



# Career Development Committee

Angela Lala, Chair; Mikayla Zeldin, Council Director;  
Anna Carlson, Member; Joely LaPage, Member

| Committee Goals  | Competition             | Description   |
|--|-------------------------|---|
| <b>Chapter Challenge</b>   |                         |   |
| To encourage FBLA members to utilize their creativity and enrich their marketing skills.   | Captivating Commercials | <p>In the Captivating Commercials challenge, chapter members are tasked with creating a commercial that successfully markets an original invention that the members create. Commercials may be in the form of videos or voice overs with separate content such as slideshows. The videos will be between 30 to 90 seconds. Members will also have to write a 250–500 word description of the design choices of their commercial, the demographic for the invention, and the inspiration behind both the commercial and the product.</p> <p>The top three (3) submissions will receive plaques at the State Leadership Conference.</p> |
| <b>Individual Challenges</b>   |                         |   |
| To increase membership knowledge of the inner workings and practices of local businesses.  | Local Leaders           | Individual members are tasked with finding and interviewing a business leader within their community. For this interview members will create six to eight (6-8) engaging questions to ask the interviewee. In addition to submitting these questions, members will also be writing a 250-500 word description of the business leader, how the members came up with their questions, and what the members learned from this interview.   |
| To increase membership knowledge of preparing professional business correspondence.  | Formal Email Frenzy     | Individual members are tasked with preparing a sample formal business email in which you will propose a collaboration with a business representative. The sample email must be 250 to 500 words and should be typed in a word document and saved as a PDF file.   |
| <p>Participants will receive a ribbon at the State Leadership Conference for completing each challenge.</p> <p>By completing all three (3) challenges, the member will receive the Super Ribbon for the Membership Services Committee.</p> |                         |   |



# *Captivating* **COMMERCIALS**



February 15, 2024

11:59 PM

Chapter members are tasked with creating a commercial that successfully markets an original invention.

Members will also write a 250-500 word paragraph describing their commercials and products. Commercials must be 30 to 90 seconds.

Participants will receive ribbons and the top three (3) submissions will receive a plaque at the State Leadership Conference.

**Career Development Committee**



## Career Development Committee Captivating Commercials

Goal: To encourage FBLA members to utilize their creativity and enrich their marketing skills.

In the Captivating Commercials challenge, chapter members are tasked with creating a commercial that successfully markets an original invention that the members create. Commercials may be in the form of videos or voice overs with separate content such as slideshows. The videos will be between 30 to 90 seconds. Members will also have to write a 250–500 word description of the design choices of their commercial, the demographic for the invention, and the inspiration behind both the commercial and the product.

Participating members will receive a ribbon and the top three (3) submissions will receive a plaque at the State Leadership Conference.

The deadline for submission is February 15, 2024, at 11:59 pm. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Chapter, Chapter Adviser Name, and Chapter Adviser Email, Private YouTube link to Commercial, 250–500 word description.

**Challenge Rubric**

| Criteria                                | Not Present<br>(1 Point)                         | Below Requirements (2<br>Points)                               | Meets<br>Requirements<br>(3 Points)                      | Exceeds Requirements (4<br>Points)                    | Points |
|---|--|--|--|---|--------|
| <b>Presentation</b>                     | Speech is not legible and/or rehearsed.          | Speech is hard to understand with four to five (4-5) mistakes. | Speech is mostly clear with two to three (2-3) mistakes. | Speech is clear with zero to one (0-1) mistakes.      |        |
| <b>Creativity</b>                       | Both commercial and invention were not original. | Commercial or invention is original but lacks detail.          | Commercial and invention are creative.                   | Commercial and invention exceeds standards of detail. |        |
| <b>Grammar and Spelling (Paragraph)</b> | Four (4) or more errors.                         | Three (3) errors.  | Two (2) errors.  | Zero to One (0-1) errors.                             |        |
| <b>Final</b>                            |  |  |  |   | /12    |

# LOCAL LEADERS



## CAREER DEVELOPMENT COMMITTEE

**INDIVIDUAL MEMBERS ARE TASKED WITH INTERVIEWING A BUSINESS LEADER WITHIN THEIR COMMUNITY.**

**MEMBERS WILL CREATE 6-8 ENGAGING QUESTIONS TO ASK THE INTERVIEWEE. MEMBERS WILL ALSO WRITE A 250-500 WORD DESCRIPTION OF THE BUSINESS LEADER, DEVELOPMENT OF QUESTIONS, AND WHAT THE MEMBER LEARNED FROM THIS INTERVIEW.**

Submissions are due by  
February 15, 2024  
at 11:59 PM

Participants will  
receive a ribbon at the  
State Leadership  
Conference.





## Career Development Committee Local Leaders

Goal: To increase membership knowledge of the inner workings and practices of local businesses.

Individual members are tasked with finding and interviewing a business leader within their community. For this interview members will create six to eight (6-8) engaging questions to ask the interviewee. In addition to submitting these questions, members will also be writing a 250–500 word description of the business leader, how the members came up with their questions, and what the members learned from this interview.

### **Potential Talking Points:**

- Educational Background
- Leadership Style
- Business Hours
- Schedule
- Hiring Process

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

The deadline for submission is February 15, 2024, at 11:59 pm. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

The following information will be required: Member Name, Member Email, Chapter, Chapter Adviser Name, Chapter Adviser Email, Copy of the Interview Questions and Answers, 250–500-word description.

# Formal Email Frenzy

Career Development  
Committee



Subject: POW



Dear Members

Prepare a sample formal business email to a representative of a business with which you have to propose a collaboration. You can choose a scenario of your choice.

The sample email must be 250 to 500 words. See the submission form for examples of potential scenarios. Participating members will receive a ribbon at the State Leadership Conference.

Best Wishes  
NYS FBLA



**February 15, 2024 at 11:59 PM**



## Career Development Committee Formal Email Frenzy

Goal: To increase membership knowledge of preparing professional business correspondence.

Individual members are tasked with preparing a sample formal business email in which you will propose a collaboration with a business representative. The sample email must be 250 to 500 words and should be typed in a word document and saved as a PDF file.

### Potential Scenarios:

- A collaboration between your business and another local business to advertise a product
- Your boss wants you to propose a business deal with a manufacturer asking them to mass produce a product
- You are an employer and you're asking someone for their qualifications for a job
- Request information on how a product for your company is doing on the manufacturing line

### Sample Email:

**To:**

**From:**

**Subject Line:**

**Message:**

*The message should include the following components;*

*Greeting, Body, Closure, Signature.*

*Sincerely,*

*New York State FBLA*

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

The deadline for submission is February 15, 2024, 11:59 pm. The submission is required to be completed via the online form; paper forms will not be accepted. Please note that incomplete submissions will not be accepted.

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