 code penalty and/or 5 poir	points over allowed time) nts for late arrival penalty)	
, ,	e and/or Late Arrival Penalt	·	Time Penalty (5 code penalty and/or 5 poir tance of not following com	points over allowed time) its for late arrival penalty) petitive events guidelines)	
Dress Code	e and/or Late Arrival Penalt	y (Deduct 5 points for dress	Time Penalty (5 code penalty and/or 5 poir tance of not following com	points over allowed time) nts for late arrival penalty)	
, .	e and/or Late Arrival Penalt	y (Deduct 5 points for dress	Time Penalty (5 code penalty and/or 5 poir tance of not following com	points over allowed time) its for late arrival penalty) petitive events guidelines)	

High School

Spreadsheet Applications

Spreadsheet Applications provides members with the opportunity to demonstrate knowledge around competencies in converting data to information in business. This competitive event consists of an objective test and production test. It aims to inspire members to learn about the skills for spreadsheet development.

Event Overview

Event Type: Individual Event Category: Production

Event Elements: Objective Test, 100-multiple choice questions and Production Test

Objective Test Time: 50 minutes

Production Test Time: 60 minutes, due March 28, 2025 **NACE Connections:** Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook for Objective Test at SLC, Computer for Production Test at school

C	pete	

- FormulasFunctions
- Graphics, Charts, and Reports
- Pivot Tables and Advanced Tools
- Macros and Templates
- Filters and Extraction of Data
- Format and Print Options
- Purpose for Spreadsheets

Production Test Competencies

- Basic Mathematical Concepts
- Data Organization Concepts
- Creating Formulas

- Functions
- Generate Graphs (for analysis purposes)
- Pivot Tables
- Create Macros
- Filter and Extract Data

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: objective test and production test
- Objective Test
 - o The objective test is administered online at the SLC.
 - o No reference or study materials may be brought to the testing site.
 - o No calculators may be brought into the testing site; online calculators will be provided.
 - All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Production Test
 - Submission Deadline: A PDF document containing all the tasks must be uploaded by March 28, 2025
 - The production test is administered and proctored by an adult who is NOT the local adviser at a designed school-site prior to the SLC.
 - The production test is a set of tasks based on the competencies for the competitor to complete.
 - Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
 - Calculators cannot be used on the production test.
 - The Format Guide, found on the Competitive Events website (<u>www.fbla.org</u>) can be used for the production test.

High School

Scoring

- The rating sheet will be released with the production test.
- Production Test is 85% of the total score; Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Supply Chain Management

Supply Chain Management provides members with the opportunity to demonstrate knowledge around competencies supply chain management. This competitive event consists of an objective test. It aims to inspire members to learn about the management of the flow of goods, data, and finances related to a product or service.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Essential Supply Chain Management Concepts
- Supply Chain Topics
- Characteristics for Successful Supply Chain Managers
- Supply Chain Planning and Design
- Supply Chain Process

- Product Portfolio Management
- Improving Supply Chain Network Performance
- Production Planning and Control
- Supply Chain Coordination and Decision Making for the Flow of

Products, Services, and Information

- Supply Chain Management Contemporary Issues
- Channels of Distribution

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

UX Design

UX Design provides members with the opportunity to demonstrate knowledge around competencies in user experience design. This competitive event consists of an objective test. It aims to inspire members to learn about the process of building products that are easy and enjoyable for people to use.

Event Overview

Event Type: Individual

Event Category: Objective Test, 100-multiple choice questions

Objective Test Time: 50 minutes

NACE Connections: Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook

Objective Test Competencies

- Effective Design Principles
- Ease of Navigation and Readability
- Role of UX Design

- Mobile and Desktop Responsive Web Design
- UX Design Process
- Color Scheme

- Accommodations for Special Needs and Related Laws
- Careers in UX/UI Design
- Copyright, Creative Commons, and Fair Use

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit two entries.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

Event Administration

- This event is an objective test administered online at the SLC.
- No reference or study materials may be brought to the testing site.
- No calculators may be brought into the testing site; online calculators will be provided.
- All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these
 devices will be considered a violation of the Competitive Events Guidelines.

Tie Breaker

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

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Penalty Points

Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.

High School

Visual Design

Visual Design provides members with the opportunity to showcase their skills in designing. This competitive event consists of a presentation component where the use of design principles is shared with the judges.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Your design firm has been asked to design a booth for one stand at a Local Farmers Market.

- The booth should highlight the products being sold
- The booth should show the company or farmer name and pricing of the products

Note: The booth/stand can be for a real or fictitious business.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- Presentations are not open to conference attendees.
- In the event there are less than 10 competitors in an event, only the final round will be held.
- An equal number of competitors from each section in the preliminary round will advance to the final round. When there are more than five sections of preliminary presentations for an event, two competitors from each section will advance to the final round.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately
 the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must
 face the judges and one device must face the competitors.
 - o Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.

High School

- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects:
 - Emphasize graphic interpretation of the topic and design.
 - Describe the development of the design and design principles used.
 - Sketches should be computer generated.

Scoring

• Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

isual Design Presentation	M-Kating Sheet				Points
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Earned
Description of the event topic and materials	Materials not described and/or one or more elements are missing or incomplete	Event topic and at least one of the materials described	Event topic and all materials described	All materials and event topic described, and the competitor(s) connect the different pieces together	
	0 points	1-9 points	10-16 points	17-20 points	
Explains the design and development process	No explanation or description of the design and development process	Explains the design OR development process	Explain both the design and the development process	Expert industry explanation of both design and development process	
	0 points	1-9 points	10-16 points	17-20 points	
Create interest and desire for the design	Does not create interest or desire for the design	Describes two or more features of the design that would assist in selling the product	Describes four or more features of the design that would assist in selling the product	Describes at least four features that would assist in selling the product and identify how the design is connected to the brand of the company	
	0 points	1-9 points	10-16 points	17-20 points	
Consistency in graphic design to theme	Consistence in graphic design to theme not addressed	Explains how graphic design is consistent with theme	Demonstrates with visual aids the consistency between graphic design and theme	Emphasize interpretation of the topic and design as it relates to graphic design and theme including use of visual aids	
	0 points	1-6 points	7-8 points	9-10 points	
Delivery Skills				-	
		Competitor(s) were		Presentation flowed in a	
Statements are well-organized and clearly stated	Competitor(s) did not appear prepared	prepared, but flow was not logical	Presentation flowed in logical sequence	logical sequence; statements were well organized	
_		prepared, but flow was	•	statements were well	
and clearly stated Demonstrates self-confidence,	appear prepared	prepared, but flow was not logical	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection	statements were well organized 9-10 points Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good	o points Competitor(s) did not demonstrate self-	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-	7-8 points Competitor(s) demonstrated self- confidence, poise, and	statements were well organized 9-10 points Competitor(s) demonstrated self- confidence, poise, good voice projection, and	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good	appear prepared 0 points Competitor(s) did not demonstrate self-confidence	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self- confidence and poise	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection	statements were well organized 9-10 points Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to	appear prepared O points Competitor(s) did not demonstrate selfconfidence O points Unable to answer	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely	Iogical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection 7-8 points Completely answers	statements were well organized 9-10 points Competitor(s) demonstrated self- confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to	o points Competitor(s) did not demonstrate selfconfidence O points Unable to answer questions	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points Code and/or Late Arrival Pe	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points Time Penalty dress code penalty and/or 5 p	statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) points for late arrival penalty)	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points Code and/or Late Arrival Pe	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points Time Penalty dress code penalty and/or 5 points the instance of not following controls Tome Penalty chains and the sequence of the sequen	statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time)	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions Dress	appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points Code and/or Late Arrival Pe	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points Time Penalty dress code penalty and/or 5 points the instance of not following controls Tome Penalty chains and the sequence of the sequen	statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) coints for late arrival penalty) ompetitive events guidelines)	
Demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions Dress Name(s):	appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points Code and/or Late Arrival Pe	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points Time Penalty dress code penalty and/or 5 points the instance of not following controls Tome Penalty chains and the sequence of the sequen	statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) coints for late arrival penalty) ompetitive events guidelines)	
and clearly stated Demonstrates self-confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions Dress	appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points Code and/or Late Arrival Pe	prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points	logical sequence 7-8 points Competitor(s) demonstrated self- confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points Time Penalty dress code penalty and/or 5 points the instance of not following controls Tome Penalty chains and the sequence of the sequen	statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points (5 points over allowed time) coints for late arrival penalty) ompetitive events guidelines)	Date:

High School

Website Coding & Development

Website Coding & Development provides members with the opportunity to **code** a website based on a specific topic. This competitive event consists of a presentation component where the website is shown to the judges. **The focus of this event is the backend coding and development of the website**.

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Prejudged Component: Program URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Create a website for your school's guidance department so students can easily search job postings and employers can easily submit them.

Your website must include the following functionalities:

- A page for employers to submit postings
- A backend panel to approve or delete postings
- A page displaying the approved postings
- A page for students to apply for the posting

Note: Website does not have to be live. If partnering with an actual business, permission must be received from the business to make the website public.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: prejudged component and presentation
- Prejudged Component
 - o **Submission Deadline:** A URL of the website must be uploaded by March 1, 2025.
 - o Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous SLC.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.
 - The website is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

High School

Presentation

- Presentations are not open to conference attendees.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
 - Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation;
 however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the website:
 - The development, usability and functionality of the website must be demonstrated and explained to the judges.
 - The coding used, with the code shown to the judges.
 - Websites should be designed to allow for viewing on as many different platforms as possible.
 - Competitors must show the judges any of the following that are applicable: source code, documentation of copyrighted material and sources used. No templates are allowed.

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a
special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit
appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this
documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Vebsite Coding & Develon Expectation Item	Not Demonstrated	Below Expectations		Evenede Evenetations	Points Earne
•	NOT Demonstrated	below expectations	Meets Expectations	Exceeds Expectations	Politis Earne
Project Usability					
	1	Website usable but	Website usable and meets	Website contains more	
Website usability and	Website is not usable	does not follow event	all quidelines	features than what is	
navigation	1	guidelines	un galacimes	required in the guidelines	
	0 points	1-7 points	8-14 points	15-20 points	
	'	·	Color/contrast, font, and	·	
Color/contrast, backgrounds,	No design principles	Color/contrast, font, or	design choice are	Color/contrast, font, and	
and font are appropriate for the topic	applied	design choice is	appropriate for the	design choice enhance the	
		distracting	concept/topic	experience for the user	
	0 points	1-3 points	4-7 points	8-10 points	
	No graphic design	Graphics are	Graphics are appropriate	Graphics enhance the	
Graphics appropriate for topic	principles applied	distracting	for the concept/topic	experience for the user	
	0 points	1-3 points	4-7 points	8-10 points	
Site Content					
		Table to set C. II.		User with no knowledge of	
Fully address the tenis	Topic is not followed	Topic is not fully developed	Topic is fully addressed	the topic can identify based	
Fully address the topic	1	иечетореи		on site	
	0 points	1-7 points	8-14 points	15-20 points	
City and the last to	No evidence of website				
Site contains multiple	production skill	Website is designed	Website contains use of	Website contains advanced	
elements providing evidence of production skill	demonstrated	using limited features	multiple technologies	features	
of production skill	0 points	1-7 points	8-14 points	15-20 points	
	Website contains	Website contains 3 or	Website contains 1		
Crommor analling and	grammar or spelling	less spelling or	grammar and no spelling	Website is grammar and	
Grammar, spelling, and punctuation	errors	grammar errors	errors	spelling error free	
punctuation					
	0 points	1-7 points	8-14 points	15-20 points	
	D		Documentation addre	ssed and substantiated	
Site documentation and	Documentation and cop		compliance to copyrigh	t regulations using visual	
copyright compliance	addressed or addi	essea incorrectly	repres	entation	
	0 po	ints	20 բ	ooints	
Project Evaluation					
	Site is not compatible	Site is only compatible	Site opens appropriately	Site opens appropriately on	
Site is compatible with	with any platforms	with one platform	on at least 2 platforms	more than 2 platforms	
multiple platforms	,, ,	, ,	, ,	, ,	
	0 points	1-3 points	4-7 points	8-10 points	
	o points	Site contains errors	1 7 points	o to points	
City into and its for all and	Site contains errors that	that did not prevent	Site is error free	Site is error free and	
Site interactivity functions and is error free	prevent the execution	execution	Site is error free	logically organized	
is error free	0 points	1-7 points	8-14 points	15-20 points	
	3 00	= , po	- 1 . poto	•	
	No e-commerce	E-commerce	E-commerce technology	E-commerce technology	
Site has e-commerce	technology	technology	functional (does not have	functional with advanced	
technology	demonstrated	demonstrated	to be activated)	features (does not have to be activated)	
	0 points	1-7 points	8-14 points	15-20 points	
	о рошо	·	·	·	
Additional technology is used	No additional	Attempt of additional technology evident,	At least one additional technology added and	Multiple technologies added and function	
<u>.</u>	technologies are used	but does not function	functions	adaea ana junction appropriately	
appropriately	0 points	1-3 points	4-7 points	8-10 points	
i	ο μοπτο	±-o points	- -7 μοιπίδ	·	
				Pages are consistent and	
Makaha da	Only one page is	Pages are not			
Website elements are	Only one page is presented	Pages are not consistent	Pages are consistent	elements enhance the	
Website elements are consistent across all pages	presented	consistent		experience for the user	
	, , ,	consistent 1-7 points	8-14 points	experience for the user 15-20 points	
	presented	consistent 1-7 points	8-14 points	experience for the user 15-20 points uidelines not being followed)	
consistent across all pages	presented	consistent 1-7 points	8-14 points	experience for the user 15-20 points	
consistent across all pages	presented	consistent 1-7 points	8-14 points	experience for the user 15-20 points uidelines not being followed)	
	presented	consistent 1-7 points	8-14 points	experience for the user 15-20 points uidelines not being followed)	

High School

	velopment Presentati		Moots Expostations	Evenede Evenetations	Po
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Ea
/ebsite Coding					1
	Code spacing is not	Script & style sheets are used,	Appropriately uses files and	Code spacing is well thought out	
Style	available. Style sheets and scripts are not used.	but not separated. Code includes some comments.	separates all languages.	Code spacing is well thought out.	
	0 points	1-9 points	10-16 points	17-20 points	
Website Usability				21 20 points	<u> </u>
Marabata a sabilita a and	Website is not usable	Website usable but does not	Website usable and meets all	Website contains more features than what	
Website usability and navigation		follow event guidelines	guidelines	is required in the guidelines	
navigation	0 points	1-9 points	10-16 points	17-20 points	
Color/contrast,		Color/contrast, font, or design	Color/contrast, font, and design	Color/contrast, font, and design choice	
background, and font are	No design principles applied	choice is distracting	choice are appropriate for the concept/topic	enhance the experience for the user	
appropriate for the topic	0 points	1-6 points	7-8 points	9-10 points	
	No graphic design principles	·	Graphics are appropriate for the	Graphics enhance the experience for the	
Graphics appropriate for	applied	Graphics are distracting	concept/topic	user	
topic	0 points	1-6 points	7-8 points	9-10 points	
/ebsite Content					
- 11 11	Topic is not followed	Topic is not fully addressed	Topic is fully addressed	User with no knowledge of the topic can	
Fully addresses the topic		· · · · ·		identity based on site	
o:	0 points	1-6 points	7-8 points	9-10 points	
Site contains multiple elements providing	No evidence of website	Website is designed using	Website contains use of	Website contains advanced coding skills	
evidence of coding skills	coding skill demonstrated 0 points	limited features 1-9 points	multiple coding skills 10-16 points	17-20 points	
	Website contains grammar	Website contains 3 or less	Website contains one grammar	Website is free of grammar and spelling	
Grammar, spelling, and	or spelling errors	spelling or grammar errors	and no spelling errors	errors	
punctuation	0 points	1-6 points	7-8 points	9-10 points	
			Professionally legitimate	Company and desired from a series will	
Substantiates and cites	Sources are not cited	Sources/References are seldom	sources & resources that	Compelling evidence from professionally legitimate sources & resources is given to	
sources used while	Sources are not cited	cited to support statements	support statements are	support statements	
conducting research			generally present	• •	
Austria Producation	0 points	1-6 points	7-8 points	9-10 points	
roject Evaluation				Website is fully functional on multiple	l
Website is compatible with	Website is not compatible	Website is only compatible with	Website opens appropriately on	devices, including mobile phones, tablets,	
multiple platforms	with any platforms	one platform	at least 2 platforms	and computers	
	0 points	1-9 points	10-16 points	17-20 points	
	Website interactivity	Website interactivity contains	Website interactivity is error	Website interactivity is error free and	
Website interactivity	contains errors that prevent	errors that did not prevent	free	enhances the experience for the user	
functions and is error free		execution	10.10		
i	the execution	1 0 noints			
	the execution 0 points	1-9 points	10-16 points	17-20 points	
Website elements are		1-9 points Pages are not consistent	10-16 points Pages are consistent	Pages are consistent and elements enhance	
	0 points Only one page is presented	Pages are not consistent	Pages are consistent	Pages are consistent and elements enhance the experience for the user	
consistent across all pages	0 points	·	·	Pages are consistent and elements enhance	
consistent across all pages Delivery Skills	0 points Only one page is presented 0 points	Pages are not consistent 1-9 points	Pages are consistent 10-16 points	Pages are consistent and elements enhance the experience for the user 17-20 points	
consistent across all pages Delivery Skills Statements are well-	0 points Only one page is presented	Pages are not consistent 1-9 points Competitor(s) were prepared,	Pages are consistent 10-16 points Presentation flowed in logical	Pages are consistent and elements enhance the experience for the user	
consistent across all pages Delivery Skills	0 points Only one page is presented 0 points Competitor(s) did not	Pages are not consistent 1-9 points	Pages are consistent 10-16 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence;	
consistent across all pages Delivery Skills Statements are well- organized and clearly	O points Only one page is presented O points Competitor(s) did not appear prepared O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points	Pages are consistent 10-16 points Presentation flowed in logical sequence	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized	
consistent across all pages Delivery Skills Statements are well- organized and clearly stated	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points	
Delivery Skills Statements are wellorganized and clearly stated Demonstrates selfconfidence, poise, assertiveness, and good	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness	
Delivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated selfconfidence, poise, good voice projection, and assertiveness 9-10 points	
elivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated selfconfidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of	
consistent across all pages relivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated selfconfidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions	
elivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated selfconfidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points	
elivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection demonstrates the ability to effectively answer	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated selfconfidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points Time Penalty (5 points over allowed time)	
Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points de and/or Late Arrival Penalty (De	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	Prages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points Time Penalty (5 points over allowed time) alty and/or 5 points for late arrival penalty)	
Delivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points de and/or Late Arrival Penalty (De	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated selfconfidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points Time Penalty (5 points over allowed time)	
Delivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points de and/or Late Arrival Penalty (De	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	Prages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points Time Penalty (5 points over allowed time) alty and/or 5 points for late arrival penalty)	
Delivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points de and/or Late Arrival Penalty (De	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points Time Penalty (5 points over allowed time) alty and/or 5 points for late arrival penalty) of following competitive events guidelines)	
Delivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points de and/or Late Arrival Penalty (De	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points Time Penalty (5 points over allowed time) alty and/or 5 points for late arrival penalty) of following competitive events guidelines)	
Delivery Skills Statements are well- organized and clearly stated Demonstrates self- confidence, poise, assertiveness, and good voice projection Demonstrates the ability to effectively answer questions	O points Only one page is presented O points Competitor(s) did not appear prepared O points Competitor(s) did not demonstrate self-confidence O points Unable to answer questions O points	Pages are not consistent 1-9 points Competitor(s) were prepared, but flow was not logical 1-6 points Competitor(s) demonstrated self-confidence and poise 1-6 points Does not completely answer questions 1-6 points de and/or Late Arrival Penalty (De	Pages are consistent 10-16 points Presentation flowed in logical sequence 7-8 points Competitor(s) demonstrated self-confidence, poise, and good voice projection 7-8 points Completely answers questions 7-8 points	Pages are consistent and elements enhance the experience for the user 17-20 points Presentation flowed in a logical sequence; statements were well organized 9-10 points Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness 9-10 points Interacted with the judges in the process of completely answering questions 9-10 points Time Penalty (5 points over allowed time) alty and/or 5 points for late arrival penalty) of following competitive events guidelines)	Dat

High School

Website Design

Website Design provides members with the opportunity to design a website based on a specific topic. This competitive event consists of a presentation component where the website is shown to the judges. **The focus of this event is the forward-facing website design.**

Event Overview

Event Type: Team of 1, 2 or 3 members

Event Category: Presentation

Event Elements: Presentation with a Topic

Prejudged Component: Website URL due March 1, 2025

Presentation Time: 3-minute set-up, 7-minute presentation (warning at one minute left), 3-minute question & answer

Internet Access: Provided (Please note that internet reliability at any conference venue cannot be guaranteed. Always have a backup plan

in case internet connections are lost or are unable to connect to your device.)

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

Equipment Provided by Competitors: Technology/presentation items

Equipment Provided by FBLA: Table

2024-2025 Topic

Your school has opened a large gymnasium that can also be used as a 3,500-seat arena for events in the community. The community could rent the gymnasium for local sporting events, live concerts, trade shows, and other community events. You must create a website to promote this arena.

The website should include the following elements:

- A calendar of events
- A box office area to purchase tickets
- An information area that includes directions, seating charts, policies, and amenities
- A planner page that includes information on arena rental, contacts, etc.

Note: Website does not have to be live. If partnering with an actual non-profit organization, permission must be received from the non-profit organization to make the website public.

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- All members of a team must consist of individuals from the same chapter.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event is two parts: prejudged component and presentation
- Prejudged Component
 - Submission Deadline: A URL of the website must be uploaded by March 1, 2025.
 - Competitors must prepare projects. Advisers and others are not permitted to write reports. Projects must be original, current, and not submitted for a previous SLC.
 - Competitors are responsible for ensuring the URL is viewable by judges. If judges are unable to view the video, the prejudged score will be zero.

High School

The website is prejudged before the SLC. Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.

Presentation

- o Presentations are not open to conference attendees.
- Timing: The presentation time is exclusive to the allotted times. Once the set-up time has been reached, the presentation time
 automatically begins. The presentation time shall not exceed the stated time, meaning that the set-up and Q&A time cannot be
 used as presentation time.
- Technology
 - Competitors present directly from a device which includes a laptop, tablet, mobile phone, or external monitor (approximately the size of a laptop screen). Competitors can present with one or two devices. If presenting with two devices, one device must face the judges and one device must face the competitors.
 - Projectors and projector screens are not allowed for use, and competitors are not allowed to bring their own.
 - Wireless slide advancers (such as a presentation clicker or mouse) are allowed.
 - External speakers are not allowed. Only device audio can be used.
 - Power is not available.
- Non-technology Items: Materials, notecards, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience.
- Restricted Items: Animals (except authorized service animals), Food (for display only; may not be consumed by judges during the
 presentation), Links and QR codes (for display only; cannot be clicked or scanned by judges before, during, or after the
 presentation)
- o Teamwork: If performing as a team, all team members are expected to actively participate in the presentation.
- Presentation should cover the following aspects of the website:
 - The development, usability and functionality of the website must be demonstrated and explained to the judges.
 - The design process and design principles used.
 - Websites should be designed to allow for viewing on as many different platforms as possible.
 - Competitors must show the judges any of the following that are applicable: source code or documentation of templates/libraries used, documentation of copyrighted material and sources used.

Scoring

- Based on the highest scores on the prejudged component, a maximum number of 5 will advance to the SLC final round.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Recording of Presentations

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

- Competitors may be disqualified if they violate the Competitive Event Guidelines and/or Code of Conduct.
- Five points are deducted if competitors do not follow the Dress Code or are late for their event.
- Five points are deducted for each instance of not following competitive event guidelines.
- Five points are deducted for presentations over the allotted time.

High School

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points
•	- Hot Bellionstrated	Below Expectations	Weets Expectations	Exceeds Expectations	Earned
Project Usability					
Website usability and navigation	Website is not usable	Website usable but not submitted according to event guidelines	Website usable and meets all guidelines	Website contains features in addition to is required in the guidelines	
	0 points	1-7 points	8-14 points	15-20 points	
Color/contrast, backgrounds, and font are appropriate for the topic	No design principles applied	Color/contrast, font, or design choice is distracting	Color/contrast, font, and design choice are appropriate for the concept/topic	Color/contrast, font, and design choice enhance the experience for the user	
	0 points	1-3 points	4-7 points	8-10 points	
Graphics appropriate for topic	No graphic design principles applied	Graphics are distracting	Graphics are appropriate for the concept/topic	Graphics enhance the experience for the user	
	0 points	1-3 points	4-7 points	8-10 points	
Site Content					
Fully address the topic	Topic is not followed	Topic is not fully addressed	Topic is fully addressed	User with no knowledge of the topic can identify based on site	
	0 points	1-7 points	8-14 points	15-20 points	
Site contains multiple elements providing evidence	No evidence of website production skill demonstrated	Website is designed using limited features	Website contains use of multiple technologies	Website contains advanced features	
of production skill	0 points	1-7 points	8-14 points	15-20 points	
Grammar, spelling, and punctuation	Site contains grammar or spelling errors	Site contains 3 or less spelling or grammar errors	Site contains 1 grammar and no spelling errors	Site is free of grammar and spelling errors	
	0 points	1-7 points	8-14 points	15-20 points	
Site documentation and copyright compliance	Documentation and copyright information not addressed or addressed incorrectly		Documentation addressed and substantiated compliance to copyright regulations using visual representation		
	0 po	0 points		points	
Project Evaluation					
Site is compatible with multiple platforms	Site is not compatible with any platforms	Site is only compatible with one platform	Site opens appropriately on at least 2 platforms	Site opens appropriately on more than 2 platforms	
	0 points	1-7 points	8-14 points	15-20 points	
Site interactivity functions and is error free	Site interactivity contains errors that prevent the execution	Site interactivity contains errors that did not prevent execution	Site interactivity is error free	Site interactivity is error free and enhances the experience for the user	
	0 points	1-7 points	8-14 points	15-20 points	
Website elements are consistent across all pages	Only one page is presented	Pages are not consistent	Pages are consistent	Pages are consistent and elements enhance the experience for the user	
	0 points	1-7 points	8-14 points	15-20 points	
		Penalty Points (5	points for each instance of g	uidelines not being followed)	
				Project Total (180 points)	
Name(s):					
Name(s): School:					

High School

Vebsite Design Presentation	Rating Sheet				
Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Poi Ear
Planning, Development, and	No planning doublenment	Unclearly explains or is	Clearly explains the	Clearly explains the planning,	
Implementation	No planning, development, and implementation	missing either the planning,	planning, development,	development, and	
	process described	development, or	and implementation	implementation process including	
Describe planning, development,	process described	implementation process	process	rationale with evidence	
and implementation of project	0 points	1-8 points	9-12 points	13-15 points	
Website Features	Website is not on topic or	Website is on topic, includes	Website presented is on	Website presented is on topic,	
	does not include required	some the required elements	topic, includes all the	includes required elements and	
Demonstrate the required elements	elements	some the required elements	required elements	more	
of the project as stated in guidelines	0 points	1-6 points	7-8 points	9-10 points	
Website UX Design	Does not include	Website includes some	Includes appropriate	Includes advanced use	
•	appropriate color/contrast,	appropriate color/contrast,	color/contrast,	color/contrast, backgrounds,	
Includes appropriate color/contrast,	backgrounds, fonts, and	backgrounds, fonts, and	backgrounds, fonts, and	fonts, and graphics that enhance	
backgrounds, fonts, and graphics	graphics	graphics	graphics	the UX design	
that enhance the UX design	0 points	1-8 points	9-12 points	13-15 points	
mat emidine the ox design	o points	1-8 points	·	13-13 points	
Website Content	Website contains grammar	Website contains 3 or less	Website contains one	Website is free of grammar and	
	or spelling errors	spelling or grammar errors	grammar and no spelling	spelling errors	
Grammar, spelling, and punctuation			errors		
, , , , , , , , , , , , , , , , , , , ,	0 points	1-2 points	3-4 points	5 points	
Wohalta Canta		Courses /Deferences	Professionally legitimate	Compelling evidence from	
Website Content	Courses and ask of	Sources/References are	sources & resources that	professionally legitimate sources	
	Sources are not cited	seldom cited to support	support statements are	& resources is given to support	
Substantiates and cites sources used		statements	generally present	statements	
while conducting research	0 points	1-2 points	3-4 points	5 points	
Webster Forberton	o points	1-2 points		3 points	
Website Evaluation	Website is not compatible	Website is only compatible	Website opens	Website opens appropriately on	
	with any platforms	with one platform	appropriately on at least 2	more than 2 platforms	
Website is compatible with multiple		. ,	platforms	. ,	
platforms	0 points	1-2 points	3-4 points	5 points	
Website Evaluation	Website interactivity	Website interactivity	Mahaita internativity is	Website interactivity is error free	
	contains errors that prevent	contains errors that did not	Website interactivity is	and enhances the experience for	
Website interactivity functions and is	the execution	prevent execution	error free	the user	
error free	0 points	1-2 points	3-4 points	5 points	
	o points	1 2 points	3 1 points	·	
Website Evaluation				Pages are consistent and	
	Only one page is presented	Pages are not consistent	Pages are consistent	elements enhance the experience	
Website elements are consistent				for the user	
across all pages	0 points	1-2 points	3-4 points	5 points	
Website Evaluation			Diament and a second of	Planned measure of website	
	Planned measure of metrics	Planned measure of metrics	Planned measure of	advanced metrics addressed and	
Description of metrics planned to	not described	unclearly addressed	website metrics clearly	enhanced by use of industry	
use to measure the success of the	not described	uncicarry addressed	addressed	terminology	
website	0 noints	1.2 noints	3-4 points		
	0 points	1-2 points	3-4 points	5 points	
Delivery Skills		a / :			
	Competitor(s) did not	Competitor(s) were	Presentation flowed in	Presentation flowed in a logical	
Statements are well-organized and	appear prepared	prepared, but flow was not	logical sequence	sequence; statements were well	
clearly stated		logical		organized	
	0 points	1-6 points	7-8 points	9-10 points	
	Competitor(a) did not	Commotito=/-1	Competitor(s)	Competitor(s) domesticated and	
Demonstrates self-confidence,	Competitor(s) did not	Competitor(s)	demonstrated self-	Competitor(s) demonstrated self-	
ooise, assertiveness, and good voice	demonstrate self-	demonstrated self-	confidence, poise, and	confidence, poise, good voice	
projection	confidence	confidence and poise	good voice projection	projection, and assertiveness	
,	0 points	1-6 points	7-8 points	9-10 points	
	- p		·	Interacted with the judges in the	
Demonstrates the ability to	Unable to answer questions	Does not completely answer	Completely answers	process of completely answering	
	Chable to unswell questions	questions	questions		
effectively answer questions	0 =======	1.0 % -1-1-	7.0 1-1-	questions	
	0 points	1-6 points	7-8 points	9-10 points	
			Time F	Penalty (5 points over allowed time)	
	Dress Code and/or La	te Arrival Penalty (Deduct 5 poi	nts for dress code penalty and	or 5 points for late arrival penalty)	
				wing competitive events guidelines)	
		, ,		Presentation Total (100 points)	
Name(s):				. resemble rotal (100 points)	
school:					
udge Signature:					Dat

High School

Word Processing

Word Processing provides members with the opportunity to demonstrate knowledge around competencies in the utilization of word processing software. This competitive event consists of an objective test and production test. It aims to inspire members to learn about how to use a computer to create, edit, save, and print documents.

Event Overview

Event Type: Individual Event Category: Production

Event Elements: Objective Test, 100-multiple choice questions and Production Test

Objective Test Time: 50 minutes

Objective Test Competencies

Production Test Time: 60 minutes, due March 28, 2025 **NACE Connections:** Career & Self-Development

Equipment Competitor Must Provide: Laptop/Chromebook for Objective Test at SLC, Computer for Production Test at school

•	Basic Keyboarding Terminology	•	Advanced Applications	•	Grammar, Punctuation, Spelling,
	and Concepts	•	Document Formatting Rules and		and Proofreading
•	Related Application Knowledge		Standards	•	Printing
Prod	uction Test Competencies				
•	Personal and Business Letters	•	Itinerary	•	Table of Contents
•	Press Release	•	Memos	•	Works Cited
•	Meeting Agendas & Minutes	•	Report Title Page		

State

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on January 17, 2025.
- Members may compete in an event if they have not previously placed in the top ten of that event at NLC. If a member places in the top ten of an event at NLC, they are no longer eligible to compete in that event.
- The chapter adviser must register each competitor for the SLC online by the March 1 deadline and pay the state conference registration fee to participate in competitive events.
- Members must comply with the NYS FBLA Dress Code.
- Each chapter may submit one entry.
- Each member can compete in a maximum of three individual/team events (excluding the Outstanding New FBLA and Who's Who in FBLA events).
- Each competitor must compete in all parts of an event for award eligibility.
- If competitors are late for an event, there are no guarantees they will get to compete. Competitive events start before the Opening Session of SLC.

Recognition

• The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 5.

- This event has two parts: objective test and production test
- Objective Test
 - $\circ\quad$ The objective test is administered online at the SLC.
 - No reference or study materials may be brought to the testing site.
 - No calculators may be brought into the testing site; online calculators will be provided.
 - All cell phones, smart watches, and headphones must be turned off and put away before competition begins. Any visibility of these devices will be considered a violation of the Competitive Events Guidelines.
- Production Test
 - Submission Deadline: A PDF document containing all the tasks must be uploaded by March 28, 2025
 - The production test is administered and proctored by an adult who is NOT the local adviser at a designed school-site prior to the SLC.
 - The production test is a set of tasks based on the competencies for the competitor to complete.
 - o Documents produced for this event must be prepared by the competitor without help from the adviser or any other person.
 - Calculators cannot be used on the production test.
 - The Format Guide, found on the Competitive Events website (<u>www.fbla.org</u>) can be used for the production test.

High School

Scoring

- The rating sheet will be released with the production test.
- Production Test is 85% of the total score; Objective Test is 15% of the total score.
- The Production Test score will be used to break a tie.

Americans with Disabilities Act (ADA)

• NYS FBLA meets the criteria specified in the Americans with Disabilities Act for all competitors with accommodations who submit a special needs form on the state website by the March 1 deadline. Any student requiring testing accommodations must submit appropriate documentation from their school or a medical authority by the March 1 deadline. Any student not having this documentation must conform to the standard rules for any event.

Penalty Points

• Competitors may be disqualified if they violate Code of Conduct, Competitive Event Guidelines, Dress Code, or are late for the event.